

The Influence of E-WOM, Relationship Marketing, and Halal Lifestyle on the Brand Image of RedDoorz Syariah Hotels in Jakarta

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Abstract

The sharia-based hotel industry in Indonesia continues to grow along with the increasing trend of halal tourism and the halal lifestyle among Muslim communities. Jakarta, as a major business center and tourist destination, has significant potential for the development of sharia hotels. However, some members of society still express concerns regarding hotel operations that are perceived as inconsistent with local social norms, making brand image an important factor in shaping perceptions of sharia hotels. This study aims to examine the effect of electronic word of mouth (e-WOM), relationship marketing, and halal lifestyle on the brand image of Hotel RedDoorz Syariah in Jakarta. This research employs a quantitative descriptive method using Partial Least Square (PLS) analysis processed with SmartPLS 4.0 software. Data were collected through a Google Form questionnaire using purposive sampling, with 140 responses analyzed. The results indicate that e-WOM, relationship marketing, and halal lifestyle have a positive and significant effect on the brand image of Hotel RedDoorz Syariah in Jakarta, with e-WOM identified as the most dominant factor. These findings imply the importance of consistently managing brand image through strengthened communication and service experiences that align with sharia principles and consumer perceptions.

Keywords: brand image, electronic word of mouth, halal lifestyle, relationship marketing, sharia hotel

Pengaruh *E-WOM*, *Relationship Marketing*, dan Gaya Hidup Halal terhadap Citra Merek Hotel RedDoorz Syariah di Jakarta

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Abstrak

Industri perhotelan berbasis syariah di Indonesia terus berkembang seiring meningkatnya tren wisata halal dan gaya hidup halal masyarakat Muslim. Jakarta sebagai pusat bisnis dan destinasi wisata memiliki peluang besar dalam pengembangan hotel syariah. Namun, sebagian masyarakat kadang mengekspresikan kekhawatiran atau ketidaknyamanan terhadap keberadaan hotel, terutama terkait dengan aktivitas tamu yang dianggap tidak sesuai dengan norma sosial setempat, sehingga citra merek menjadi faktor penting dalam membentuk persepsi terhadap hotel syariah. Penelitian ini bertujuan untuk mengkaji dampak dari electronic word of mouth (e-WOM), relationship marketing, dan gaya hidup halal terhadap citra merek Hotel RedDoorz Syariah di Jakarta. Penelitian ini menggunakan metode deskriptif kuantitatif menggunakan Partial Least Square (PLS) yang diolah dengan perangkat lunak SmartPLS 4.0. Pengumpulan data dilakukan melalui kuesioner Google Form dengan teknik purposive sampling, data yang dianalisis sebanyak 140. Temuan penelitian menunjukkan bahwa e-WOM, relationship marketing, dan gaya hidup halal berpengaruh positif dan signifikan terhadap citra merek Hotel RedDoorz Syariah di Jakarta, dengan e-WOM sebagai faktor yang paling dominan. Implikasi dari temuan ini menegaskan pentingnya pengelolaan citra merek Hotel RedDoorz Syariah secara konsisten melalui penguatan komunikasi serta pengalaman layanan yang selaras dengan prinsip syariah dan persepsi konsumen.

Kata Kunci: citra merek, electronic word of mouth, gaya hidup halal, hotel syariah, relationship marketing