

## ABSTRACT

*Islamic hotels are an attractive offer in order to increase innovation in the tourism sector. However, Islamic hotels are still something foreign to some people. Among the many options for creating a promising business in the tourism sector, Islamic hotels are a new breakthrough to choose from.*

*This study aims to determine whether the most powerful factor in determining the decision to use the sharia label in the hotel business in Semarang. Several factors include; economic factors, religiosity, socio-culture, branding, knowledge. The population in this study were hotels labeled Halal or Sharia located in Semarang City, which data were obtained based on the Indonesian Hotel and Restaurant Association, namely 8 hotels, among others; Hotel Candi Indah, Hotel Grasia, Hotel Hazotel, Hotel Ibrahim Syariah, Hotel Muria, Hotel Omah Pelem Syariah, Hotel Pesonna, Hotel Siliwangi. This research is a quantitative research conducted by interviewing the Islamic hotels with purposive sampling method. The data obtained were analyzed using Expert Choice version 11.*

*The results showed that religiosity is the first priority, the strongest factor in determining the decision to use the sharia label in hotels in the city of Semarang, this is because the management is aware of the obligation as a Muslim to provide products that are in accordance with Islamic teachings and also want to get more blessed income so that it is expected that business smoothness in the long term, second place is knowledge, the third priority is economy, the fourth priority is branding, and the last priority is socio-culture.*

*Keywords: Islamic hotel, sharia label, economy, religiosity, socio-culture, branding, knowledge.*