

***The Influence of Islamic Branding, Facilities, and Quality of Service on the Decision to Stay at Sharia Hotels in Bogor City Region***

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***Abstract***

*This study aims to explain the influence of Islamic branding, facilities, and service quality on the decision to stay at a sharia hotel in the Bogor City area. This research uses a quantitative method that refers to numerical data. The subjects studied were 150 guests who had been in sharia hotels in the Bogor City area. The object of his research was the decision to stay at a sharia hotel in the Bogor City Area. This study uses data analysis techniques used, namely descriptive statistical analysis, data quality, classical assumptions, multiple linear regression, and hypothesis testing. The results of this study are that Islamic branding does not have a significant influence on the decision to stay in sharia hotels, facilities have a significant influence on the decision to stay in sharia hotels, and the quality of service has an influence on the decision to stay in sharia hotels, and simultaneously Islamic branding, facilities, and quality of service have a significant influence on the decision to stay in sharia hotels. There is an influence of Islamic Branding, facilities, and quality of service in the decision to stay at Sharia Bogor hotel. With the contribution of this research, it can provide insight into consumer opinion on the use of Islamic brands in halal tourism, especially towards Sharia hotels.*

***Keywords:*** *facilities, sharia hotels, islamic branding, decisions, quality of service*

# **Pengaruh Islamic Branding, Fasilitas, Dan Kualitas Pelayanan Terhadap Keputusan Menginap Di Hotel Syariah Di Wilayah Kota Bogor**

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## **Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *Islamic branding*, fasilitas, dan kualitas pelayanan terhadap keputusan menginap di hotel syariah wilayah Kota Bogor. Penelitian ini menggunakan metode kuantitatif yang merujuk pada data-data angka. Subjek yang diteliti yaitu 150 tamu yang telah di hotel syariah wilayah Kota Bogor. Objek penelitiannya yaitu keputusan menginap di hotel syariah wilayah Kota Bogor. Penelitian ini menggunakan teknik analisis data yang dipakai merupakan analisis statistik deskriptif, kualitas data, asumsi klasik, regresi linier berganda, dan uji hipotesis. Hasil dalam temuan penelitian ini adalah *Islamic branding* tidak memiliki pengaruh signifikan terhadap keputusan menginap di hotel syariah, fasilitas memiliki pengaruh signifikan terhadap keputusan menginap di hotel syariah, dan kualitas pelayanan memiliki pengaruh terhadap keputusan menginap di hotel syariah, serta secara bersamaan *Islamic branding*, fasilitas, dan kualitas pelayanan memiliki pengaruh yang signifikan terhadap keputusan menginap di hotel syariah. Adanya pengaruh *Islamic Branding*, fasilitas, dan kualitas pelayanan terhadap keputusan menginap di hotel syariah Bogor. Dengan kontribusi penelitian ini dapat memberikan gambaran dalam pandangan konsumen tentang penggunaan merek Islami dalam pariwisata halal terutama terhadap hotel syariah.

**Kata Kunci:** fasilitas, hotel syariah, *Islamic branding*, keputusan, kualitas pelayanan