

Systematic Review of Shari'ah Standards in Hotels: Marketing Mix Method

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Abstract

The marketing mix is something that is prevalent in the industrial world, and concentrated hospitality which is a service industry, attending halal tourism in West Nusa Tenggara requires the hotel industry to metamorphose in providing services that are in accordance with the Shariah provisions in an effort to sustain halal tourism, in its journey the Rayz hotel appeared with the official syari'ah hotel label, while Radho did not use the syari'ah label. This study reveals the implementation of marketing mix which is carried out by Rayz and Radho hotels with a focus on the discussion of marketing the mix using sharia standards in hotels. To answer the focus of the discussion, this study uses descriptive qualitative, in which data are collected through observation, interviews, and documentation techniques, data analysis is carried out from the beginning and continues to be done through research conducted because qualitative research is not related to quantitative research theory, Nevertheless, hotel guests do not mind if a hotel that contains non-Islamic things such as pictures, photos, paintings, beverages that are not halal labeled, as long as their core needs well fulfilled and comfortable.

Keywords: Marketing Mix, Systematic Review, Syariah Hotel

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1. INTRODUCTIONS

In 2021, Indonesia ranked fourth as the most popular tourist destination in the global Muslim tourism market with a score of 70.6, and Malaysia ranked first with a score of 81.9. ('1. Halal Tourism.pdf', no date) This ranking is specific to OIC (Organization of Islamic Conference) member countries, and for countries outside the OIC, Singapore ranks first as the country with the most popular destination category with a score of 68.4, then in second place is Thailand with a score of 59.55. This means that tourism projections in Indonesia have increased very well, if this increase is not accompanied by improvements and improvements in the quality and service of tourist areas, then Indonesia will find it difficult to reach the top point as a country with the most popular destinations. (Jeaheng, Al-ansi and Han, 2019)

The potential of the world's Muslim market is indeed very tempting for tourism business entrepreneurs. Based on Thomson Reuters data taken

from 55 countries in the Global Islamic Economy Report 2021-2022, the total world Muslim expenditure in 2020 in the halal food and beverage sector reached US \$ 1,292 billion or 10.8 percent of the expenditure on food and beverage needs of the world population and will reach US \$ 2,537 billion or 21.2 percent of the expenditure on global food and beverage needs in 2019. In the travel sector, in 2013 the world's Muslims spent about US\$140 billion on travel or about 7.7 percent of global spending. (Joeliaty *et al.*, 2020)

This is expected to increase to US\$238 billion or 11.6 percent of global travel expenditure in 2019 excluding Hajj and Umrah trips. (Suci *et al.*, 2021) In the media and recreation sector, the world's Muslims spent around US\$185 billion or 7.3 percent of global spending in 2020 and is expected to reach US\$301 billion in 2029 or around 5.2 From the data above, it can be said that Muslims' interest in tourism is not inferior to other non-Muslim people. (Jeaheng, Al-ansi and Han, 2020)

Based on these data, some countries with Muslim minorities, see it as a very promising market opportunity, so they try to innovate to present special tour packages for Muslim tourists, some of these countries include: Australia in August 2012, through the Queensland Tourism Agency, they issued a release about their shariah tourism program, such as the provision of the holy book al-qur'an in hotel rooms, places of prayer, shopping, parks, and Qibla direction given in certain rooms⁷. New Zealand in September 2012 through New Zealand Tourism and Christchurch Airport issued a book entitled *The New Zealand Halal Culinary*. (Küpeli, Koc and Hassan, 2018)

Heaven for Muslims, which is a halal food guidebook to New Zealand that provides general tourism information along with a list of halal-certified restaurants and cafes. The existence of Sereneipity Travel is evidence of the existence of shariah tourism services because it is one of the travel agents that offers shariah tourism services. (Sthapit *et al.*, 2022) Japan the existence of tour operator Miyako International Tourist Co., Ltd. Being a halal brand in Japan, because it is the only travel agent that focuses on Muslim tourists. In addition, there are Hong Kong and Thailand which also raise the icon of halal tourism, to attract Muslim tourists. (Jung *et al.*, 2022)

The trend of Halal Tourism is starting to emerge in the country, it can be said that starting from the voting event "World Halal Travel Award 2015," which is centered in Abu Dhabi-Uni Arab Emirate, Indonesia won three categories: (Aziz *et al.*, 2023)

- a. World's Best Family Friendly Hotel, that won by Sofyan Hotel Betawi, Jakarta
- b. World's Best Halal Honeymoon Destination, that won by Lombok Island, West Nusa Tenggara Barat (NTB)
- c. World's Best Halal Tourism Destination, that won by Lombok Island, West Nusa Tenggara Barat (NTB).

Seeing this opportunity, the Ministry of Tourism through the Head of Sub-Directorate of Corporations of the Directorate of MICE and Special Interest of the Ministry of Tourism and Creative Economy Taufik Nurhidayat gave a statement that 13 provinces in Indonesia were ready to develop sharia tourism, namely West Nusa Tenggara (NTB), Nangroe Aceh Darussalam, West Sumatra, Riau, Lampung, Banten, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, South Sulawesi, and Bali. (Purwandani and Yusuf, 2021) To not call it late, the discussion of halal

tourism with its devices in the form of services in the hospitality industry, has been researched by Dr. Alaa Gado Kana, with a journal published in 2011 entitled "Religious Tourism in Iraq, 1996 - 1998: An Assessment". (Kurniawati and Suharnomo, 2023) In his research he tries to describe how Iraq, which has religious tourism objects, must be able to read the needs and desires of tourists, moreover there are many lakes that provide a variety of attractions as a place of recreation, place of treatment, and hunting. (Aminah, Ayu and Bhakti, 2023)

Coupled with the holy places (temples) of the Jewish, Christian, Islamic, Yazidis, Sabeian and Sikh prophets. The holy shrines and religious sites, are special and unique tourist sites to be presented to guests. Iraq occupies a fairly high position among Islamic countries. (Abror *et al.*, 2019) Many holy places including the tombs of the Shi'a Imams can attract the attention of millions of Muslims in the world and the forgotten holy places are Najaf and Karbala. It must be understood that in those days, some of the visitors/tourists were uneducated people who came only for pilgrimage to the tombs of the Imams. (Han *et al.*, 2019)

Which is where this type of guest requires special needs in accordance with Shafi'at What the researcher criticizes is that the condition of the visitors at that time was not suitable for the hotels available in Iraq. (Yousaf, 2022) So that the Iraqi side as the host at that time had to provide requests from the Iranian side in accordance with the agreement of the two countries, In his conclusion Dr. Alaa Gado Kana said: "Hotels those are in compliance with Islamic law are the preferred means for religious type of tourism. It is important to pay well attention to Iraq's religious tourism, especially in the Shiite Islamic holy cities of Karbala and Najaf. (Lestari *et al.*, 2022) We are witnessing a growing demand for such type of tourism and its infrastructure of hotel services. Religious tourism is a new market in the growing of international tourism, where thousands of Muslims travel overseas to perform religious norms and customs. (Lee *et al.*, 2019)

The problem faced by the management of the Iraqi hotels had to be overcome in order to have a successful tourism business. The Iraqi - Iranian 1996 - 1998"14 Hesham Ezzat SAAD, et al. also looked at the challenges that exist in Shariah Hotels, which are categorized in 3 forms, namely, challenges related to the Company, challenges related to Human Resources

and challenges related to guests. (Yang, Wang and Yang, 2020) Then in Malaysia, through research conducted by Noor Zafir Md Salleh, et al. entitled "The Practice of Shariah Compliant Hotels in Malaysia". (Effendi *et al.*, 2023) one of the respondents written by Noor Zafir said: "Many hotels claimed that they are SCH without understanding the term Shariah itself. They promote SCH as their marketing strategy and not as the concept of the hotels. The SCH concept should be developed based on the Islamic perspective of doing business and not as a tag line only." (Baharudin, 2023)

With the existence of this Sharia Hotel concept, the author sees a very interesting research opportunity, especially after the issuance of the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 2 of 2014 concerning Guidelines for the Implementation of Sharia Hotel Business, both categories Hilal I and Hilal II. Therefore the researcher, examines the Systematic Review of Sharia Standards in Hotels: Marketing Mix Method.

2. METHODS

This research uses descriptive qualitative research, using a phenomenological approach. Two terms in the phenomenological concept ala Peter L. Berger and Thomas Likhman are reality and knowledge. Berger and Likhman began to explain social reality by separating the understanding of reality and knowledge. Reality is defined as a quality contained in realities that are recognized as having existence. Being that does not depend on our own will. In the setting of this study, researchers chose a research location in Malang City, because Malang City is a tourist city in East Java Province which is the central point for tourists to take a break before enjoying existing tourist objects, on the other hand, in Malang City, there are hotels that are used as a place to stop as well as stay for foreign and domestic tourists, so Malang City is a tourist city in East Java Province foreign and domestic tourists, then indirectly, hotels in Malang City, have Service and Product specifications, which are qualified when compared to other regions.

This research uses the developed interactive model data analysis technique, meaning that data analysis takes place simultaneously with the data collection process, with the flow of stages: data collection (data collection), data reduction (data

reduction), presentation of data (data display), and conclusions or verification (conclusion drawing and verifying). In this research, there are three activities to check the validity of the data, namely: Credibility, dependability, and confirmability.

3. RESULT AND DISCUSSIONS

3.1. Result

Referring to the existing data, researchers found several important points regarding the implementation of the marketing mix and public responses to the implementation of the marketing mix at grand madani and Lombok raya hotels, the following researchers describe the findings in this study including:

Implementation of the marketing mix at Radho and Rayz hotels In the product section offered by Radho and Rayz in general, it is the same, such as the availability of rooms / places to stay for guests, for example rooms / places to stay for guests, providing a swimming pool, a good and comfortable lobby and worship facilities. Regarding the Radho and Rayz hotel rates are relatively affordable, as well as the rates offered by Radho and Rayz hotels meaning, there is this point, between Radho and Rayz hotels offer the same tariff, which is the same.

Rayz offer the same tariff, according to the level of the hotel, and the type of facilities provided, but what distinguishes it, giving thanks to the EO who held the event at the hotel, Rayz called it a gift, while Radho called it a bonus. The location concerning the distribution channels of Radho and Rayz hotels is both strategic and in the city center, meaning that these two hotels, in terms of location, are the same, business competition is normal, because it is still monitored by hospitality agencies. The promotion carried out by Grand Madani is in accordance with the brochures and advertisements used, not excessive, there is no element of fraud, and no element of demonizing certain parties, as well as Rayz in the promotion carried out by Rayz is not excessive, in accordance with existing facilities.

The process carried out by Radho in receiving guests starts communication with greetings, checks documents for guests who are in pairs, serves special guests who wear mini dresses, and only processes halal food, while in Radho and Rayz hotels, the process carried out in receiving guests is not excessive, there is no element of deception, and there is no element of deception, and there is no element of halal food.

Rayz, the process carried out in receiving guests, both Muslim and non-Muslim, starts with greetings "good morning, good afternoon, good afternoon, and the like, does not check documents, and processes halal food. checking documents, and processing halal and non-halal food. Regarding the people who participate in Radho and Rayz, the structure is filled with the majority of Muslims, must wear Muslim clothing / uniforms for Muslim staff and employees, all hotel staff and employees are required to participate in weekly activities (Friday night Quran recitation, and cleaning on Friday morning), while at Radho hotel the structure is majority non-Muslim, there is no obligation or prohibition to wear Muslim clothing on employees or staff, there is no weekly routine other than official events organized by the hotel.

Physical evidence at Rayz has more Islamic nuances by using Islamic symbols, and terms in Islam, while at Radho hotel it is more regionally patterned with local symbols and names with local symbols and place names in Malang.

3.2. Discussions

The implementation of the marketing mix concept (Product, Place, Price, Promotion, People of Participant, Process, and Physical Evidence), in the service industry is not new, especially for the hospitality industry, because it will always change along with the times and advances in information technology. So do not be surprised if, on the concept of halal tourism, requires the existence of sharia hotels or hotels with sharia facilities, a hotel is known to be sharia or not, if it has received an official certificate from the certification body, in this case is MUI, which in giving the certificate, MUI assesses the sharia of the hotel.

MUI assesses the shari'ahan of the hotel based on the criteria contained in the regulation of the Minister of Tourism and Creative Economy number 2 of 2014 concerning aspects of products, management and services provided by the hotel. Regarding the implementation of the sharia concept, based on the research results, the implementation of the marketing mix concept at Rayz and Radho hotels has both similarities and differences. The implementation of the marketing mix at Rayz and Radho Mataram-NTB hotels includes

Product (Product) because the nature of products in the service industry tends to be invisible, the

products at Rayz and Radho hotels are described by researchers based on the elements that exist in the product itself according to Levvit and Lupiyoadi (2006), there are 4 elements in service industry products, namely: Core products, expected products, improved products, and potential products, if referring to the research results, the following elements of the product exist in Rayz and Radho hotel products:

- a. Core Products, at Rayz hotel in the form of a place to rest and Radho hotel also provides the same thing, namely rooms / places to rest.
- b. Expected products, at Rayz hotel in the form of a Lobby, Swimming pool, restaurant, cafe, and place of worship, so Rayz hotel provides the same thing, has the same thing as Radho.
- c. Improved products, at Rayz hotel in the form of worship equipment in the guest room, such as Al-Qur'an, prayer mat, sarong, mukenah, Qibla direction, written prayer time schedule and speaker to listen to the adhan, while at Radho hotel, provides worship equipment consisting of Al-Qur'an, prayer mat, Qibla direction, and no smoking sign.
- d. Potential products at Rayz hotel are meeting rooms, seminar rooms, ballrooms, and VIPs, at Radho hotel there are meeting rooms, seminar rooms, ballrooms, VIPs, VVIPs, fitness centers, and SPAs.

Price (Price) Price issues, often become an opportunity for a business person to subvert his business opponents, so it is not surprising that in reality prices become the most sophisticated monopoly tool in the business world, roughly speaking, many business people go out of business because they are unable to compete on the price side. However, this is not the case with the Rayz and Radho hotels.

Radho, the prices they offer are quite competitive according to the class of hotel and the class of room booked by guests, for example for 3-star hotels the prices offered range from Rp. 300-800 thousand per night¹⁶⁰, while the Rayz hotel, which is classified as a 4-star hotel, is reasonable if the price offered ranges from Rp. 450,000 thousand-2 million per night and it depends on the type of room chosen by the guest.

Regarding the fairness of this price, it can be seen from the healthy price competition between hotel business actors, meaning that the low price at the Rayz hotel is not considered to be disadvantaged by the Radho hotel which offers higher prices.

Place (place) This location does not only talk about the problem of the place, or the point where the hotel stands, but the location in question is the location as a distribution channel, if you interpret location in the sense of location, Rayz and Radho are both located in the middle of a productive, strategic city, close to shopping centers and easy transportation access. The Prophet Muhammad, in doing business, taught to be mutually beneficial, both business people, consumers or third parties involved in business. This business pattern basically accommodates the nature and purpose of business. A producer wants to obtain good goods and satisfactory service, so business should be carried out with mutual benefit satisfactory service, then the business should be carried out with mutual benefit.

When viewed in terms of location, Rayz and Radho hotels can be categorized as sharia, this refers to what is conveyed by Gunara (2008), which states that the distribution process must be in accordance with what has been agreed upon distribution process must be in accordance with what has been agreed upon, and not harm the other party, let alone scramble for consumers by intercepting or by demonizing one of the parties. There is a prohibition of the Prophet Muhammad, not to intercept traders to the market, and the prohibition of the Prophet Muhammad not to do everything possible to attract consumers.

Promotion In the promotion section, the Rayz hotel utilizes information technology such as Facebook, Instagram, Twitter, blogs and so on, besides of course not forgetting promotion through cooperation with tour and travel to bring in guests. Due to the existence of the Rayz hotel as a hotel with the first sharia principles in NTB, most service users who stay at Rayz know the hotel from the internet. In every open promotion through social media and technology, it will certainly have consequences, such as the presence of non-Muslim or Caucasian guests. Nevertheless, the hotel still accepts non-Muslim guests as long as they are willing to follow the hotel. In expressing a sense of comfort and avoiding discomfort for other guests, when there are non-Muslim guests with sexy clothes (vulgar), they will serve them in a special room, by giving them a special service.

Will serve in a special room, by giving bebet (typical Javanese sarong) to cover their aurat, then escorted to the room through a special staircase so as not to be seen by other guests. People We all know

that, service marketing is not only done by service or marketing staff, but everyone is involved to create satisfaction for consumers, which in the shari`ah service industry, of course, is required to have shari`ah resources as well. Thus at the Rayz hotel, the hotel structure consists of a majority of Muslims, by hotel management, applying the use of Muslim clothing for employees and staff who are Muslim, the clothing in question is a skullcap for men and a headscarf for women, as well as requiring staff and employees to follow the routine of reading the holy verses of the Qur'an on Friday nights, in order to foster a sense of brotherhood between fellow hotel workers. While at Radho hotel, the hotel structure is filled with non-Muslim people, as for clothing, it is enough to use the uniform provided by the hotel, which for men and women is not emphasized to wear the hijab, nor is it prohibited if employees wish to use Muslim clothing.

4. CONCLUSIONS

Implementation of the marketing mix at Rayz hotel and Radho Hotel Malang, East Java. When viewed from the implementation of the marketing mix, Rayz hotel, which officially declares itself as the first sharia hotel in East Java has both similarities and differences with Radho hotel, which uses the sharia brand officially, the similarities in question are found in Product (product), Price (price), Place (place), Promotion (promotion). While the difference lies in Process (process), People of Participant (people who participate), and Physycal Evidence (physical evidence). Likewise with the implementation of Process, People of Participant, Price, Place, Physical Evidence, Promotion. Hotel guests tend to prefer hotels with Islamic nuances, however, hotel guests do not mind.

However, hotel guests do not mind if in certain parts there are non-Islamic elements. As for the suggestions for the Rayz hotel, in order to improve the quality of human resources, especially in understanding the syar'I and expanding the swimming pool. For the Radho hotel, it is expected to improve worship equipment in hotel rooms as complete as possible according to the needs of Muslims, and in the hotel organizational structure, namely the head of the department, at least filled by Muslims who have a good understanding of Islam. For the government, it is expected to be able to formulate the integrity of the guests with the interests of the hotel regarding the

shariah standards of a hotel, so that the shariah hotel does not seem racist or inclusive.

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