ALSYS
Jurnal Keislaman dan Ilmu Pendidikan

e-ISSN : 2808-540X
p-ISSN : 2808-7119

Terindeks: Copernicus, Sinta 5, Dimensions, Scilit, Lens, Semantic Scholar, Garuda, Google, Base, etc.

https://doi.org/10.58578/alsys.v5i4.6305

THE ROLE OF ISLAMIC POLICY VALUES IN THE HOSPITALITY SECTOR: A COMPARATIVE STUDY OF CONVENTIONAL AND SHARIA HOSPITALITY IN SUMEDANG REGENCY

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Article Info:

Submitted:	Revised:	Accepted:	Published:
May 7, 2025	Jun 2, 2025	Jun 14, 2025	Jun 19, 2025

Abstract

This study compares conventional and Sharia-compliant hotels in Sumedang Regency, with a focus on the application of Islamic values within the hospitality sector. The research aims to analyze how the integration of Sharia principles influences hotel operations and customer satisfaction. Utilizing a qualitative approach, data were collected through interviews and observations at selected hotels. Sharia-compliant hotels adhere to Islamic guidelines by providing halal food, designated prayer facilities, gender-segregated amenities, and marriage verification at check-in. These practices foster trust and enhance satisfaction among Muslim guests. In contrast, conventional hotels emphasize general guest comfort without prioritizing religious considerations and often encounter difficulties in consistently applying Islamic values. The findings indicate that aligning hospitality services with Sharia principles not only enhances competitiveness but also strengthens customer loyalty. This alignment supports the moral and spiritual well-being of Muslim travelers and contributes to the advancement of halal tourism. The study underscores the potential of Sharia-compliant hospitality to offer culturally and religiously sensitive services that meet the growing demands of the Muslim travel market.

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Keywords: Sharia Hotel; Conventional Hotel; Islamic Values; Hospitality Industry; Customer Satisfaction

INTRODUCTION

Sharia hotels are a type of accommodation that operates based on Islamic principles, such as providing halal food and drinks, prayer facilities, and implementing rules regarding *mahram* relations (Mandalia, 2023). In addition, *Sharia* hotels also implement separate facilities for men and women and prohibit the consumption of alcoholic beverages in the hotel environment. All of these policies aim to ensure that hotel operations are in accordance with Islamic *Sharia* values so that they can provide comfort and peace of mind for Muslim guests who prioritize compliance with religious teachings (Nufus, 2024).

On the other hand, conventional hotels follow the general standards of the hotel industry, which are more flexible and not tied to specific religious rules. The primary focus of traditional hotels is to provide comfort and optimal service to all guests without distinguishing religious backgrounds (Rahmanto & Hartini, 2020). This fundamental difference in service between *Sharia* hotels and conventional hotels has a significant impact on the hospitality industry, especially in attracting Muslim tourists who are looking for *Sharia*-compliant accommodation.

Inconsistency in the application of Islamic values in *Sharia* hotels can hurt the level of trust in the halal market, especially among Muslim tourists who are very concerned about compliance with *Sharia* principles in choosing accommodation. On the other hand, conventional hotels that are unable to flexibly adjust their services to meet the needs of Muslim tourists also risk losing this market segment, thus reducing competitiveness in the hotel industry (Jundiah et al., 2024).

This study aims to identify the differences in service standards between *Sharia* hotels and conventional hotels and to analyze the impact of inconsistent implementation of Islamic values on customer trust and hotel competitiveness in an increasingly competitive market. This analysis is essential to understand how operational standards and management policies can affect Muslim customers' perceptions and loyalty.

As demand for *Sharia* hotels increases, the hotel industry has an excellent

opportunity to develop *sharia*-based accommodation concepts to meet the needs of the ever-growing market (Rahmi, 2017). This research is expected to provide comprehensive insight into the opportunities and challenges faced in the development of *Sharia* hotels so that it can be a reference for industry players in formulating more effective and sustainable business strategies.

From various previous studies related to the hospitality sector in the conventional and *Sharia* contexts, no research has been found that specifically discusses the role of Islamic policy values in the hospitality sector where the research tries to compare traditional and *Sharia* hospitality. Various national and international studies confirm that Islamic policy values play a central role in differentiating the *Sharia* hospitality sector from conventional hospitality. *Sharia* hotels apply *Sharia* principles such as the provision of prayer facilities, certified halal food and beverages, and prohibitions on activities that conflict with Islamic values , such as gambling and alcohol consumption. It is by the DSN MUI Fatwa No. 108/DSN-MUI/X/2016 which regulates the operational standards of *Sharia* hotels, including the provision of purification facilities and the direction of the *Qibla* in hotel rooms, which are not found in conventional hotels (Famulia & Maulidiana, 2022; Muhit & Ruheli, 2022).

A study in Surakarta showed that products, services, and management based on *Sharia* values significantly increased the interest of Muslim families to stay at *Sharia* hotels, reflecting the success of integrating Islamic values into hospitality business strategies (Kurniawan & Safitri, 2025). In addition, the implementation of these values also has an impact on customer loyalty and the positive image of *Sharia* hotels, as demonstrated by the Hotel Sofyan Betawi Jakarta, which successfully won the World's Best Family Friendly Hotel award thanks to the consistent implementation of the *sharia* concept (Pratomo & Subakti, 2017).

However, the development of *Sharia* hotels also faces challenges, such as the public perception that still equates *Sharia* hotels with conventional hotels and limited facilities that are attractive to the broader market. Research shows that innovation in products, services, and management is the key to overcoming these obstacles and strengthening the position of *sharia* hotels in the halal tourism industry that continues to grow in Indonesia and the world (Pratomo & Subakti, 2017). Economically, *sharia* hotels pay attention to not only material aspects but also immaterial aspects of the *maqashid sharia*, namely maintaining the

welfare of the community by avoiding elements of *riba*, *gharar*, and *maysir* in their business operations (Mulyani et al., 2022). It means that Islamic policy values are not only normative differentiators but also become strategic foundations that drive the sustainability and competitiveness of the *Sharia* hospitality sector compared to conventional hospitality. Therefore, this study focuses on the implementation of Islamic hospitality indicators in the hotel industry in practice, the economic impact of Islamic hospitality, Muslim tourist satisfaction, the effectiveness of Islamic-based hotel marketing strategies, and a comparison of halal certification standards in various countries.

METHODS

The researchers used a qualitative approach with a comparative study method to understand the application of Islamic values in the hotel sector and compare the differences between conventional and *sharia* hotels. This study refers to Creswell's Theory (2013) in a comparative case study. The research participants included hotel managers, employees, and academics or experts in the field of hospitality and Islamic economics, with a total of around 10–15 people aged 20–45 years from various backgrounds. The research was conducted in conventional and *sharia* hotels in Sumedang, especially La Fasa Hotel Syariah, with an official permit, while the license from Amory Hotel is still in process.

Data collection techniques included in-depth interviews with managers, employees, and guests, direct observation of service practices, and analysis of hotel policy documents. Data were obtained from hotel staff and employees as well as experts in hospitality and Islamic economics. Materials used included voice recorders, interview questionnaires, field notes, and hotel policy documents. If necessary, qualitative data analysis applications such as NVivo or Atlas.ti will be used (Suwendra, 2018). The study process follows ten stages, from abstract to references, in order to gain a comprehensive understanding of service standards in the *sharia* and conventional hotel industries.

RESULTS

The Front Office (FO) has a strategic role as the front guard in hotel services because it interacts directly with guests. The quality of friendly and professional service from FO staff greatly influences the guest experience, thus creating a significant positive

impression. The first impression formed by this FO greatly determines the level of guest satisfaction, which in turn can increase guest loyalty to the hotel (Wulanda et al., 2024). Therefore, optimal service in the FO section is a crucial factor in supporting the overall operational success of the hotel.

Several statements from the sources also emphasized that the service provided by FO staff is the primary key to creating a satisfying guest experience. Friendly and professional service not only increases guest satisfaction but also strengthens the hotel's image in the eyes of customers. Thus, managing service quality in the FO must be the primary focus of hotel management to ensure sustainability and competitiveness in the hospitality industry.

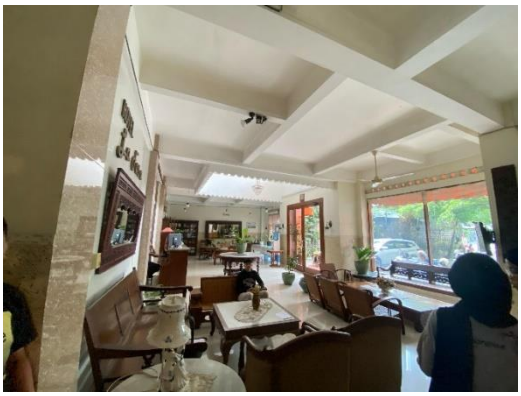


Figure 1. Lobby of La Fasa Hote



Figure 2. Lobby of La Fasa Hotel

Hotel La Fasa Syariah implements a check-in procedure that is specifically designed to ensure operational compliance with Islamic *Sharia* principles. A critical aspect of this procedure is the verification of marital status for guests who are couples of the opposite sex. This step not only serves as an internal control mechanism but also as a manifestation of the hotel's commitment to integrating Islamic values into customer service practices. Thus, the hotel strives to maintain sanctity and honor by religious norms while providing a sense of security for all visiting guests (Dayanti, 2020).

The approach implemented by Hotel La Fasa Syariah reflects the implementation of service ethics based on the principles of justice and respect for diversity without discriminating based on religion. This verification system is designed to create a service atmosphere that is not only safe and ethical but also inclusive so that it can meet the needs of customers from various backgrounds. Therefore, the hotel does not only focus on commercial aspects alone but also on social and religious responsibilities that underlie its

operations, making the services provided in line with Islamic values while respecting the plurality of society (Mandalia, 2023).

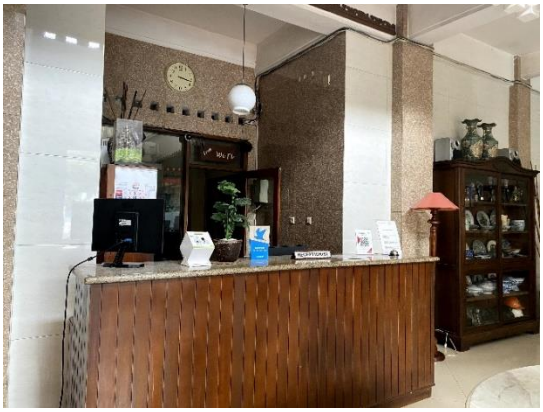


Figure 3. La Fasa Hotel Reception



Figure 4. Amory Hotel Receptionist

In the era of globalization marked by cross-cultural interactions and increasing mobility of people, understanding the differences in Standard Operating Procedures (SOP) between conventional hotels and *sharia* hotels has become a crucial need. These differences not only reflect variations in governance and service but also reflect the integration of religious values in hotel business practices (Yusiani, 2022). This study specifically examines the fundamental differences in the application of SOPs, especially in the aspects of guest service and housekeeping, which are key elements in hotel operations. In the context of *Sharia* hotels, SOPs are designed based on Islamic principles so that the services provided not only meet professional standards but also comply with *Sharia* norms that regulate social interaction and work ethics.

Furthermore, the implementation of Islamic values in the SOP of *Sharia* hotels affects various operational aspects, from the manner of welcoming guests and the separation of facilities between men and women to the management of cleanliness *by Sharia*. It creates an environment that is not only comfortable and safe for guests who adhere to Islamic principles but also maintains the integrity and Islamic identity of the hotel (Harits, 2022). Therefore, a deep understanding of the differences in SOPs is essential for practitioners and academics in the hospitality sector in order to optimize services while maintaining the sustainability of cultural and religious values in the increasingly competitive tourism industry in the era of globalization.



Figure 5. Room Hotel La Fasa



Figure 6. Room Hotel Amory

DISCUSSION

Sharia hotels implement selective check-in procedures with a primary focus on verifying the marital status of opposite-sex couples as a concrete manifestation of the application of *sharia* values in their operations (Agus et al., 2023). This approach not only serves as a monitoring mechanism but also as an effort to maintain the consistency and integrity of Islamic principles in hotel services. The sustainability of the application of these Islamic values is crucial in building a reputation and increasing the level of consumer trust in *Sharia* hotels (Hamzana, 2017). However, *Sharia* hotels still provide services to non-Muslim guests with the principle of equal service as long as the guests comply with applicable *Sharia* regulations, such as provisions regarding the marital status of the couple (Pahruroji, 2023).

In addition to administrative aspects, *Sharia* hotels also emphasize cleanliness standards that refer to the fiqh of taharah, which includes the use of holy water and checking for impurities as part of the housekeeping procedure. For example, Hotel Sofyan provides complete prayer facilities, such as prayer mats, *mukena*, the Qur'an in the room, and a clean and well-maintained prayer room, thus expanding the concept of cleanliness from the physical aspect to spiritual cleanliness. This approach also creates a family atmosphere and comfort like at home, which strategically targets specific market segments, such as parents of students around campus. It means that a *Sharia* hotel is not only a place to stay but also a space that supports Islamic religious practices and social values as a whole. (Padli, 2019).

Effective communication, empathy, and friendliness are crucial factors that significantly improve the quality of guest experience in the hospitality industry. Studies show that intensive communication training for Front Office (FO) staff is highly recommended to maintain superior service standards and responsiveness to guest needs. The speed and accuracy of response to guest requests not only increase satisfaction levels but also strengthen customer loyalty (Huda et al., 2018). In the context of *Sharia* hotels, the application of religious principles is the primary foundation that influences the overall guest experience. Compliance with *Sharia* values not only impacts the perception of comfort and security but also builds deep trust between guests and hotel management. It creates a harmonious environment and is in accordance with guest expectations that prioritize spiritual and ethical aspects of service (Mustaqim, 2023). In addition to communication aspects and *Sharia* principles, operational procedures such as cleaning rooms before and after guests' stays are essential standards in maintaining the comfort and reputation of the hotel. Consistently maintained cleanliness reflects professionalism and attention to detail, which ultimately increases the guest's positive perception of service quality (Suwarta, 2022). In addition, the role of security officers (*satpam*) is very vital in creating a sense of security and comfort during the stay, which has a direct impact on the hotel's image and the guest's perception of safety (Putra, 2023).

Sharia hotels implement Standard Operating Procedures (SOPs) that specifically integrate Islamic *Sharia* principles into all aspects of their services. For example, check-in procedures at *Sharia* hotels require guest couples to show proof of marriage as a form of compliance with religious norms, as well as conducting guest selection based on established *Sharia* criteria (Astari, 2024). This approach is different from conventional hotels, which use general SOPs without explicitly including religious aspects so that the services provided are more universal and not tied to specific religious principles.

In carrying out its operations, *Sharia* hotels also require employees, especially the housekeeping department, to maintain manners and etiquette according to Islamic values. Employees are required to dress modestly, such as wearing a hijab for women, and to carry out their duties with complete trust and integrity. In addition, the principle of purification in Islam is strictly applied, for example, by ensuring that linen and room equipment are free from impurities by *sharia* provisions. It is different from conventional hotels, which usually only separate linen based on color and material without considering aspects of purity according to religion.

Meanwhile, conventional hotels face various structural and cultural obstacles in implementing Islamic values comprehensively (Rezeki, 2011). Factors such as limited space for employees who wear the hijab and policies that prioritize flexibility in service are challenges in implementing *Sharia* values. However, Islamic values such as service ethics, cleanliness, and honesty still have the potential to be selectively integrated into conventional hotels through institutional commitment and business image adjustments. Therefore, conventional hotels can adopt some Islamic principles without having to change their entire operational system radically.

CONCLUSION

This study reveals that the implementation of Islamic values in the operation of *Sharia* hotels has a significant contribution to increasing customer trust and satisfaction, especially for Muslim tourists. The differences in Standard Operating Procedures (SOPs) between *Sharia* and conventional hotels not only reflect variations in service but also demonstrate the effective integration of religious values in the hospitality industry. *Sharia* hotels apply principles such as verification of guests' marital status, provision of prayer facilities, and cleanliness management based on *fiqh taharah*, which are not found in conventional hotels. However, conventional hotels have the opportunity to selectively adopt some Islamic values to reach the growing Muslim market. Therefore, the collaboration between spiritual values and professionalism in service is a key factor in creating competitive hospitality services that are able to meet the needs of various market segments while maintaining the sustainability and relevance of the hotel industry in the modern era.

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