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DOES SHARIA HOTEL MEET ITS CRITERIA STUDY OF SOFYAN HOTEL BETAWI, JAKARTA

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Abstract

In line with the economic development of sharia in Indonesia, "Sharia" attribute has been widely used as a promotion in a variety business even in hospitality business. The purpose of this study was to determine the profile of the guests of the hotel based on sharia concept and measure the level of Sharia compliance through the Suitability Analysis. The basic concept of this research is to collect a few of expert opinion about the ideal criteria of a sharia hotel-because there has been no detailed criteria which is officially designated by the government about it-then select and set 29 parameters/indicators as Ideal Criteria of Sharia Hotel. Sofyan Hotel Beltway which has declared as a Sharia Hotel selected as the object of the research to test the suitability of the Shariah compliance. The method of the research is descriptive quantitative method through observation, interviews and questionnaires techniques. The results of this research obtain the

level of sharia compliance of so fyan Betawi Hotel is in the category of Quite Appropriate in Facility, Appropriate/Good in Service, and Appropriate/Suitable/Conformable on Corporate Governance (Management). Generally the level of Shariah compliance of Sofyan Beltway Hotel is in the category of Appropriate/Suitable/Conformable.

Keyword

Guest Profile, Sharia Hotel, Sharia Compliance of Betawi Sofyan Hotel

1. Introduction

Accommodation industry cannot be separated with the tourism industry, because both of them need each other. Tourists, who visit, certainly require an accommodation, one of which is the hotel industry. There is an increase number of hotel development in Indonesia every year, for more detail it can be seen in Table. 1.

Table 1: Star Hotel Development in Indonesia for 2010 – 2014

Year	Hotel Classification					Total
	5 Star	4 Star	3 Star	2 Star	1 Star	
2010	118	232	363	267	326	1306
2011	129	252	457	290	361	1489
2012	138	297	509	333	346	1623
2013	155	335	554	374	360	1778
2014	160	376	668	437	355	1996

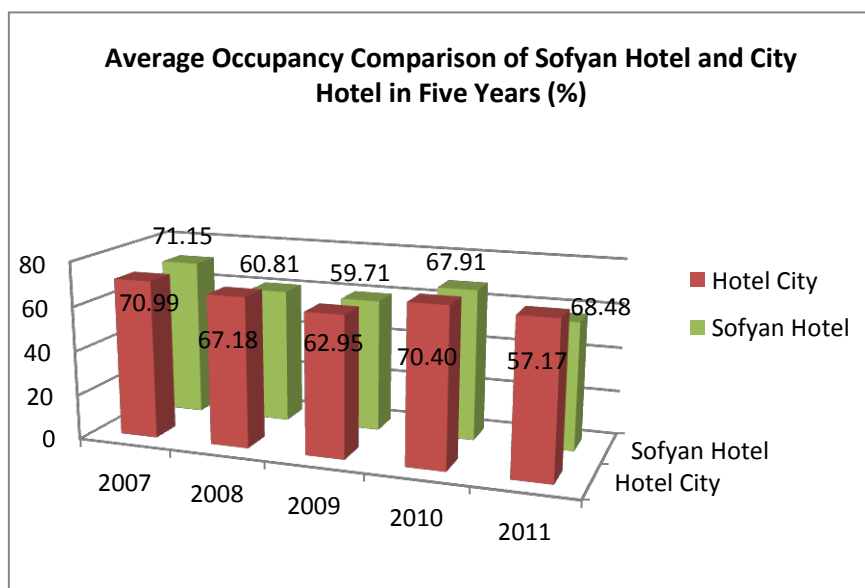
Source: Hotel and Another Accomodation Statistic (BPS) by 2015

Based on the table. 1 it shows the overall number of star hotels in Indonesia which has been increased. In 2010 the number of star hotels in Indonesia reached the 1306 hotel, in the year 2011 increased to 1489 hotels, in 2012 increased to 1623, in 2013 increased to 1778, and in 2014 increased to 1996 hotels.

Sharia economic systems are now much discussed in Indonesia. Many people urged the Indonesian government to immediately implement the Islamic economic system in Indonesia economic system. Based on data from the Ministry of Tourism, Muslim tourist's visits to Indonesia reached 1,270,437 people per year. They are tourists from Saudi Arabia, Bahrain, Malaysia, Brunei and Singapore. Meanwhile, tourists for "Sharia Tourism" in Indonesia are very large: as many as seven million people where 17 percent of them are Muslim travelers (www.republika.co.id).

Sharia Hotel is one of the exciting opportunities to improve the quality of moral and noble character of the Indonesian nation. Sharia values that promoted in this hotel are for the sake of providing society beneficial value and to prevent immoral acts especially when sharia segment increasingly popular and has become a way of life of Muslims.

PT. Sofyan Hotel Tab is the first Islamic business organization that gets Sariah Business Certificate from the National Sharia Council (MUI) No. 001/07 / B / DSN / MUI / 2003. From the data gathered by Sofyan beltway, Hotel Sofyan Betawi Hotel occupancy rate compared to City Hotel (which is an average hotel occupancy rate in Jakarta who is non-Sharia) in the last five years is as a graph in figure.1.1 below:



Source: *Marketing Sofyan Hotel Betawi, 2011*

Figure 1: *Average Occupancy Comparison of Sofyan Hotel and City Hotel In 5 Years*

Based on the images, could be explained that the sharia hotel business of Sofyan Hotel beltway could grow and develop with their working performance is quite competitive compared to the conventional hotel. This shows that the public interest in the Sariah concept hotel is fairly high with the annual average of occupancy over 50%.

However, from a small part of society there are those who think that between the sharia hotel and the non-sharia (conventional) hotel is the same, the only difference is just because being "label". Hence the need to the attention of the sharia hotel manager today is how in the

increasingly fierce competition, in competing to provide excellent service and quality-oriented to customer satisfaction as the primary goal, but still pay attention to the signs and regulations stipulated by sharia, so there is a "difference value" between the sharia and non-sharia (conventional).

After 10 years of operation with sharia hotel, whether today Sofia Hotel beltway is still consistent in running the sharia business? Based on the description, it is important to study about "Does Sharia Hotel Meet Its Criteria? (Study of Sofia beltway Hotel, Jakarta)"

2. Literature

Sharia tourism business is a concept that focuses on the values of sharia in tourism activities while providing facilities and services in accordance with the provisions of sharia.

Hotel is a business of providing accommodation in the form of rooms in a building, which can be equipped with services and drinking, and entertainment activities or other facilities on a daily basis with the aim of obtaining profits (Ministerial Regulation of Tourism and Creative Economy Republic of Indonesia No. PM 53/ HM .001 / MPEK / 2013)

According to the American Hotel and Motel Association (AHMA) as cited by Steadman and Karsavina, "A Hotel may be defined as an establishment whose primary business is providing lodging facilities for the general and which furnishes one or more of the following services: food and beverage service, room attendant service, uniformed service, laundering of linens and use of furniture and fixtures".

An establishment held by proprietor as offering food, drink, and sleeping accommodation with special contract to any traveller, able and willing to pay a reasonable sum, who is fit to be received (Hotel Proprietor Act, 1959). According to Oxford, The Advance Learner's Dictionary it is "Building where meals and rooms are provided for travelers".

Sharia according to Ministerial Regulation No. 2 2014 is the principles of Islamic law as to which are arranged in an edicts and / or approved by the Indonesian Sharia Council. While understanding of sharia hotel business is a hotel business which its operation must meet the criteria of sharia hotel business set out in the sharia as in this ministerial regulation. The criteria of sharia hotel business are the formulation of qualifications and / or classification that includes aspects of products, services, and management.

Sharia hotel classification according to ministerial regulation No. 2 by 2014 is:

- Sharia Hotel Hilal-1 is the classification to sharia hotel businesses judged to meet all the criteria of Sharia Hotel Business needed to serve the minimum needs of Muslim travelers.
- Sharia Hotel Hilal-2 is the classification for sharia hotel businesses needed to serve the moderate needs of Muslim travelers.
- An absolute criteria is a minimum terms and conditions of the products, services, and management that must be fulfilled and implemented by the hoteliers so it can be recognized as a Sharia Hotel Business and obtain a certificate of Sharia Hotel Business.
- Non-absolute criteria are terms and conditions that concerning the products, services, and management that can be implemented by sharia hotelier, in order to meet the specific needs of Muslim travelers.
- Certification of sharia hotel business is the process of awarding certificates to the hotel business through an audit to assess the conformity of products, services, and business management with sharia hotel business criteria.

Sharia hotel according (Ruswandi,2008) is the hotel that its operations and services adapted to Islamic principles or guidelines of Islam, in order to give a serene atmosphere, comfortable, healthy, and friendly that guest needed, both for Muslims and non-Muslims.

Syari'ah concept hotels (sharia compliant concept hotels) are run and operated on Islamic principles, which means they are serve halal food (that is slaughtered in the name of Allah SWT), neither alcohol nor pork should be served in any of the food and beverage outlets, and the hotel development and the hotel operations should be financed through Islamic financial arrangements in order to fully respect the principles of Sharia finance ([www.Bavaria Hotels International Dubai.com](http://www.BavariaHotelsInternationalDubai.com), 2001).

3. Methods

This research uses descriptive quantitative method. Descriptive method is a method used to describe or analyze the results of the study but not used to make broader conclusions (Sugiyono 2005).

This research is a case study, namely a study conducted within a limited scope, but in depth. The nature of a case study (Suryabrata, 2003). The scope of this study is limited to the

study of Sofyan Hotel Betawi.

The approach used in this study is the quantitative approach. According Kountur (2003) a quantitative method of research is a reasearch that its data can be measured so that it can use the statistics in testing. Quantitative research follows the process of deductive-inductive, meaning that a process is concluded from general to specific. Quantitative research methods used to examine the population or a particular sample. To collect the data, used in this research, an instrument likes a questionnaire and interview sheet.

Collected data were analyzed quantitatively. Quantitative studies are generally carried out on samples, taken at random so that the conclusion of the study can be generalized to the population where the sample was taken. In general, quantitative descriptive research activities include data collection, data analysis, data interpretation, and ends with conclusions based on analyzing the data. The population in this study was Sofyan Hotel Betawi and including guests staying at the Sofyan Hotel Betawi.

4. Results

To simplify the explanation in this study, the variables will be divided into three, namely: the first analyzes the suitability of facilities Sofyan Hotel Betawi; The second will analyze the existing services at the Hotel Sofyan Betawi; and the third is to analyze the management at Hotel Sofyan Betawi. To obtain a Conformity Hotel Syariah at Sofyan Hotel Betawi Jakarta, the Final Value and category of each item indicators that have been obtained in the previous section will be recapitulated, then calculate the average value of a composite of all 29 Item Indicators that are as shown in Table 2.

Table. 2: Summary of Suitability of Sofyan Hotel Betawi with a Sharia Hotel Criteria

Item Number	Indicator	Quality Value	Final Value	Category
1	In the room there is a sign pointing towards the Qibla	149	98.00	Very Appropriate
2	Rooms available of the Quran and prayer mat	144	96.00	Very Appropriate
3	In the room there is a "no smoking" sign / logo / sticker	132	46.00	Less-Appropriate
4	In the rooms, the Rules of Procedure for guests	147	78.00	Appropriate

Item Number	Indicator	Quality Value	Final Value	Category
	staying put in place which is easily seen to be read			
5	In the room, adzan can easily heard every praying time through the speaker	131	60.00	Quite Appropriate
6	There is no TV Channel that is incompatible with Sharia (for example, "Adult Channel")	131	70.00	Quite Appropriate
7	In the room, there is no picture,painting,or art creature that break the moral ethics(incompatible with sharia)	120	84.00	Appropriate
8	In hotel sphere (such as lobby,restaurant,etc) there is no picture,painting,or art creature that break the moral ethics(incompatible with sharia)	118	82.00	Appropriate
9	This hotel doesn't provide an alcoholic beverage	150	78.00	Appropriate
10	This hotel only provide halal food	147	88.00	Appropriate
	GROUP OF FACILITIES (1)	1369	78.44	Appropriate
11	Both male or female rooms only served by the same gender of the guests	127	0.00	Not Appropriate
12	In this hotel, the category for male,female,and family guests are separated.	114	0.00	Not Appropriate
13	In this hotel, the public facilities such as fitness center, pool,and salon are separated for male and female guests.	134	0.00	Not Appropriate
14	In this hotel, there is praying room for public (both for guests and employee)	147	100.00	Very Appropriate
15	In this hotel, there is no place such as night club, pub, bar, etc	142	100.00	Very Appropriate
	GROUP OF FACILITIES (2)	664	43.52	Less-Appropriate
	GROUP OF FACILITIES (COMBINATION)	2033	67.04	Quite Appropriate
16	The employee's fashion (based on islamic rules)	147	85.60	Good
17	Employee's hospitality in services	144	81.60	Good

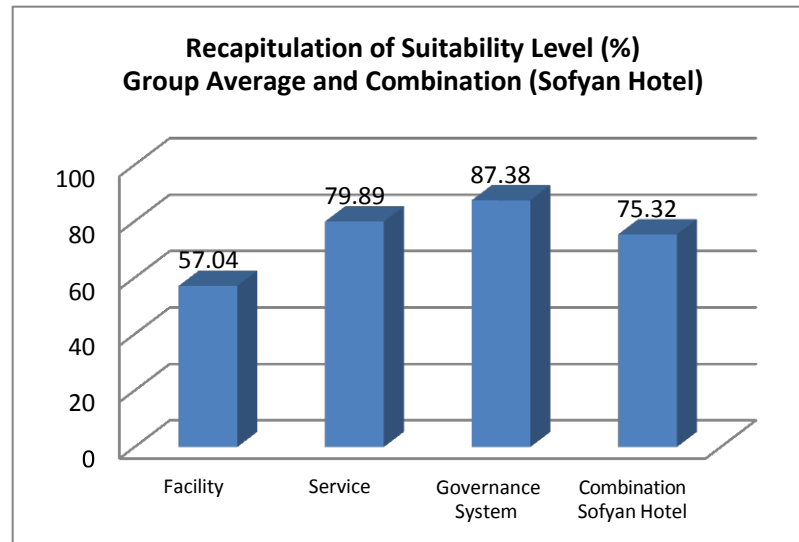
Item Number	Indicator	Quality Value	Final Value	Category
18	Employee's manner in services	143	80.80	Good
19	Employee's velocity in services	136	75.20	Good
20	Employee's accuracy in services	139	76.00	Good
21	Sharia atmosphere felt by the guests at the hotel	132	79.60	Good
	GROUP OF SERVICES	841	79.89	Good
22	Have a complete and detail Sharia SOP for every department, division, part in Sofyan Hotel?	135	100.00	Very Appropriate
23	Has a valid certificate as a sharia hotel from the National Sharia Council?	135	100.00	Very Appropriate
24	In organizational structures of the company, there is Sharia Supervision Council?	134	100.00	Very Appropriate
25	Financial administration arrangement used a sharia accountancy systems?	133	100.00	Very Appropriate
26	Financial operation cooperate with sharia finance institution (Sharia Bank, etc)?	129	100.00	Very Appropriate
27	Done a tithe from the hotel profit?	141	100.00	Very Appropriate
28	Most of the employees are Muslims?	135	100.00	Very Appropriate
29	Audited periodically by external institution or independent to make sure that the hotel still meet its criteria as sharia hotel?	136	0.00	Not Appropriate
	GROUP OF MANAGEMENT ARRANGEMENT SYSTEMS	1078	87.38	Appropriate
Recapitulation of suitability level at Sofyan Hotel Betawi		3952	75.32	Appropriate

Source: Processed by researcher in 2012

Based on the table can be explained that, suitability level at Sofyan Hotel Betawi has already fulfill the criteria of Sharia Hotel in the category of Appropriate. In the group of facilities at the Sofyan Hotel Betawi is in the category of quite appropriate. In the group of services at Sofyan Hotel Betawi are in good category or appropriate. While the management group at Sofyan Hotel Betawi are in the appropriate category.

For more details, the suitability of Sofyan Hotel Betawi can be explained by the

following chart:



Source: Questionnaire data that has been processed in 2012

Figure 2: Recapitulation of Suitability Level Sofyan Hotel Betawi with Sharia Hotel (%)

Based on these graphs can be explained that, the highest the suitability was obtained in the group of Management in the amount of 87.38% with an appropriate category, the next group of services with an 79.89% the suitability category appropriate / Good and group facilities with an 67.04% the suitability category Quite-appropriate. It can be concluded in suitability recapitulation that Sofyan Hotel Betawi as sharia hotel is categorized in appropriate category the degree of suitability 75.32%.

5. Conclusion

Based on the results of the discussion before about the suitability level of Sharia Hotel at Sofyan Hotel Betawi Jakarta, it can be concluded as follows: Sofyan Hotel Betawi Jakarta already eligible as Sharia Hotel with an appropriate category. At the group of facility is in the quite appropriate category; At the groups of services are in good category or appropriate; At the group management is in the appropriate category.

6. Suggestion

Because Sofyan Hotel Betawi has own a predicate of sharia hotel. There should be a restriction between males and females rooms. Also about the housekeeping employee, there should be gender separation adjusting with the guests rooms.

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