

ABSTRACT

Indonesia is the country ranked 1st in sharia tourism and received the title of Top Muslim Friendly Destination of the Year 2023 in the Mastercard-CrescentRating Global Muslim Travel Index (GMTI) 2023. One of the cities that is starting to develop sharia tourism by trying to develop hotels that comply with sharia principles is Semarang. However, there is still little research involving Islamic service quality and Muslim Customer Perceived Value from sharia hotel guests. Apart from that, research inconsistencies were found between customer satisfaction and customer loyalty conducted by previous research. Therefore, this research aims to increase customer satisfaction towards customer loyalty at sharia hotels in Semarang through Islamic service quality and Muslim Customer Perceived Value.

This research was conducted using a questionnaire method using an online purposive sampling technique with 202 respondents. The criteria for research respondents were Muslim/Muslimah hotel guests who had stayed at a Semarang sharia hotel at least once before. The results of the questionnaire data collection that were obtained were analyzed using the SEM-PLS (Structural Equation Modeling Based Partial Least Square) method using the SmartPLS 4 program.

The findings of this research have succeeded in proving that Islamic service quality and Muslim Customer Perceived Value can increase customer satisfaction with a significant positive influence. The research results also show that there is a significant positive influence between customer satisfaction and customer loyalty.

Keywords: *Islamic service quality, Muslim Customer Perceived Value, customer satisfaction, customer loyalty.*