

## MUSLIM GUEST SATISFACTION IN SHARIAH COMPLIANT HOTELS: CASE STUDY BLUE WAVE HOTEL

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**Abstract:** *As a Muslim country and well-known Muslim vacationer objective, it has been compelling in endeavoring to draw in Muslim travelers from all over all through the world to come here reliably. The proposed think almost Investigate has been chosen to recognize the Benefit Quality of Shariah Compliant Lodging on Muslim guest around Shah Alam. The inspiration behind this Inquire about is to comprehend the act of Shariah Compliant Inns in Malaysia and their Benefit Quality towards Muslim guest. With the tall fulfilment and guest experienced picked up within the Shariah Compliant Inn, it can include to the accomplishment figure of the Lodging. In like manner, a bigger portion of the Respondents was concurred with and fulfil by the Benefit given within the chose Shariah Compliant Inn. The Muslim guest moreover fulfils the Offices are given and upbeat with the Nourishment and Refreshment Office where they feel protected and pleasing to have their Halal dinners. Furthermore, the revelations moreover illustrate that Shariah Compliant Inns may have more broad intrigued past religion and moreover includes to Malaysia's arranging as a Tourism objective and a center point for around the world Halal Showcase. The purposes of this paper are to conceptualize the characteristics of Shariah compliance in Inn administration and to distinguish between customary and Shariah-compliant inn*

**Keywords:** *Muslim Guest Satisfaction; Shariah Compliant Hotel*

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### Introduction

The commerce has contributed a basic improvement and Financial Esteem to the GDP of Malaysia. Execution of the hotel trade is an outstandingly critical commitment towards the financial improvement of the Tourism division. The, for the most part, utilized and recognized definition is as per the World Tourism Organization (WTO) that characterized tourism as "Works out of individuals making a trip to an Islamic Tourism and might offer assistance thrust Islamic tourism to the next arrange. As a Muslim Nation and popular Muslim Traveler objective, it has been successful in endeavoring to draw in Muslim Sightseers from all over all through the world to come here reliably. (Samori, Zakiah 2013). Be that because it may, there's the nonattendance of

Research on the qualities, and utilization of SCH has been completed within the hotel commerce. (Norzafir Md Salle, 2014). Tourism Malaysia's primary objective is to grandstand Malaysia as an objective of greatness and make Tourism the central Socio-Economic commitment to the country. Malaysian tourism industry is one of the key potential advancements in Malaysian organizations economy. Malaysian government tries for the country to be an Islamic tourism center point among the Islamic traveler on the planet. The set-up of Islamic Tourism Committee (ITC) strengthened this objective. Being an Islamic country, Malaysia has the capacity and capacity to require into consideration the prerequisites of bodies.

### ***Literature Review***

#### **Hotel sector**

Friendliness is the foremost compelling component in choosing the common fulfilment level for both Asian and Western pioneers and will instantly return to desire. To fulfil the explorers, lodging bosses got to commit extra endeavours for HR change. Additionally, Hoteliers need to discover out that all labourers are locked in with upgrading Quality models and impact them to get it that a warm and neighbourly Gathering is fundamental in their calling. The nearness of the Islamic neighbourliness or Shariah lodging is being built past inlet nations in Asia. (Norzafir Md Salle, 2014) When representatives of customer-oriented lodgings give a predominant benefit as an agent of the inn, the service picture of the lodging will progress and will have a coordinate relationship with prepare fit after framework execution (Fan and Ku, 2010). Inferable to the frequently changing commerce division condition and forceful weights within the Inn Industry, Lodging Directors utilize endeavours to open up trade comes almost through improvement and extending production. The tall level of competition has been one of the foremost troublesome challenges within the hotel industry. It is reflected in progressively contract edges and developing weight to supply more and way better benefit, which has driven to expanding costs, diminished client dependability and subsequently a diminish in inhabitancy rate (Sigala, 2005; Verdugo et al., 2009; Wang and Wang, 2009; Yi-Wen and Edward, 2010). In Malaysia, the inn industry works in a commerce environment that's characterized by forceful competition, making it powerless to worldwide competition (Awang et al., 2008; Trade Screen Worldwide, 2011).

#### **Service Quality**

The Quality of Benefit in lodging industry could be an essential figure of capable trade. The Quality of Benefit in Inn industry could be a basic calculate of compelling trade. (Ivica Batinic, 2016) The current design of wrap up a quality organization in inn industry ensures the achievement of upper hand of inn organizations and is in this way the subject of modern inquire about into benefit quality within the inn industry. The thought and the sensible show of Benefit Quality are crucial in the event that we wish to get it the begin of Service Quality and potential openings in Quality. Affirmations have illustrated that Inns that outflank in satisfying guests are the finest frequently. Past Inquire has illustrated that stun is one of the basic determinants of Client Enchant. Apart from customer delight, hospitality is also unquestionably one of the most important factors in hotel services, particularly in creating the memorable experience for the guests (Ariffin, Nameghi, & Zakaria, 2013).

As the service industry becomes ever more competitive, customers have become smarter about their purchase decisions and more demanding in their search for service providers (Devlin, Gwynne, & Ennew, 2002). Furthermore, the traditional goal to satisfy customer does not seem

relevant anymore and also does not seem to be sufficient to ensure customer loyalty. Only those firms that move from a traditional philosophy of merely satisfying their customers to a philosophy that is supported by appropriate strategies, which is delighting their customers, will be successful in this context (Oliver, Rust, & Varki, 1997).

### **Front office**

The front office in Shariah-compliant hotel is using clothing covered and using hijab. The work of the front office in Shariah-compliant lodging is utilizing clothing secured and utilizing hijab. The work of an Inn Secretary is one that's respected as prestigious and exceedingly positioned inside the lodging. (Hesham Ezzat Saad, 2014). It is additionally regularly seen as the finest conceivable position from which to begin your Inn Career and it comes as no astonish that most Lodging Directors have begun their career at the Front Desk and worked their way up. The working environment is clean and the work itself isn't physically difficult. Your day to day obligations will shift and you're bound to meet a parcel of curiously individuals each day. That will be working closely with other divisions to guarantee all visitor needs are met and in a perfect world surpassed. So on the off chance that you appreciate association with an assortment of individuals, utilize your inventive abilities and have a genuine effect on the general execution of your lodging - getting to be an Inn Assistant certainly appears right for staff. Front office (Gathering) is the confront of the inn so having an inviting and respectful way is imperative. Obligations incorporate taking care of bookings, choosing rooms for visitors & giving out keys, passing messages on to visitors and completing certain methods when visitors check in and check out. It could be a phenomenal part for somebody who likes to the conversation and appreciates the challenge of making a difference individuals on an everyday premise. Distant from being a repetitive work, the part of assistant presents you with modern circumstances on a steady basis.

### **Facilities**

Each lodging utilizing Islamic concept, they ought to put offices such as supplication floor coverings, Qur'an, and etc. In spite of the fact that it is still exploratory and as well early to draw conclusions, examination of the inquire about questions demonstrates: Islamic social values do impact a Muslim's assessment criteria for retail, eatery, Lodging, and carriers Benefit quality. In any case, it is vital to conduct advance inquire about looking at whether Muslim-specific factors in evaluating Service quality (Halal/Haram; consideration to Islamic devout exercises, genuineness, humaneness and dependability) act in parallel with the three dimensions/nine sub-dimensions in Brady and Cronin's (2001) demonstrate as proposed by the past investigate of Imrie et al. (1999, 2002) on SERVQUAL or in another way. A few or all of these modern measurements may frame a partitioned overarching level of impact. At long last, considering that Muslims around the world hold the same essential rules, it is imperative to examine whether the proposed reset.

### **Food & Beverages**

One of the most destinations of the Shari'ah (Islamic Law) is the assurance of human beings. The run the show on "the essential of things of reasonability" (as indicated within the Quran), has enormously contributed to this objective. This run the show has moreover been contributive to the adaptability and pertinence of the Islamic Law all through the ages. The truth that passable things are multitudinous and past impediments, reasonability (or halal ness) is really God's blessing for the great of mankind. The Concept of Halal nourishment and refreshment, and the information of liquor within the nourishment arrangement and serving. (Zakia Samori, 2012)

### Guest satisfaction In Shariah Compliant Hotel

In Malaysia, the opportunity of Malaysia inns to supply a few offices and exercises in line with the Islamic values by implication have come into presence. For case, a few inns advance the conventional halal nourishment, organize the Bazaar Ramadhan, Ramadhan buffet and supplication room to perform supplicate Tarawih. However to set up the Shariah- Compliant lodging in a brief period of time is exceptionally difficult. It takes times to create it comes into presence. In Malaysia, it was detailed that as it were 101 lodgings all through Malaysia have connected for the Halal symbol certificate from JAIM to certify their eatery and cafe. (Berita Harian: 2010). In truth, there exist a few lodgings which serve essential offices to fulfill the Muslim tourists' needs so-called as 'friendly Muslim hotel'.

A few of the ponders talk about administrations of Islamic devout needs that will incorporate Muslim devout confinements such as exercises of bad habit and a taboo section for single couples. In the expansion, they too found that lodgings may give devout data such as the area of adjacent mosque or supplication times and adjacent Halal eateries. (Clamor, 1989; Henderson, 2003). As for Muslims, the issue of halal food is exceptionally germane because it alludes to the nourishment that can be legally expended when conditions for Islamic nourishment planning are met.

### BlueWave Hotel Shah Alam

Being spurred to be an Islamic tourism center point, Malaysia takes an exercises to display Islamic inn or halal lodging as sort of guest administrations. This paper rapidly conversation approximately issues which center around the mindfulness and affirmation of neighborhood non-Muslim client toward Shariah compliant hone in Amazing BlueWave Lodging Shah Alam (GBWHS), an Islamic concept lodging who wins Islamic Quality Standard (IQS) for inn plan grant by Widespread Bow Standard Center (UCSC) in 1 st worldwide Islamic tourism standard conference. The mindfulness and acknowledgment of neighborhood on Muslim clients toward Shariah compliant hone in GBWHS was carried out through self -detailed surveys from the clients who have the experienced remaining within the lodging.

### Research Methodology

Enlightening investigate is utilized in this think about in arrange to explore the cause and impact relationship between factors in our think about, causal investigate utilize to get it the relationship between administrations quality, offices, nourishment and refreshment on Shariah-compliant lodging, and the relationship of administrations quality, offices, nourishment and refreshments towards the Shariah-compliant inn. The information collected utilizing surveys dispersed to 110 visitors within the halal lodging (GrandBluewave Inn, Shah Alam) as one of the Shariah-compliant inns. For this inquire about SPSS20 was utilized to analyze the collected information and the Unwavering quality Test for this ponder esteem 0.887.

**Table 1: Demographic Profile**

ITEMS	STATS			
Gender	77 male	44 female		
Age	27 under 20	76 (21- 30)	11(31-40)	7 (41-50)
Nationality	110 Malaysian	11 Malaysian	Non	

Marital Status	99 Single	20 Married	2 Divorced		
Education	10 Secondary	19 Diploma	83 Degree	3 Master	1 Ph.D.
Income	91 Less than RM2000	6(2001-3000)	4(3001-4000)	20(4001 and above)	

Table 1 shows that the total number of respondents was 121, 44 were male and 77 were female. 27 their age below 20, 76 age between 21- 30, 11 age between 31-40, and 7 age between 41 - 50. 90.9% were Malaysian and 9.1% were non-Malaysian. 10 were the secondary school, 19 have the diploma, 83 have a degree, 3 hold masters, 1 holds a Ph.D. and 5 others. 91 respondents gain less than RM2000, 6 from RM 2001-3000, 4 of the respondent from RM 3001-4000, 20 of the respondent were RM 4001 and above.

**Table 2 Perception towards Halal certification in general**

Item	1	2	3	4	5
Important aspect in the hotel industry	1	0	9	55	56
Signifies food quality	1	1	9	60	50
Signifies trust	0	0	10	58	53
Signifies being hygienic	1	0	10	56	54
Signifies conformance to Halal standard	0	0	9	57	55
Positive impact on customer satisfaction	1	0	7	65	48
Increase demand from the Muslim customers	1	0	8	61	51
Increase demand from the non-Muslim customers	1	1	29	57	33
Increase confidence level among the Muslim customer	0	0	9	59	53
Increase confidence level among the non-Muslim customer	0	0	25	61	35
Provides customers with peace of mind during the visit	0	0	11	55	55
Is a trademark establishment	1	0	16	58	46
Attracts the tourism market	0	0	11	64	46
Act as a marketing strategy tool	0	0	10	66	45
Gives competitive advantages over non-certified Halal Hotels	1	0	17	63	40
As a way to increase the number of customers	1	0	11	67	42
As a adding value to their Hotels	0	2	12	64	43
Is familiar to the local people	38	66	15	66	38
Is a gaining acceptance from the foreign people	0	2	15	68	36
Benefits everyone	0	1	13	57	50

Table 2 shows the frequency of important aspects of the hotel industry: about halal as an important aspect of the hotel industry 9 were neutral, 55 agree and 56 were strongly agree. For food quality 9 respondents were neutral, 60 agree and 50 strongly agreed. About trust 10 respondents' neutral, 58 agree and 53 strongly agreed. For hygienic 10 respondent neutral, 56 agree and 54 strongly agreed. For different signifies conformance to halal standard 9 of the respondents were neutral, 57 agree and 55 were strongly agree. About the impact on customer satisfaction industry 7 respondents was neutral, 65 agree and 48 strongly agreed. To increase demand from the Muslim customers 8 respondents were neutral, 61 agree and 51 strongly agree. And increase demand from the non-Muslim customers 29 were neutral, 57 agree and 33 strongly agreed. For increase confidence level among the Muslim customers 9 respondents neutral, 59 agree and 53 strongly agreed. For increase confidence level among the non-Muslim customers 25 respondents neutral, 61 agree and 35 strongly agreed. About provides customers with peace of mind during the visit 11

neutral, 55 agree and 55 strongly agree. For trademark establishment 16 neutral, 58 agree and 46 strongly disagrees. Attracts the tourism market 11 neutral, 64 agree and 46 strongly agree. Different act a marketing strategy tool 10 neutral, 66 agree and 45 strongly agree. Different gives competitive advantages over non-certified halal hotels 17 neutral, 63 agree and 40 strongly agree. Way to increase the number of customer's 11 neutral, 67 agree and 42 strongly agree. Adding the value to their hotels 12 neutral, 64 agree and 43 strongly agree. Familiar to the local people 15 neutral, 66 agree and 38 strongly agree. The important aspect in the hotel industry 15 neutral, 68 agree and 36 strongly agree. Benefit everyone 13 neutral, 57 agree and 50 strongly agree.

**Table 3: Service Quality**

No.	Item	1	2	3	4	5
	<u>Target Market</u>	4	7	26	69	15
1.	Religious family oriented only.					
2.	Business visitors whom demonstrate traditional and Islamic attitude	2	4	21	72	21
3.	Should not confine to Muslims only.	3	1	18	72	27
4.	Hotel financed through Islamic arrangements.	2	1	17	74	27
5.	Hotel should follow Zakat principles.	1	1	21	75	23
	<u>Architecture/Design</u>					
1.	Art should be conservative.	4	5	18	73	21
2.	Toilets and beds should not be placed in the direction of Mecca.	3	4	18	72	24
3.	Arts in the hotel should not depict the human form.	1	3	21	73	23
4.	Design must reflect the spirit and culture of Islam.	1	1	14	75	30
5.	Sign indicating the direction of mecca in every room.	3	1	15	72	29
	<u>Staffing</u>					
1.	The staffs should only serve guests from the same gender and it is also preferable if they are Muslim confession.	3	4	19	71	24
2.	The staffs should wear traditional uniforms.	3	4	27	69	18
3.	Female staff for single female floors and male staff for single male floors.	2	4	23	76	16
4.	Majority of the staffs are Muslims.	2	2	20	76	21
5.	Conservative staffs dress.	4	5	18	73	21
	<u>Facilities</u>					
1.	Emphasizes on the convenience of location.	3	4	18	72	24
2.	Provide all basic amenities and facilities.	1	3	21	73	23
3.	All facilities such as gym and spa should be separated for men and women.	1	1	14	75	30
4.	Provide Quran, prayer mats and prayer beats in each room or at the front desk.	3	1	15	72	29
5.	Should not have Bars and Night clubs.	3	4	19	71	24
6.	Should provide appropriate entertainment.	3	4	27	69	18
	<u>Food &amp; Beverage</u>					
1.	No alcohol should be served.	2	0	13	68	38
2.	Food product must be Halal certified.	2	0	12	66	41

3.	Should follow all the halal procedures during food preparation.	2	2	12	65	40
4.	Should have majority of Muslim staffs.	2	1	18	64	36
5.	The hotel should not have any bar or night clubs.	3	1	16	67	34

In table 3 respondents agreed with the service quality aspects mentioned in the study, Shariah hotels are suitable for Muslim and non-Muslim families, following the Shariah Compliant finance and funding. It provides the Islamic facilities to perform the prayers, and follow the design which follows the Islamic roles. Majority of respondents agreed that Shariah hotels provide the halal food and drinks, preventing the bars and nightclubs, have strict regulations about the same gender serving and housing, Islamic conservative dress, providing several kinds of separated facilities for men and women.

**Table 4: Guest satisfaction**

NO	Item	1	2	3	4	5
<u>Value of money</u>						
1.	Reasonable price	2	1	25	64	29
2.	Consistent price policy	3	1	33	59	25
3.	The price is similar with normal full service hotels	3	2	33	58	25
4.	Special promotions on room package	4	1	31	55	30
<u>Hotel image</u>						
1.	Have a good reputation on the services	2	1	28	57	33
2.	Have a good physical appearance	2	3	28	52	36
3.	Located in convenient location	2	1	32	50	36
4.	All basic amenities provided. Such as <ul style="list-style-type: none"> <li>• ATM machines</li> <li>• Free parking</li> </ul>	2	0	28	51	40
<u>Physical quality</u>						
1.	The guest rooms are comfortable	2	1	29	51	37
2.	Friendly customer service	2	0	27	51	41
3.	The surroundings are clean	2	0	28	50	41
4.	Nature friendly environment	2	0	28	51	40

Respondents in table 4 showed their satisfaction about Shariah hotels, 25 respondents were neutral, 64 agree and 29 strongly agree with the prices and the consistent price policy. Majority of respondents agreed with the marketing and promotion activities, convenient location. All basic amenities were provided, and the rooms were comfortable. Based on respondent's point of view, customer service was friendly provided by staff, surrounding was a clean, and nature-friendly environment.

## **Conclusion**

Shariah Compliant Inn it concentrating on Benefit Quality depends on the Item that results from the Front Office (Gathering), Offices and Food and Refreshments. It moreover to illustrate the ordinary of the arbiter quality to be the mediator on the association between Front Office, Offices and Nourishment and Refreshments and guest fulfilment in Shariah Compliant Lodging. Within the conclusion, the mission and vision of Malaysia government to be World Halal Center country will come into the genuine world.

## **Research recommendation**

The Inquire about considered the effect of Service Quality, Offices, Nourishment and Refreshments to Muslim Client and moreover effect of Shariah Compliant Inn. It is typical that the net result will grant profitable information to improve the Shariah Inn rule interior Malaysia. This examination can be utilized as the wellspring of information for the longer term investigation within the related field and as per the after the impact of this Investigate, the foremost raised number of respondents is concurring with Benefit Quality utilizing the Shariah Lodging run the show. Be that because it may, a couple of Lodgings fair highlight on the Nourishment and Refreshments fair, truly Shariah Lodging rule is making common utilizing the Shariah Inn counting the Service Quality and Offices. Subsequently, the Islamic Hotel or Shariah Compliant Inn got to offer assistance out improve and modern headway for this issue to ensure guest who remaining with the Benefit Quality and Offices in Shariah Lodging clearly to extend the national compensation within the nation Tourism portion.

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