

Introducing the Practices of Shariah-Compliant Hotel (Sch) In Shah Alam

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Abstract

Shariah-Compliant Hotel (SCH) is a new innovative concept in the field of the hotel which is growing rapidly in this upscale business. The purpose of this study is to measure the service Quality of Shariah-Compliant Hotel (SCH) on Muslim Customer in Shah Alam to achieve the objective, the journal uses the observation method which is to spread the questionnaire. The population is all guest that have stayed at Islamic hotel in Shah Alam with a total sample of 120 guests. This study using the convenient sampling method. This finding is helpful to find out the important points in the Shariah-Compliant Hotel to serve as a benchmark that the variables used in this journal. Through this data, businesses can see what guest 'need and want' in the SCH concept. This research will emphasize the variable supporting factors of customer satisfaction such as facilities, restaurants, grooming staff, and building design. Overall, all variables, get good responses from respondents, which is more than four (> 4, Agree). Therefore, these four variables are very important to get customer satisfaction that will sustain customer loyalty.

Keywords: Sharia-compliant hotel; Practices.



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1. Introduction

The main goal is to attract Muslim visitor from outside to Malaysia. Thus, increasing the percentage of tourist coming to Malaysia (Samori and Zakiah, 2013). Service Quality (SQ) need to be leveled to improve the quality of service provided by the staff to the guest. The tourist from the Middle East or Islamic countries is the main target as an attraction to expand Islamic tourism. Service Quality is a component to the halal products, according to Ball and Haque (2003) 'what do Muslim customers in Malaysia perceive to be the key attribute of quality in service? The word Islam come from the root of 'Aslama' which mean either to 'be safe', 'peace' or surrender to Allah" (Ball et al., 1997). The key to Service Quality (SQ) itself is halal service and halal products that are prioritized by Malaysian people. Malaysia's population is an Islamic majority that the Qur'an is the source of Shariah as a guide. If the tourist comes to Malaysia will make rapidly increase economic growth (GDP) Gross Domestic product will get better because tourist will spend their money to buy a local product and of course they will be subject to tax which is for income state's (Bashir, 2011).

2. Literature

2.1. Shariah-Compliant Hotel (SCH)

Hotel is the most powerful figure in determining huge success levels for both Asian and Western travelers. To fulfill the traveler's satisfaction, hotel directors need to give new endeavors for skill improvement. Likewise, hoteliers ought to find out that all representatives are involved in updating quality guidelines and making them realize that a warm and cheerful gathering is essential to their occupation (Afroza and Parvin, 2014). The studies will benefit traveler through the Islamic hospitality approaches which to strengthen Shariah-Compliant Hotel (SCH) in Asia (Norzafir, 2014). When representatives of customer-oriented hotel get a predominant benefit as an agent of the hotel, the hotel will take strides and will have a coordinate relationship with prepare fit after framework usage (Fan and Ku, 2010). Owing to the ever-changing advertising environment and competitive weights within the hotel industries, the hotel management will always put their efforts into improvising SCH services and facilities in order to boost hotel revenue.

Hospitality industry that is very rapidly developing which is a challenge that is not easy for the businessman. So that the quality of service increase according to customer demand. Therefore the Shariah-Compliant Hotel (SCH) is

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something new knowledge in Malaysia because it complies with the most Islamic majority (Sigala *et al.*, 2005). According to Awang (2008a), in Malaysia, the hotel development is very angular so that international competitor is very vulnerable. Besides that, that is too many conventional hotels is growing rapidly in Malaysia. So, the Shariah-Compliant Hotel (SCH) concepts are one of the strategies for Deeping (Awang, 2008b). Additionally, totals are increasing in around the world. Especially in Malaysia, almost hotels have every corner of the city and place attraction which are famous as an object to attract visitors to stay in the best place. The SCH can also be used as a businessman intermediary as well as in Shah Alam that follows the concept the Shariah-Compliant Hotel (SCH) only two hotels (Malaysia Tourism, 2012).

2.2. Service Quality (SQ)

In improving the quality of business service is an important point that must be discussed and must be considered carefully is Service Quality because of the success or failure of the industry depends on how the staff serves customers well. Thus, the manager can see and directly assess the staff at work to provide the perfect servant so that the customer feels comfortable while staying at the hotel concerned. Awang (2008a), service quality aims to make customer satisfaction in the form of service, especially in reception all employees must be friendly, smile, body language, how welcoming guest procedures. At reception (front office) has a training manager to train staff in dealing with guests who come to check in. Housekeeper (Manager) must train housekeeping staff in interacting with guests, such as giving greetings to guests when making make-up rooms and knocking on doors before entering to the room. So, the staff look polite and guests feel comfortable (Ariffin *et al.*, 2013). The hospitality industry is getting higher competition, so the quality of service is much influenced so that customers can come back for the future stay. In a hotel industry that is very popular with the word guest is king, therefore the customer can decide where they choose to get the comfort that the guests expect (Devlin *et al.*, 2002).

Customer happy with service does not guarantee that guests come back to the hotel. This is a problem management also should discuss what customer need and want. One of the factors is the price because the price can also influence the customer to come back into consideration. Where price and service quality are closely related to being built together with guests (Oliver *et al.*, 1997). Service quality is also related to the facilities provided by the hotel. In the Shariah-Compliant concept, hotel facilities also play an important role in improving the quality of SQ (Service Quality). Basic facilities in the SCH are to give prayer mats, sign Qibla and others (Pine and Gilmore, 1999). Most hotels implement turndown service provided by the hotel. The purpose of "Turndown Service" is to celebrate the big day of a guest such as a birthday or a request from a guest, for example, an anniversary and others. This can make the guest memory of the services that the hotel makes (Hetzl *et al.*, 2002).

2.3. Front office (Reception)

In the hotel industry is very well known for the Front Office department (Reception) because reception is the icon of a hotel where this department plays an important role in all information centered on the Front office (FO), often that reception is the nerve center of a hotel. A hotel at reception must have staff within 24 hours. Reception work can include making reservations, checking in the guest, checking out guest, welcoming guest and many more. FO is also a strong connection with the Housekeeping department to provide a good service for guests. Staff reception will be working closely with other departments to ensure all guest needs are met and ideally fulfilled. If the staff enjoy interacting with a variety of people and can utilize work creative skills, this will have a real impact on the overall performance of the hotel. All staff in reception may also think that it is essential to speak English fluently, but with over 85% of employees at the front desk belong to foreign countries, the level of English is often good enough. If an employer enjoys speaking in English this job is the right position to improve language skills quite quickly on the job.

What's the difference between staff reception at conventional hotels and Sharia hotels? Many graduates of hotels in Shah Alam but they don't work at hotels because of what? Because in hotel management to work at reception only for free hair. This is the current issue that is good to discuss. That's the word "Sharia-Compliant Hotel (SCH)" concept to give opportunities for Muslim students in the hotel industry to work comfortably. Besides that, SCH is a new concept applied in Malaysia especially in Shah Alam (Norzafir, 2014). Reception is the most prestigious work in the hotel industry, besides very neat clothes the staff must be smart and can also solve problems professionally. Most managers start working at reception to pursue their first career. In Sharia-compliant hotels, there is no staff wearing short pants/skirts all covered from head to foot (Fan and Ku, 2010).

2.4. Facilities

Facilities in Shariah-compliant hotels are divided into 2 namely room facilities and public facilities which are certainly different from conventional hotels. Where conventional hotels provide basic facilities provided to guests such as towels, hand towels, shampoo, toothbrushes, wi-fi and much more. However, the SCH has additional facilities provided by the hotel such as Room Facilities for example prayer mats, AL 'Qur'an, sign Qiblat, prayer beads, the position of the toilet does not lead to the Qibla and has a special to take ablution water in the bathroom. For public facilitation, swimming pools can be separated between women and men and for families. In addition, the gym is also separated between women and men. Moreover, the hotel provides public prayer between women and men. All need to facilitate and provide comfort for guests or visitors who come to the hotel. The unique for SCH Facilities is the design bedroom not facing the Qibla and the design for rooms full of Islamic paintings (Imrie, 1999, 2002).

2.5. Food & Beverages (Restaurant)

The hotel industry is the most popular business for many people, besides that to stay usually guests will ask about food in the restaurant. Package the room price that is booked is usually including for breakfast. Most hotels provide bars to sell beer and other non-halal drinks. However, the Shariah-Compliant hotel focuses on serving halal food without selling beer or other unclean bars. This restaurant is also very influential for hotel income because many people will ask for an event package once with meals such as corporate government events, schools or birthday parties.

One of the most important aspects of the Shari'ah (Islamic Law) is the assurance to be human beings (Eddy and Yusuf, 2017). The representation of 'the fundamental of things of reasonability' (as indicated within the Quran), has significantly contributed to this objective. This has also contributed to the adaptability and pertinence of the Islamic law all through the ages. The truth that reasonable things are endless and past impediments, admissibility (or halalness) is genuinely God's blessing for the great good of the mankind. The concept of halal food and drink and the information of liquor within the food planning and serving (Zakia and Samori, 2012). Choice of modern and in vogue method has to be considered with caution and, it should be in line with Islamic principles. Since pork is forbidden, halal slaughtering must not be done where pigs are slaughtered or in the vicinity of pigs slaughtering area. There are a few more edicts and rules that have to be followed in the interest of animal welfare. For example, animal has to be fed as normal and given water prior to slaughter, one animal must not see the other being slaughtered, knife should be four times the size of the neck and razor sharp, and as far as possible the slaughterer and the animal should face the Qibla or Mecca and the animal must not be suffering from any ailments or any lacerations (Al-battat and Ahmad, 2018).

According to by Al-battat and Ahmad (2018), Food sources have three categories in bellow:

1. Minerals: harmful to consumers is prohibited. all the good water can be drunk without any side effects for the user, so it's justified as well as vice versa for beer drinks is prohibited because it can endanger the bodies of those around them.
2. Plant: all plants can be consumed by humans but if the plants are dangerous, they will be forbidden. For example, what is forbidden is marijuana, why? Because that can endanger eaters and addiction. Then the marijuana is forbidden.
3. Animal: there are animals that can be eaten and cannot be eaten. Animals that we can eat must follow the cutting procedure based on Shariah Islam. Thus, in the Shariah-Compliant hotel restaurant, this is very much noticed, the advantages of choosing the Shariah hotel concept have been safely consumed. Allah says: "Of the cattle are some for burden and some for meat, eat what Allah has provided for you, and follow not the footsteps of Satan for he is to you an avowed enemy" [Al-An'am (6), verse 142].

The restaurant concept of Shariah-Compliant Hotel (SCH) is an advantage for Muslim visitors and there is no doubt about the food served by the restaurant. In Malaysia itself, there is JAKIM (Jabatan Kemajuan Islam Malaysia) which has the duty to monitor every food that has a Halal logo from JAKIM. So that the customer will no longer ask about the food at Shariah hotels.

2.6. Guest satisfaction in Shariah Compliant Hotel

Customer satisfaction can be assessed from the services provided by the hotel. Therefore, the SCH concept is to realize a unique phenomenon through this research that guest satisfies the concept applied. Shariah comes from Arabic that is the path that should be followed by Muslims Ferdous (2014). Previously known for guest satisfaction on conventional hotels but when the SCH concept implemented also satisfies by the guest. To establish a Shariah-Compliant Hotel in a short time it is not easy. Of course, it takes a long time to finalize the desired concept. Most of the hotels in Malaysia are management only focusing on restaurants, cafes to get halal logos from JAKIM. More than 101 hotel in Malaysia register to get a halal logo (Berita, 2010). But some hotels in Malaysia have fulfilled the needs of Muslim tourists called 'friendly Muslim hotels' e.g Al-Tawa Islamic Hotel, Langkawi.

In religion, it is not permitted for couples who have not been in one room. There is already a rule based on Shariah Islam, so for Shariah-Compliant, it is not permissible for unmarried couples to check-in in this hotel. Guest feels comfort can also come from if the hotel is close to the mosque makes it easy for guests to perform their prayer activities (Mohd, 2009).

3. Research Methodology

This research is to examine the cause and effect of several variables used. Independent variables are categorized to Service Quality (SQ), Facilities, Restaurant and Reception in order to support the dependent variable which is Guest Satisfaction through the Shariah-Compliant hotel concept. This research was using the Quantitative research by distributed 121 questionnaires at Grand Bluewave Hotel Shah Alam For this research SPSS20 was used to analyze the collected data and the Reliability Test for this study value 0.887.

4. Findings

Table 1: Service Quality

Do you agree or disagree with the statement about the facilities and service quality of a Shariah hotel or Halal hotel? Please choose only one answer.

Table-1. Service Quality

No.	Item	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
	Target Market					
1.	Religious family oriented only.	3.30%	5.78%	21.49%	57.02%	12.40%
2.	Business visitors who demonstrate a traditional and Islamic attitude	2.48%	2.30%	17.35%	59.50%	17.35%
3.	Should not confine to Muslims only.	2.49%	0.82%	14.88%	59.50%	22.31%
4.	Hotel financed through Islamic arrangements.	2.48%	0.82%	14.05%	61.16%	22.31%
5.	The hotel should follow Zakat principles.	0.82%	0.82%	17.35%	61.98%	19.00%
	Architecture/Design					
1.	Art should be conservative.	3.30%	4.13%	14.88%	60.33%	17.35%
2.	Toilets and beds should not be placed in the direction of Mecca.	2.48%	3.30%	14.88%	59.50%	19.83%
3.	Arts in the hotel should not depict the human form.	0.83%	2.48%	17.35%	60.33%	19.00%
4.	The design must reflect the spirit and culture of Islam.	0.83%	0.83%	11.57%	61.98%	24.79%
5.	Sign indicating the direction of Mecca in every room.	2.48%	0.83%	12.40%	59.50%	23.97%
	Staffing					
1.	The staffs should only serve guests of the same gender and it is also preferable if they are Muslim confession.	2.48%	3.30%	8.56%	58.68%	19.83%
2.	The staffs should wear traditional uniforms.	2.48%	3.30%	22.31%	57.02%	14.88%
3.	Female staff for single female floors and male staff for single male floors.	1.65%	3.30%	19.00%	62.81%	13.22%
4.	Majority of the staffs are Muslims.	1.65%	1.65%	16.53%	62.81%	17.35%
5.	Conservative staffs dress.	3.30%	4.13%	14.88%	60.33%	17.35%
	Facilities					
1.	Emphasizes the convenience of location.	2.48%	3.30%	14.88%	59.50%	19.83%
2.	Provide all basic amenities and facilities.	0.83%	2.48%	17.35%	60.33%	19.00%
3.	All facilities such as gym and spa should be separated for men and women.	0.83%	0.83%	11.57%	61.98%	24.79%
4.	Provide Quran, prayer mats and prayer beats in each room or at the front desk.	2.48%	0.83%	12.40%	59.50%	23.97%
5.	Should not have Bars and Nightclubs.	2.48%	3.30%	8.56%	58.68%	19.83%
6.	Should provide appropriate entertainment.	2.48%	3.30%	22.31%	57.02%	14.88%
	Food & Beverage					
1.	No alcohol should be served.	1.65%	0.00%	10.74%	30.77%	31.40%
2.	Food product must be Halal certified.	1.65%	0.00%	5.43%	54.54%	33.88%
3.	Should follow all the halal procedures during food preparation.	1.65%	1.65%	5.43%	53.72%	33.06%
4.	Should have a majority of Muslim staffs.	1.65%	0.83%	14.88%	52.89%	29.75%
5.	The hotel should not have any bar or nightclubs.	2.48%	0.83%	13.22%	55.37%	28.10%

5. Discussion of Service Quality (SQ)

5.1. Service Quality (SQ)

Service quality is a dynamic condition with products, services, processes, and environments that meet or exceed expectations. Service quality is very important to make customers satisfied to stay at the hotel. Quality of service can also be measured by guests who have experienced visit at Shariah-hotels more than once. In this service quality is divided into five parts, namely Target Market, Architecture / Design, staffing, Facilities and Food & Beverage. Where is all that is to clean the respondents to appreciate what Customer get for the hotel services provided?

5.2. Target Market (TM)

Summary table at the above, as follows:

Table-2. Guest Satisfaction

Strongly agree	19%
Agree	60%
Neutral	17%
Disagree	2%
Strongly disagree	2%
Total	100%

In the industry of hospitality not only local people who are the target market but can be from abroad. Because the hotel is the international business segment. Many travelers in Malaysia come from Islamic countries such as Jordan, Kazakhstan, Saudi Arabia and many more. Surveys based on information on numbers should not be limited to Muslims. That means the hotel is an Islamic concept but does not rule out the possibility of accepting non-Muslims to enjoy the service. Based on the results of the above research, strongly agree to get 19%, Agree 60%, Neutral 17%, disagree and strongly disagree with the same result at 2%.

Based on the results obtained by guests, guests agree that the target market is right on target to be implemented into the Shariah-Compliant Hotel. Besides that, it has a neutral value of 17% some of the respondents remain doubtful about the target market. This might be deepened for future research to make sure that TM is an important point for finding perfection part of SQ.

5.3. Architectural Design

Summary table at the above, as follows:

Table-3. The Average Result of a Survey

Strongly agree	21%
Agree	61%
Neutral	14%
Disagree	2%
Strongly disagree	2%
Total	100%

Human inquiry about hotels is important, the restaurant is halal, but as Muslims, we will be even more comfortable if we can get Islamic-style designs in the hotel. In conventional hotels usually the architecture its use modern styles such as world-famous paintings, placing sculptures and much more. The SCH architecture is merely different from a conventional hotel standard due to the concept are more towards islamic background. For Instance the position of the toilet and bedroom does not direct to Qiblat (the direction of the Kaaba - the sacred building at Mecca, to which Muslims turn at prayer), displaying only religious decorations (such as calligraphy of phrase from AlQuran for example) prayer mat in every room, segregated general prayer room for men and women, providing halal F&B and much more.

From the survey results, strongly agree 21%, agree 61%, neutral 14%, disagree 2% and strongly disagree 2%. 82% of respondents agreed with the design or architecture adopted by the Islamic concept. With many seminars on the SCH Islamic Design Concept to convince visitors that design is an important point to apply.

5.4. Staffing

Summary table at the above, as follows:

Strongly agree	17%
Agree	61%
Neutral	17%
Disagree	3%
Strongly disagree	2%
Total	100%

In a very familiar industry whose name is staff especially in the hotel Industry? But usually, people will discuss the staff for conventional hotels, not for Shariah-Compliant Hotels. Therefore staffing is very well discussed in the SCH as reference future researcher. On the MSU-Malaysia campus, there are many who major in hospitality and the majority of students are Muslim. But when students finish the study of hospitality will work instead of the hotel industry. Because most management wants staff at reception (Front office) free hair. This is a big issue in Malaysia that SCH plays an important role in the hospitality.

Based on the survey results above 61% are mostly agreed, followed by the same values between strongly agree & Neutral 17%, 3% disagree, 2% strongly disagree. Overall the majority of all agree but there is a mistake between strongly agree and Neutral values. Why? Because there are still many people hesitant about the concept of SCH applied in Malaysia.

5.5. Facilities

Summary table at the above, as follows:

Strongly agree	21%
Agree	60%
Neutral	15%
Disagree	2%
Strongly disagree	2%
Total	100%

Facilities at the hotel industry play a very important role after Restaurant. Why? Because these are the points that support the establishment of a hotel. Facilities are also divided into two, namely Public Facilities and Private Facilities. Public facilities cover swimming, fitness, Mushollah, toilet. While Private facilities include equipment that must be provided in guest rooms such as mineral water, bath towel, hand towel, face towel, microwave, freezer, dining table, television, air-conditioning, mineral water, coffee, tea and many more.

However, in the concept of SCH, it is unique from Private facilitation, it must provide prayer mates, Al-Qur'an beats, and sign Qibla. Whereas for Public Facilities must make a separated between women's and men's fitness, swimming pool for women and men, toilets for women's and men, Mushollah are women and men. So this is something new in SCH that must be considered to deepen hospitality.

Based on data above 60% respondent agree, followed strongly agree 21%, 15% respondent neutral, disagree and strongly disagree 2%. Overall the respondent agrees to the facilities that must be provided by the Shariah-Compliant Hotel.

5.6. Food & Beverage (Restaurant)

Summary table at the above, as follows:

Strongly agree	34%
Agree	53%
Neutral	10%
Disagree	2%
Strongly disagree	1%
Total	100%

The purpose of all visitors coming to Malaysia will be because the halal food is easy to get. Therefore, many Islamic countries come to Malaysia due to food factors. However, the Malaysian government allows for non-halal food businesses with JAKIM's position permits. Besides that, the restaurant is not the peak of the problem but it is very necessary to deepen. The restaurant has a different type of food table such as a dining table for single, double, and dining table for the family.

Based on the above survey results, 53% agree, 34% strongly agree, 10% neutral, 2% disagree, 1% strongly disagree. Based on the overall result that the respondent has no problem for Restaurant in SCH.

Table 2: Guest satisfaction (GS)

Do you think the Shariah-compliant hotel or halal hotel give the basic services and facilities as a normal full serviced hotel?

NO	Item	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
	Value of money					
1.	Reasonable price	1.65%	0.82%	20.66%	52.89%	23.97%
2.	Consistent price policy	2.48%	0.82%	27.27%	48.76%	20.66%
3.	The price is similar with normal full-service hotels	2.48%	1.65%	27.27%	47.93%	20.66%
4.	Special promotions on room package	3.31%	0.82%	25.62%	45.45%	24.79%
	Hotel image					
1.	Have a good reputation on the services	1.65%	0.82%	23.14%	47.11%	27.27%
2.	Have a good physical appearance	1.65%	2.48%	23.14%	42.98%	29.75%
3.	Located in the convenient location	1.65%	0.82%	26.45%	41.32%	29.75%
4.	All basic amenities provided. Such as <ul style="list-style-type: none"> • ATM machines • Free parking 	1.65%	0.00%	23.14%	42.15%	33.06%
	Physical quality					
1.	The guest rooms are comfortable	1.65%	0.82%	23.97%	42.15%	30.58%
2.	Friendly customer service	1.65%	0.00%	22.31%	42.15%	33.88%
3.	The surroundings are clean	1.65%	0.00%	23.14%	41.32%	33.88%
4.	Nature-friendly environment	1.65%	0.00%	23.14%	42.15%	33.06%

6. Discussion of Guest Satisfaction (GS)

6.1. Value of Money

Strongly agree	23%
Agree	49%
Neutral	25%
Disagree	2%
Strongly disagree	1%
Total	100%

In response to meet customer satisfaction, it is supposed to pay attention to price. Because most people will see the price that is in comparison with the lodging selection. Although the concept of following the Shariah-Compliant Hotel is not to improve the quality of the price offered.

Based on survey data above 49% agree, 25% neutral, 23% strongly agree, 2% disagree, and 1% strongly disagree. This means that the value of money in the SCH is approved by the respondent to be implemented in the Shariah-Compliant Hotel concept.

6.2. Hotel Image

Strongly agree	30%
Agree	43%
Neutral	24%
Disagree	2%
Strongly disagree	1%
Total	100%

From the whole hotel, the image is to give the explanation to the visitor whether easy to access there or vice versa. Besides that, the hotel image can be seen on Trip Advisor to see comment reviews based on guest experiences that have stayed at the hotel. Based on survey data above 43% agree, 30% strongly agree, 24% neutral, 1% strongly disagree, and 2% disagree. Based on the above data statement can be seen that the Hotel image for SCH concept is very good applied.

6.3. Physical Quality (PQ)

Strongly agree	33%
Agree	42%
Neutral	23%
Disagree	2%
Strongly disagree	0%
Total	100%

To find out the guest satisfaction in an Islamic hotel is to see what the guest feels, both comfortable and uncomfortable. PQ can cover hotel services provided to visitors, both from staff and facilities provided. Based on the data above 42% agree, 33% strongly agree, 23% neutral, and 2% strongly disagree. Percentage above shows that PQ in Shariah-Compliant hotels can be applied

Table 3: the Average result of a survey

Based on the result of the survey, this ranking is judged from the results of data collection by adding up all the total number 4 (Agree) and Number 5 (strongly agree). Of all the total will be out of the order what Guest is interested in from every part of Shariah-Compliant Hotel (SCH).

Ranking	Percentage (%)	Item
1	87%	Food & Beverage (Restaurant)
2	82%	Architecture (Design)
3	79%	Target Market
4	77%	Staffing
5	75%	Physical Quality
6	73%	Hotel Image
7	72%	Value of Money
8	71%	Facilities

The current paper focuses on the concept of Sharia-compliant hotel (SCH) which has become a highly attractive concept throughout Malaysia. The SCH concept still needs to be clearly defined. There are big potential and bright prospect of SCH to the economy and the hotel industry, especially with the growing number of Muslim population and Muslim travelers this market segment is expected to grow fast. This promising future comes with great

challenges. In Malaysia, this concept is totally new and needs further investigation. This paper is concerned with highlighting the defining features and challenges to SCH development in Malaysia. The Ranking of Shariah-Compliant Hotel currently focuses on food & beverage, Architecture/Design, and Target market.

7. Conclusion

Based on the results obtained, the study raises the following recommendations. Firstly, enhancing communication between academics and practitioners can be achieved by organizing specialized workshops, conferences, and seminars that focus on the field of Islamic hospitality. The meetings should set the definition of SCH, the standards required for this new concept and how to face the different challenges to the development of SCH in Malaysia. Secondly, there is a need for an official organization that is involved in verifying Shariah-compliant food and services, providing certificates and a uniformed Shariah-compliant logo.

The research studied the influence of service quality, facilities, food & beverages to Muslim customer and also an influence of Shariah-compliant hotel. It is expected that the obtained result will provide useful information to improve the Shariah hotel principle within Malaysia. This study can be used as a source of information for the future study in the related field and according to the result of this research, the highest number of respondents is agreed with service quality using the Shariah hotel principle. But, some hotels only focus on the food and beverages only, actually Shariah hotel principle is making overall using the Shariah hotel including the service quality and facilities. Thus, the Islamic hotel or Shariah-compliant hotel should do something for improvements and new development for this issue to ensure guest who staying with the service quality and facilities in Shariah hotel directly to increase the national income in the country tourism sector. For the future researcher, could describe of management Shariah Hotel for completing and make more understanding in term of rules and regulations Islamic Hotel.

Research Limitations/Implications: The results of this study may not reflect the full picture of the full concept of Shariah-compliant Hotel, as the sample was restricted to hotels on the Hotel Grand Bluewave Shah Alam. Researchers may thus wish to undertake further studies with larger hotel samples over a longer time period in future. In Malaysia to have five hotel following by Islamic Concept According by [Al-battat and Ahmad \(2018\)](#)

1. PNB Perdana Hotel & Suites on the Park
2. Traders Hotel
3. Grand BlueWave Hotel
4. Silka Maytower Hotel
5. De Palma Hotel Ampang

Therefore for the future researchers can investigate more than one hotel to see a comparison in deepening Islamic hotels in Malaysia.

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