

ABSTRACT

Muslims believe that choosing products that appropriate to sharia is an obligation, including to use hospitality services. The number of Islamic hotels in Indonesia growth increasingly. It has followed by increasing the number of foreign tourists including local and archipelago tourists. Increasing the number of Muslim tourists make them more selective to choose accommodations that are in accordance with islamic principles. Solo City as the favorite destination of the city visited in Central Java, seeks to provide hotel services that having good quality and according to sharia principles.

This study aims to analyze the behavior of Muslim consumers and explain the factors that influence consumers' decisions to stay in islamic hotels. This research was conducted at the Solo Syariah Hotel with 100 respondents. Using Sampling method of Purposive Sampling techniques with descriptive analysis methods and multiple linear regression analysis.

The results of multiple linear regression indicate that customer's knowledge, customer service, promotion and price have a strong and significant influence on the decision of consumers to stay at the Syariah Hotel Solo, while the religiosity belief variable does not significantly influence the decision of consumers to stay at the Syariah Hotel Solo.

Keywords: Syariah Hotel, Religiosity Belief, Customer's Knowledge, Customer Service, Promotion, Price.