

**INFLUENCE OF RELATIONSHIP MARKETING AND QUALITY OF SERVICE
TOWARDS CUSTOMER LOYALTY WITH MODERATION OF RELIGIUS IN
SYARIAH HOTELS (STUDY AT THE GRAND DREAM CITA MANDIRI
SYARIAH HOTEL, BATU CITY, EAST JAVA)**

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Abstract

The concept of sharia hotels continues to grow in Indonesia, although its growth has not been able to compete with conventional hotels. Providing accommodation in the tourism sector in the form of lodging facilities such as hotels, homestays, and so on. Batu City is one of the tourist destinations in Indonesia that is very popular with domestic and foreign tourists with various attractions in terms of geography, climate, tradition, and art and culture. This is evidenced by the continued development of sharia hotels in Indonesia, although its growth has not been able to compete with conventional hotels. Therefore, Sharia Hotels need to retain existing customers and build long-term relationships so that they can generate profits for them. This study aims to determine the direct effect of relational marketing and service quality on customer loyalty with religiosity as a moderation in sharia hotels. The research method used is a quantitative method with an explanatory research approach that functions to prove the contribution of exogenous variables to endogenous variables. The population in this study were customers of the Grand Dream Cita Mandiri Syariah Hotel in Batu City, East Java. While the sampling technique used a purposive sampling technique with the specified criteria so that the number of samples was 150 respondents obtained directly through the google form questionnaire. The type of data in this study is primary data obtained through the distribution of questionnaires to 150 respondents. The collected data were then analyzed using SmartPLS software. The results of the study indicate that

commitment and service quality have an effect on loyalty, while communication has no effect on loyalty. Meanwhile, religiosity is unable to moderate commitment and communication on loyalty, while religiosity is able to moderate service quality on loyalty.
Keywords: Relationship Marketing, Service Quality, Loyalty

A. INTRODUCTION

Tourism is one sector that has an influence in advancing the Indonesian economy. According to the Indonesian Economic Outlook (2019), the provision of accommodation, food and drink is one of the sectors that influences the growth of the Indonesian economy at number 9 with a growth percentage of 5.66% in 2018. The provision of accommodation, food and drink is a tourism business. According to Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, it is stated that tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and regional governments. In 2019, according to the World Economic Forum (WEF), Indonesia's tourism competitiveness at the world level was ranked 40th out of 140 countries, where it was originally ranked 42nd in 2017. The increasing competitiveness of Indonesian tourism has made the Ministry of Tourism aggressively promote tourism in Indonesia through Wonderful Indonesia.

One of the tourism businesses that plays a role in advancing tourism in Indonesia is the provision of accommodation. Providing accommodation in tourism in the form of lodging facilities such as hotels, homestays, etc. According to the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia (2013) in Law Number PM.53/HM.001/MPEK/2013 Article 1 paragraph 4 concerning Hotel Business Standards, a hotel business is a business providing accommodation in the form of rooms in a buildings, which can be equipped with food or beverage services, entertainment activities and other facilities on a daily basis. Research by Siska Lis Sulistiana (2018), states that understanding and enthusiasm in applying halal and thoyib concepts in the realm of the halal industry should have enthusiasm and motivation within the framework of maqashid sharia, so that the development of the halal industry can be in line with its main objective so that consumers, especially the Muslim community, are maintained in all aspects of fulfilling their needs, which are met through a halal industry that is dynamic and innovative, and always in the context of maintaining the benefit of all parties.

Jin Shi Yang's research (2017), states that Asian countries such as Malaysia, Indonesia and Singapore while Middle Eastern countries such as Saudi Arabia and Turkey.

Non-Muslim countries such as New Zealand and Japan. All of these areas have realized the potential of halal tourism as an attraction for the tourism industry. Several countries have started to provide halal tourism facilities and needs such as halal food, prayer facilities, Ramadan worship and also clean bathrooms. However, they have to face all the challenges in providing halal tourism such as providing services that meet the needs of both non-Muslims, increasing awareness of Halal Tourism among tourism suppliers, language barriers between Muslim tourists and the ultimate conflict between current world standards and Islamic teachings. .

Batu City is one of the tourism destinations in Indonesia which is very popular with both domestic and international tourists with various attractions in terms of geography, climate, traditions and arts and culture. The Ministry of Tourism appointed Batu City to become one of the halal tourist destinations in Indonesia. So the Batu City government is aggressively developing the things needed to support halal tourism. Until now, the Batu City government is still carrying out preparations for the standardization of halal tourism, starting from accommodation, restaurants, to entertainment venues which are made according to halal tourism standards. Sharia-based accommodation is one of the tourism businesses that is very necessary to support the progress of halal tourist destinations in Batu City. Tourism travel activities, accommodation or hotels are a very important component to support travel comfort. Based on data from the Batu City Tourism Office (Disparta), tourists coming to Batu City reached 7,445,799. The data is summarized from January 1 to December 31, 2022. This number is far above Disparta's target, because Disparta is actually targeting tourist visits in Batu City in 2022 of only 5 million visitors.

Research by Muchammad Novi Rifa'i (2019) states that halal tourism is tourism which in its presentation takes into account Madiyah (material) and Adabiyah (process) factors in accordance with sharia. Halal tourist destinations in Batu City include accommodation, culinary, thematic, religious, historical and cultural tourism. Tourism integration in Batu City can be done by creating a memorandum of understanding between stakeholders to collaborate to provide the best information and services for all tourists.

Hotels that do not have a halal tourism certificate cannot fully meet the needs of Muslim tourists who want to stay in halal certified hotels, which has a negative impact on customer satisfaction and customer trust. Staying in hotels that offer halal services that comply with Sharia and their beliefs, Muslim tourists place great importance on having their expectations met. The development of sharia hotels in Indonesia is still too slow and can

even be said to be stagnant, even though the Indonesian Ulema Council (MUI) has issued standardization of sharia labels for hotel businesses, the form and stages of managing this sharia format are still unclear. As a result, many sharia hotel businesses implement their sharia hotel concept based on Islamic rules, so that the quality of management and operations is sometimes still not optimal. Therefore, sharia hotels should be supported by some kind of Sharia Supervisory Board (DPS).

Currently, Sharia Hotels have become a trend, so that in various cities hotels labeled "Syariah" are appearing. The problem in sharia hotels is not just claims and labels, but the specifications and criteria must be clear so that they are not confused and become mere business commodities. In contrast to the Sharia Banking Industry, standard Sharia hotel operational standards do not yet exist, and have not been created by Islamic institutions in Indonesia, such as the MUI, Ministry of Religion, etc. However, it is not very difficult to make a hotel business in accordance with Sharia, even though there are general Sharia signs in carrying out muamalah, and other economic business activities that are based on Sharia principles, including hotel businesses that are based on Sharia, believe: First, Do not produce, trade, provide or rent products or services that are completely or prohibited in Sharia provisions. Second, transactions are carried out based on services or products that are real, really exist, are not doubtful. Third, it does not contain elements of injustice, harm, ungodliness, disobedience or heresy which are prohibited by Sharia rules, either directly or indirectly. Fourth, there are no elements of fraud, cheating, lies, lack of clarity (gharar), excessive and dangerous risks. Fifth, there is a comprehensive and consistent commitment to implementing the agreement agreed between the parties involved.

The hotel business is a service business, a hospitality and comfort business, so that trust is the main point for foreign and local customers or tourists using these services. Every hotel or inn is required to have standards both in terms of guest service and the hotel business itself. In order to improve the economy, especially in the tourism sector, the government is trying to increase its hotel and accommodation businesses. This is stipulated in the Ministry of Tourism and Creative Economy Regulation Number 12 of 2016 concerning Hotel Business Standards. As stipulated in this Ministerial Regulation, what is meant by a tourism business is a business that provides goods or services to meet the needs of tourists. Standards applied in the hotel business aim to guarantee the quality of products, services and management in order to meet the needs and satisfaction of guests, in addition to providing protection to guests, workers and the community. Sharia hotel standards are

higher than conventional hotels. For example, hotel management must be able to show proof of the halal certificate for the food provided. Not only that, guests of the opposite sex are not allowed to stay in the same room without being officially married.

The sharia hotel concept also continues to develop in Indonesia, although its growth cannot yet compete with conventional hotels. As an illustration, during 2016, sharia hotel growth reached 10 percent. The growth of sharia hotels is still focused on several tourist spots, especially in the Batu City area, which is the best tourist destination in the world. The growth in question is sharia hotels which are built based on sharia concepts and some are conversions from conventional hotels to sharia. Apart from that, there are already several hotels and restaurants that have halal certification and after there is an MoU with the tourism ministry, it is hoped that more hotels and restaurants will have halal certificates. This is what makes hotel marketers in the Batu City area continue to compete and compete in order to achieve increased sales volumes and make visitors satisfied with the services provided. The development of sharia-based accommodation in Indonesia is also felt in Batu City, there are several types of sharia accommodation in Batu City such as sharia hotels, sharia guest houses, sharia homestays. One of the sharia hotels in Batu City is Grand Dream Cita Mandiri Syariah.

Grand Dream Cita Mandiri Syariah Hotel is one of the sharia hotels located in Batu City. This hotel was founded in 2018 and has survived until now. Based on the 2022 Traveloka survey, the Grand Dream Cita Mandiri Syariah Hotel is in the 6th recommended category for the best sharia hotels in Batu City. Grand Dream Cita Mandiri Syariah Hotel is a hotel that applies the principles of Islamic teachings, starting from hotel design, room position, management and operationalization of sharia hotels applying Islamic principles (www.traveloka.com). Customers are more interested in booking conventional hotel rooms than sharia hotels. This shows that sharia hotels are still unable to compete with conventional hotels. In fact, based on Islamic Sharia, sharia hotels have a vision that emphasizes faith and their mission is worship as well as profit making methods in accordance with sharia (Muharam & Asutay, 2022). Realizing the importance of relationship marketing strategies in order to create and develop a positive image, relationship marketers must be able to be good informants. This is because relationship marketing is one of the important front liners in communicating with the public. To popularize sharia hotels in Batu City, relationship marketing activities are really needed by sharia hotel institutions or companies so that people become more aware of sharia hotels. Relationship marketing

consists of several components including commitment, communication and service quality (Fazal-e-Hasan et al., 2020).

Relationship marketing is a process for creating, maintaining and improving strong relationships with customers and other stakeholders. Apart from designing new strategies to attract new customers and create transactions with them, companies or institutions continuously retain existing customers and build long-term, profitable relationships with them. Relationship marketing is a very important concept for attracting and retaining customers in an organization. In the modern business world, the marketing focus reflects the changing movement from transactional marketing to relationship marketing. Robinette in Febrianingtyas (2013) explains that there are three factors influencing relationship marketing, including commitment, communication and service quality. Commitment is a consumer's long-term orientation towards human relationships based on emotional connections and the desire to maintain good relationships to achieve greater profits. According to Tjiptono & Fandy (2005), a customer's commitment to a product, shop, supplier, through a positive attitude which is reflected in repeat purchases is the definition of customer loyalty.

Commitment is a situation where a person becomes bound by his actions so that he can give rise to beliefs that can support his activities and participation (Kreitner & Kinicki, 2010). An institution's commitment is needed to increase customer loyalty. Commitment is an element of behavior in maintaining and maintaining the relationship between the two parties as well as maintaining customer trust so that the image of the parties involved in the exchange will be maintained with consistent quality, honesty, responsibility and a good heart. To increase loyalty and be widely known by the public, you must establish continuous relationships with customers, realized by providing the best commitment and providing satisfactory service (Fatima et al., 2020).

Apart from having to be committed to always maintaining trust, institutions must always be good at communicating so that customers feel comfortable with the services provided. According to Hardjana (2016) communication is the process or action of conveying a message (message) from the sender (sender) to the recipient (receiver). Communication is never separated from everyday life. The communication process is essentially the process of conveying thoughts or feelings by someone to another person. The study of communication science is not only the delivery of information, but also the formation of public opinion and public attitudes, which in social life and political life play a

very important role. The formation of public attitudes can be in the form of a person's loyalty to a sharia hotel business. In business activities, communication is very important and is part of the marketing mix. Therefore, to retain customers and attract new customers, sharia hotels carry out marketing communications that suit the character of their target customers, because each person has a different character. Communication will determine the impact which is performance which includes customer loyalty, so that it has an impact on customer loyalty. Employees as the spearhead of banking, who are at the front line, should be able to understand appropriate communication with customers (Leroi-Werelds et al., 2017).

Appropriate communication will gradually form customer loyalty. For this reason, communication is very necessary to be studied in establishing relationships between customers and employees within the scope of sharia hotels. Communication patterns also determine success. If good communication within the company can result in the achievement of goals well and within the company, responsibility for each other is required, in this way loyalty will be established and the ties of brotherhood will be strengthened among each member, employee and customer (Marchet et al., 2018).

Loyalty is the highest achievement of an institution in running a business. Loyalty is a sustainable customer response and behavior. Increasing the good reputation of sharia hotels can occur when sharia hotels improve the quality of service to customers. According to Kotler & Armstrong's (2012) theory, service quality focuses on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service quality is proven to have a significant influence on customer loyalty (Sufi & Shojaie, 2018). Religiosity is an important cultural force, religiosity has a big influence on the behavior and character of an individual. Religiosity is considered an important element in the decision-making process that can direct customers to behave in accordance with Islamic law. Customers who have a high level of religiosity tend to be more loyal to sharia institutions, especially sharia hotels. Religiosity is also a factor that can create customer loyalty because customers who have high religiosity will remain committed to using sharia hotel services (Sobari et al., 2022).

In the Al-Qur'an several propositions have been written regarding morals as a Muslim, including the recommendation to be patient as stated in Surah Ali-Imran verse 200 which reads:

يَا أَيُّهَا الَّذِينَ آمَنُوا اصْبِرُوا وَصَابِرُوا وَرَابِطُوا وَاتَّقُوا اللَّهَ لَعَلَّكُمْ تُفْلِحُونَ ٢٠٠ ع

Translation: "O you who believe, be patient, strengthen your patience, remain alert at the borders (of your country), and fear Allah so that you may be successful." (QS. Al Imran: 200)

Also the command to be honest and true in Surah At-Taubah verse 119 which reads:

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَكُونُوا مَعَ الصَّادِقِينَ ١١٩

Translation: "O you who believe, fear Allah and remain with the righteous!" (QS. At-Taubah: 119).

Life activities that are often used to interact with the Al-Qur'an are reading and understanding it, so a person's religious knowledge becomes broader and they have better morals. In general, moral experiences are part of Islamic religiosity as expressed in the expressions of faith, Islam and ihsan, in other words creed, sharia and morals (Saadatyar et al., 2020). Therefore, religiosity can have a strong influence in determining the quality of servants. Religiosity can be used as a measure of personality and moral values which have a strong influence on attitudes towards certain products or services that are in accordance with one's belief system and can influence the level of personal loyalty to institutions that uphold sharia principles. The level of religiosity has a positive and significant effect on the relationship between service quality and loyalty. This religiosity has an important role in increasing customer loyalty (Abror et al., 2020). The results of research conducted by Suhartanto et al (2020) state that there is a relationship between perceived religiosity and customer loyalty. Religiosity can be used as a moderating variable because religiosity can make a person or employee more responsible in their work. Employees who have responsibility will work seriously which can be implemented by communicating well, being highly committed and providing excellent service quality so that they can give a good impression to customers which then makes customers loyal to the institution or company (Abror et al., 2020).

Batu City is one of the tourism destinations in Indonesia which is very popular with both domestic and international tourists with various attractions in terms of geography, climate, traditions and arts and culture. The Ministry of Tourism appointed Batu City to become one of the halal tourist destinations in Indonesia. So the Batu City government is aggressively developing the things needed to support halal tourism. Until now, the Batu City government is still carrying out preparations for the standardization of halal tourism, starting from accommodation, restaurants, to entertainment venues which are made according to halal tourism standards. Sharia-based accommodation is one of the tourism businesses that

is very necessary to support the progress of halal tourist destinations in Batu City. Tourism travel activities, accommodation or hotels are a very important component to support travel comfort.

Based on this explanation, researchers are interested in conducting research at sharia hotels in Batu City, the research target of which is aimed at sharia hotel customers, with the title "the influence of relationship marketing and service quality on customer loyalty and religiosity as moderation in sharia hotels (study at the Grand Dream Hotel Cita Mandiri Syariah Batu City)". The choice of the Grand Dream Cita Mandiri Syariah hotel in Batu City as the research location was because Batu City is a small city but has a large number of hotels, these hotels are conventional hotels and sharia hotels. The results of field analysis show that conventional hotels are more popular than sharia hotels. This is what inspired researchers to research the Grand Dream Cita Mandiri Syariah Hotel in Batu City in terms of customer loyalty so that the research results will later become input for sharia hotels in increasing customer loyalty. This research refers to research conducted by Ruben Chumpitaz Caceres and Nicholas G. Paparoidamis with the title "Service Quality, Relationship Satisfaction, Trust, Commitment and Business- to- Business Loyalty". The difference between this research and previous research is the addition of communication and religiosity variables because it is based on suggestions from previous researchers and the importance of including sharia-based variables such as religiosity because the research object is related to sharia independent hotels.

B. RESEARCH METHODOLOGY

This study uses a quantitative method with an explanatory approach. In this study, researchers will conduct research at the Grand Dream Cita Mandiri Sharia Hotel in Batu City, East Java. In this study, the population is limited by taking the population of customers of the independent Sharia Hotel in Batu City, East Java. In determining the sample, the author uses a purposive sampling technique where the character and type of sample in this study are based on research needs with the criteria for selecting samples as follows:

1. Minimum age 17 years
2. Respondents who have visited the Sharia Hotel more than once

The purpose of using this method is so that the provisions of the samples obtained can answer according to the research problems being carried out, because the total unknown population is large and uncertain.

The number of samples needed for SEM estimation can be calculated as follows based on the number of variables, indicators, and communalities in a model (Hair et al. 2010).

Table 1. SEM Sample Size Guidelines

Number of Latent Variables	Number of Indicators	Communalities	Number of Samples
< 6	<3	Low	>500
< 5	>3	High	100-150
< 5	<3	Modest	>200
< 5	<3	Low	>300

Source: Hair et al (2010)

Based on the table above, it can be seen that the latent variables in this study are five with the number of indicators in each variable more than three. Therefore, the researcher took the number of studies as many as 100-150 respondents (Hair et al., 2010). The type of data in this study is primary data obtained through the distribution of questionnaires to 150 respondents. The data collected was then analyzed using SmartPLS software.

C. RESULTS AND DISCUSSION

Results General Description of Respondents

1. Respondents Based on Gender

The gender of the respondents in this study was determined using data collected from 150 respondents through a questionnaire. The following table below shows how respondents are classified based on gender:

Table 2. Respondents Based on Gender

Gender	Frequency	Percentage
Man	86	57.3%
Woman	64	42.7%
Amount	150	100%

Source: Data processed by researchers in 2024

Table 2 shows that 150 respondents' responses were separated based on two gender categories, namely men and women. The results of respondents based on gender showed that there were 86 or 57.3% more male respondents than 64 or 42.7% female respondents.

2. Respondents Based on Age

Respondent age data in this study was determined using data that had been collected from 150 respondents through questionnaires. The following table below shows how respondents are classified based on age:

Table 3. Respondents by Age

Age	Frequency	Percentage
17-25 years old	87	58.0%
26-40 years old	43	28.7%
> 41 years	20	13.3%
Amount	150	100%

Source: Data processed by researchers in 2024

Table 3 shows that 150 respondents who were divided into 3 categories based on age showed that 87 people or 58.0% were aged 17-25 years which was the largest number of respondents, 43 people or 28.7% were aged 26-40 years then 20 people or 13.3%

3. Respondents Based on Recommendations When Visiting Hotels

Based on questionnaire data collected from 150 respondents data on recommendations for sharia hotels used was obtained. The table below is fully described as follows:

Table 4. Respondents Based on Recommendations for Visiting Hotels

Recommendation	Frequen cy	Percenta ge
Traveloka	50	33.3%
Closest Relatives	55	36.7%
Internet/Social Media	45	30.0%
Amount	150	100%

Source: Data processed by researchers in 2024

Table 4 shows that from 150 respondents, an overview was obtained based on recommendations for visiting sharia hotels, resulting in 50 people or 33.3% using Traveloka services, 55 people or 36.7% getting recommendations through their closest relatives, and 45 people or 30.0% getting recommendations via the internet/social media.

4. Respondents Based on Number of Times Have Visited Sharia Hotels

Based on questionnaire data collected from 150 respondents, data was obtained on the time period of how many times they had visited sharia hotels. The table below is fully described as follows:

Table 5. Respondents Based on Number of Times They Have Visited Sharia Hotels

User Term	Frequency	Percentage
1 time	41	27.3%
More than 3 times	109	72.7%
Amount	150	100%

Source: Data processed by researchers in 2023

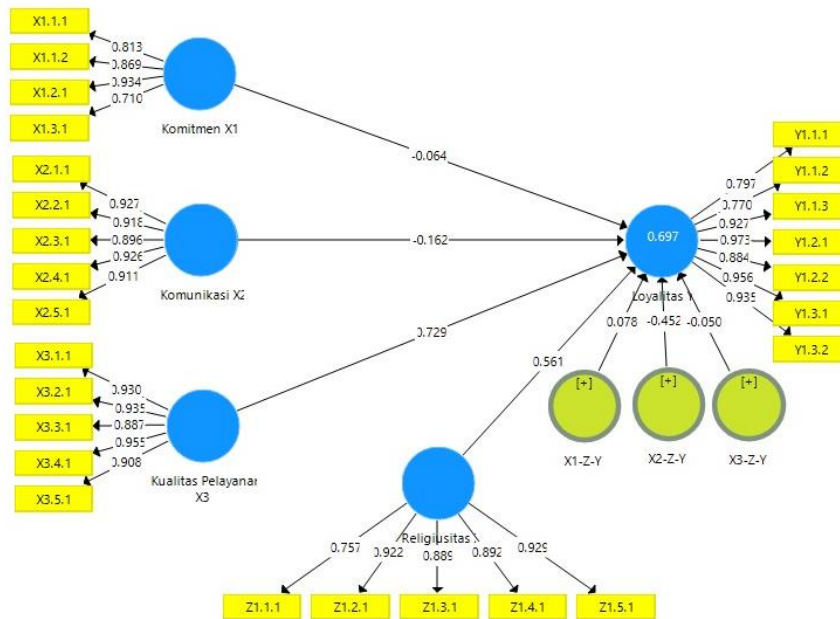
Table 5 shows that from 150 respondents, an overview was obtained based on the number of times they had visited a sharia hotel. The result was 41 people or 27.3% visited a sharia hotel once, and 109 people or 72.7% visited a sharia hotel more than 3 times. .

Measurement Model Evaluation Test Results (Outer Model)

a. *Convergent Validity*

Convergent validity is a measurement model that aims to determine the magnitude of the correlation between constructs and latent variables. The standardized loading factor value shows the magnitude of the correlation value between each indicator and the latent variable and is also used to evaluate the results of the convergent validity test value. To achieve the standard value of convergent validity, the loading factor must be greater than 0.5-0.6 so it is considered quite good/valid (Ghozali & Hengky, 2012). The results of the convergent validity test using loading factors can be seen in table 4.10 below:

Figure 2. Construct Model



Source: SmartPLS output, data processed, 2024

Table 6. Convergent Validity Test Results

Variable	Items	Loading Factor	Information
Commitment (X1)	X1.1.1	0.813	Valid
	X1.1.2	0.869	Valid
	X1.2.1	0.934	Valid
	X1.3.1	0.710	Valid
Communication (X2)	X2.1.1	0.927	Valid
	X2.2.1	0.918	Valid
	X2.3.1	0.896	Valid
	X2.4.1	0.926	Valid
	X2.5.1	0.911	Valid
Quality Service (X3)	X3.1.1	0.930	Valid
	X3.2.1	0.935	Valid
	X3.3.1	0.887	Valid
	X3.4.1	0.955	Valid
	X3.5.1	0.908	Valid
Religiosity (Z)	Z1.1.1	0.757	Valid
	Z1.2.1	0.922	Valid
	Z1.3.1	0.889	Valid
	Z1.4.1	0.892	Valid
	Z1.5.1	0.925	Valid
Loyalty (Y)	Y1.1.1	0.797	Valid
	Y1.1.2	0.770	Valid
	Y1.1.3	0.927	Valid
	Y1.2.1	0.973	Valid

	Y1.2.2	0.884	Valid
	Y1.3.1	0.956	Valid
	Y1.3.2	0.935	Valid

Source: Data processed by researchers in 2024

Based on table 6 above, it can be seen that all questionnaire items in this study have a loading factor value > 0.70 . So it can be concluded that the questionnaire items in this study have met the requirements of the convergent validity test.

b. *Discriminant Validity*

To measure the value of discriminant validity, the square root of AVE is used if the AVE for a given latent variable exceeds the square of the correlation with other latent variables, then the variable is said to display discriminant validity. Therefore, the validity value will be shown in the diagonal of table 4.11 below:

Table 7. Discriminant Validity Test Results Between Variables

Variable	(X1)	(X2)	(X3)	(Y)	(Z)
Commitment (X1)	0.836				
Communication (X2)	0.342	0.916			
Service Quality (X3)	0.376	0.241	0.923		
Loyalty (Y)	0.172	0.159	0.659	0.895	
Religiosity (Z)	0.238	0.042	0.298	0.601	0.880

Source: Data processed by researchers in 2024

Table 7 above shows that the AVE root value in the diagonal column is higher than the correlation between variables in columns other than the diagonal. This shows that the validity value has been met in this research.

c. *Composite Reliability*

Composite reliability is a measurement model that aims to show the extent to which measuring instruments can be trusted and relied upon. For data that has a composite reliability value > 0.70 , the data is reliable. The following composite reliability values are in table 4.12 below:

Table 8. Composite Reliability Value Test Results

Variable	Composite Reliability Value
Commitment (X1)	0.902
Communication (X2)	0.963
Service Quality (X3)	0.967
Religiosity (Z)	0.965
Loyalty (Y)	0.945

Source: Data processed by researchers in 2024

Table 8 above shows that the composite reliability value is > 0.70 . So it can be concluded that the construct values in the research are reliable.

Structural Model Evaluation Test Results (Inner Model)

The purpose of evaluating the structural model (inner model) is to see whether there is a relationship between the constructs by looking at the significance value of the research model through the R-square value for each independent latent variable which is used to determine whether the dependent variable has a significant influence, and the P value to find out whether the structural path parameter coefficients are relevant.

a. R-square

Exogenous variables have an influence on endogenous variables which can be explained by looking at the R-square value of the PLS Algorithm Report SmartPLS which is presented in the table below:

Table 9. R-square

Variable	R-square
Loyalty (Y)	0.697

Source: Data processed by researchers in 2023

In table 9 above, it is explained that variables X1, X2, X3, and Z have an influence on variable Y of 69.7%, while the remaining 30.3% is influenced by other variables outside the variables in this study.

Research Hypothesis Test Results

Hypothesis testing in this research aims to prove the truth of the allegations of the research hypothesis which is carried out by looking at the relationship between constructs in the research on the path coefficient and level of significance. In this research, the significance level used was 5% (0.05). Below are the results of direct and indirect hypothesis testing as follows:

Table 10. Path Coefficient

	Variable	Original Sample (O)	Samples Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P value	Note
Influence Direct	X1-Y	0.207	0.213	0.086	2,393	0.017	Accepted
	X2-Y	0.164	0.159	0.086	1,899	0.058	Rejected
	X3-Y	0.162	0.152	0.077	2,105	0.036	Accepted
Influence Moderation	X1-ZY	-0.028	-0.046	0.114	0.248	0.804	Rejected
	X2-ZY	0.035	0.022	0.080	0.437	0.663	Rejected
	X3-ZY	-0.206	-0.185	0.086	2,402	0.017	Accepted

Source: Data processed by researchers in 2023

Discussion

1. Commitment Influences Customer Loyalty at the Grand Dream Cita Mandiri Syariah Hotel, Batu City

The results of the research show that commitment influences customer loyalty at the Grand Dream Cita Mandiri Syariah Hotel, Batu City. Thus it can be concluded that customer loyalty can be influenced by the commitment variable.

In general, these findings confirm that customer loyalty at the Grand Dream Cita Mandiri Syariah Hotel Batu City can arise because commitment is a key because they encourage business behavior to: (1) work to maintain investment in working relationships with partners, (2) reject long-term alternatives. attractive short term and prefer to expect long-term benefits by remaining in touch with current partners. Statistically, the highest average value of the commitment variable is items X1.1.2 and X1.3.1. This shows that

respondents are willing to spend their holiday time staying at the Grand Dream Cita Mandiri Syariah Hotel because the employees are able to provide services as promised. Then item

Commitment is recognized as very important, especially in efforts to maintain organizational development. The determining factor for success in a relationship is the commitment of each individual involved in carrying out the relationship. Commitment itself will emerge as the fruit of the same values, trust and belief from within that the existing relationship is very valuable and irreplaceable. So commitment will motivate every individual involved in a relationship to work together to maintain the relationship so that it continues for an indefinite period of time. Commitment is a desire or strong desire to maintain and continue a relationship that is considered important and has long-term value. Commitment is reflected in cooperative behavior and active actions to maintain the relationships that have been built (Freeman & Fields, 2023).

Based on field facts, customer loyalty can be built through increasing customer commitment at the Grand Dream Cita Mandiri Syariah Hotel, Batu City, which includes: affective commitment and continuous commitment. Customer commitment has an important role in relationship marketing. This means that customer commitment is an important factor in the success of a good and long-term relationship between customers and the Grand Dream Cita Mandiri Syariah Hotel, Batu City so that customer loyalty will be achieved.

According to Robert Morgan and Shelby Hunt in Barnes, James G (2003) commitment and trust are key because they encourage business behavior to: (1) work to maintain investment in cooperative relationships with partners, (2) reject attractive short-term alternatives and prefer to hope long-term benefits of staying in touch with current partners, (3) viewing potential risky actions as wise because they believe that their partners will not take advantage of opportunities in a tight situation.

Not lying, not cheating and not making up facts, not betraying and never breaking promises are forms of action recommended by Islam to build other people's trust in us. Rasulullah saw. Always remind traders not to sell out promises or make excessive promotions that tend to be made up solely so that the goods being traded sell well.

The words of the Prophet Muhammad: the best place is a mosque, and the worst place is a market" (HR. Thabrani).

Because it is very possible that when a Muslim is at the mosque he is obedient, diligent in praying, diligent in coming to the Koran, but when he is in the market he is also absorbed

in lying and deceiving other people. (Hasan, Ali, 2010). This is explained in Qs. Al-Baqarah verse 165

وَمِنَ النَّاسِ مَنْ يَتَّخِذُ حُبًّا لِلَّهِ وَلَوْ يَرَى الَّذِينَ ظَلَمُوا أَنْ اللَّهَ شَدِيدُ الْعَذَابِ ۖ (البقرة/2: 165)

Meaning: Among humans there are those who take (something) other than Allah as rivals (to Him) whom they love as they love Allah. As for those who believe, their love for Allah is very strong. If those who do wrong see, when they see the punishment (on the Day of Resurrection), that all power belongs to Allah and that Allah is very severe in punishment, (they will surely regret it).

This verse emphasizes that believers have the highest commitment to loyalty to Allah, even above everything else. They love Allah more than anything, and that is the highest form of loyalty in faith. However, it should be remembered that the concept of loyalty in the context of humans to humans is not specifically discussed in the Qur'an. However, principles such as honesty, loyalty and mutual assistance are values recommended in Islam to build healthy and respectful relationships between people. The results of this study are in line with research (Fullerton, 2020), which found that commitment influences customer loyalty.

2. Communication Has No Effect on Customer Loyalty at the Grand Dream Cita Mandiri Syariah Hotel, Batu City

The research results show that communication has no effect on customer loyalty at the Grand Dream Cita Mandiri Syariah Hotel, Batu City. Thus it can be concluded that customer loyalty cannot be influenced by communication variables.

Statistically, the lowest average value of the communication variable, namely the lowest average frequency (mean) indicator, is item X2.3.1, which is 3.97. This shows that the employees of the Grand Dream Cita Mandiri Syariah Hotel are not yet fully able to help find ways to solve customer problems using good communication. Meanwhile, the highest average frequency (mean) values are items X2.2.1, X2.4.1 and X2.5.1. This shows that respondents feel comfortable in communicating with employees of the Grand Dream Cita Mandiri Syariah Hotel. Then item

Communication is one element of the marketing mix that is very crucial in supporting the success of a company. The communication process generally consists of several elements, namely communication actors (message senders and recipients), communication tools (messages and media), communication functions (encoding, decoding, response and feedback) and interference. The sender of the message must understand who the intended

audience is and what response is expected. The sender of the message must also carry out the encoding process (translating the message into certain symbols, such as writing, words, images, facial expressions and body language) in such a way that it can be understood and interpreted equally by the recipient in the decoding process (translating the symbols into meaning or certain understanding) (Krizanova et al., 2019).

Based on field facts, there are still some respondents who do not know any information and communication agreements between customers and the Grand Dream Cita Mandiri Syariah Hotel, Batu City, although many also responded positively. This might happen, because the communication that exists between customers and the Grand Dream Cita Mandiri Syariah Hotel, Batu City is only limited to overnight stays, because it cannot be denied that the needs of customers are like that and the Grand Dream Cita Mandiri Syariah Hotel, Batu City is a service institution that There are many customers so they have many responsibilities that must be served, not to mention if at any time there is a misunderstanding in communication between the two parties.

When a company, organization or anyone is willing to form and maintain good relationships, it means they have opened a path of sustenance for themselves and others. Rasulullah saw. Provides the following guarantee:

"Whoever maintains friendship, Allah will grant him abundant sustenance and long life." (Bukhari and Muslim) (Hasan, Ali., 2010).

In other literature, it is stated that providing added value and shopping experiences (experiential marketing) are solutions to retain consumers. Rasulullah SAW was not only able to create loyal customers but was also able to create customers who believed by using the formula of honesty, sincerity, friendship and generosity which was the core of all marketing activities carried out by Rasulullah SAW. (Gunara & Sudiby, 2007).

The results of this study are in line with research (Fitria & Siswanto, 2022), which found that commitment has no effect on customer loyalty.

3. Service Quality Influences Customer Loyalty at the Grand Dream Cita Mandiri Syariah Hotel, Batu City

The research results show that service quality influences customer loyalty at the Grand Dream Cita Mandiri Syariah Hotel, Batu City. Thus it can be concluded that customer loyalty can be influenced by service quality variables.

In general, these findings confirm that customer loyalty at the Grand Dream Cita Mandiri Syariah Hotel in Batu City can arise because service quality is an activity that is

invisible (cannot be touched) which occurs as a result of interactions between consumers and employees or other things. other things provided by service delivery companies that are intended to solve customer problems (Syahbul, 2013). Statistically, the highest average value of the service quality variable is items X3.1.1, X3.3.1 and X3.5.1. This shows that employees are able to provide fast and careful service to Grand Dream Cita Mandiri Syariah Hotel customers and the employees' appearance is very clean and neat. Then item X3.2.1 is the item with the highest score, namely 4.53, this is because employees are always responsive in explaining services that customers don't know about.

When customers of the Grand Dream Cita Mandiri Syariah Hotel in Batu City experience good service quality, the customers will continue to use the hotel's services and become loyal customers. Furthermore, customers who have not experienced service problems have a significantly better perception of service quality than customers who have just experienced service problems, even though they can be resolved satisfactorily. According to Lupiyoadi, loyal customers have the characteristics of Repeat, Retention and Reveral. Loyal customers will be profitable for the company (Lupiyoadi, 2011).

The development of this digital era, the Grand Dream Cita Mandiri Syariah Hotel, Batu City provides innovation in the form of applications to make it easier for customers to make hotel room booking transactions. The Grand Dream Cita Mandiri Syariah Hotel, Batu City is also always active in social media which is loved by many people, such as Instagram, YouTube, etc., to provide information and knowledge about sharia economics, without realizing it, this aims to create attraction for the public and users.

Improving the quality of service in accordance with Islamic law. Hotel Grand Dream Cita Mandiri Syariah Batu City always provides knowledge to administrators and employee managers to create Islamic services that are guided by honesty, responsibility and trustworthiness, keeping promises, serving humbly and of course with purpose. for worship or the afterlife.

Clearly, service quality is an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations, especially in service companies. Service quality is the expected level of excellence and control over that level of excellence to fulfill customer desires. The five dimensions of service quality which include physical evidence, reliability, responsiveness, assurance and empathy are actually able to create direct loyalty well. This is also explained in QS. Al-Baqarah verse 197.

أَلْحَجُّ أَشْهُرٌ مَّعْلُومَةٌ ۖ فَمَنْ فَرَضَ فِيهِنَّ الْحَجَّ فَلَا رَفَثًا ۖ فُسُوقٌ ۖ وَمَا تَفَعَّلُوا مِنْ خَيْرٍ يَّعْلَمُهُ اللَّهُ ۗ وَتِيبُ الْأَبَابِ
(البقرة/2: 197)

Meaning: The Hajj (season) (takes place in) the months that have been confirmed. Whoever performs the Hajj during those (months), do not perform rafaṣ, commit immorality, and quarrel during (performing the pilgrimage) Hajj. All the good that you do (certainly) Allah knows. Make provision because in fact the best provision is piety. Fear Me, O people of common sense.

This verse emphasizes the importance of piety and quality in preparation and service to Allah and fellow humans. Even though it does not explicitly discuss service, the concept of taqwa (piety) can be applied in the context of service by providing quality service and with good intentions. Apart from that, the Qur'an also teaches many values such as honesty, justice, compassion and kindness towards fellow humans, all of which contribute to the quality of service in everyday life.

In theory, the concepts of service quality, satisfaction and loyalty are interconnected with each other. Theoretically, the process can provide a reference for this research, where service quality directly influences loyalty. These results are supported by research from (Ma'zumi et al., 2017; Normasari et al., 2020) which shows that service quality results directly influence customer loyalty.

4. Religiosity is Not Able to Moderate Commitment to Customer Loyalty at Grand Dream Cita Mandiri Syariah Hotel, Batu City

The results of the research show that religiosity is unable to moderate commitment to customer loyalty at the Grand Dream Cita Mandiri Syariah Hotel, Batu City. The results of this research can be interpreted as religiosity which is the level of attachment of a person or individual to religion which leads to an attitude towards life that remains in accordance with the religious values that he believes in. A customer's religiosity in Sharia law is related to their loyalty to service institutions, one of which is the Grand Dream Cita Mandiri Syariah Hotel, Batu City.

Religiosity is a person's level of obedience or belief in religious values and religious practices. Meanwhile, customer loyalty towards sharia hotels is the extent to which customers are willing to continue visiting sharia-based hotels. There are several reasons why religiosity is unable to moderate commitment to customer loyalty when visiting the Grand Dream Cita Mandiri Syariah Hotel, Batu City.

The first is because some respondents or customers have other preferences in choosing a hotel, such as price, facilities, location and service quality, which can be the main determining factor in their decision. Religiosity, although important, may not be a very influencing factor in their decisions.

Second, lack of awareness, namely that some customers are not fully aware of the sharia aspects of the hotel. Their religiosity may not have a significant influence if they do not fully understand or appreciate the sharia values implemented by the Grand Dream Cita Mandiri Syariah Hotel Batu City.

Levels of religiosity can vary among individuals. There are people who are very religious and there are people who are less religious. For the less religious, other factors may be more important in their decision to visit a sharia hotel. Such external influences from friends, family, or travel trends may have a greater impact in moderating tourists' commitment to loyalty than their level of religiosity. If someone sees that their friends or current travel trends are leaning towards non-sharia hotels, then this may influence their decision.

Personal experience at a particular sharia hotel can also have a significant influence in moderating customer loyalty. If they have a positive experience at the hotel, they may be more inclined to remain loyal, regardless of their level of religiosity. The results of this study are in line with research (Fajriyati et al., 2022), which found that religiosity was unable to moderate commitment to customer loyalty.

5. Religiosity is Not Able to Moderate Communication on Customer Loyalty at the Grand Dream Cita Mandiri Syariah Hotel, Batu City

The research results show that religiosity is unable to moderate communication on customer loyalty at the Grand Dream Cita Mandiri Syariah Hotel, Batu City. The results of this research can be interpreted as meaning that it is important to seek balance in religious communication at the Grand Dream Cita Mandiri Syariah Hotel, Batu City and ensure that the messages are delivered politely, respect customer diversity, and provide a good experience. This can help increase commitment to customer loyalty without neglecting other aspects that are also important in the hotel industry.

Religiosity should be able to moderate communication on customer loyalty when visiting sharia hotels if done well. However, there are several reasons why this may not always be the case, namely the level of customer religiosity, customers who visit sharia hotels have different levels of religiosity. Some may be very religious and seek experiences that closely align with their religious values, while others may have a lower level of religiosity and

simply seek comfort or amenities. Too much emphasis on religiosity in hotel communications can make customers with low levels of religiosity feel disinterested.

Sharia hotels may not be able to meet the preferences and expectations of all customers. If religious communication dominates too much, this can override factors such as service, quality, price and location which are also important to customers. Emphasizing religiosity too strongly in communication can result in errors in conveying the message. Messages that are not delivered well or with appropriate context can make customers confused or even annoyed by the message.

The results of this study are in line with research (Hendratmoko & Mutirawati, 2022) who found that religiosity was unable to moderate communication on loyalty, this was due to the inappropriate way of conveying it, giving rise to multiple interpretations for the recipient.

6. Religiosity Can Moderate Service Quality on Customer Loyalty at Grand Dream Cita Mandiri Syariah Hotel, Batu City

The results of the research show that religiosity is able to moderate service quality on customer loyalty at the Grand Dream Cita Mandiri Syariah Hotel, Batu City. So it can be concluded that religiosity can positively moderate the influence of service quality on loyalty. This means that the level of religiosity can strengthen the relationship between service quality variables and loyalty.

Religiosity is something that is difficult to measure, but religiosity factors are believed to have a very important role in influencing human behavior, especially Muslims, especially regarding behavior related to social and environmental issues. (Anam, 2019).

Islam is a religion that regulates all aspects of the lives of its followers. Not only does he regulate matters of ritual worship but also guides each of His servants in every aspect of social life. Ahmed stated that a person's faith or religiosity greatly influences a person's consumption behavior. In Islam, the concept of religiosity is essentially reflected in the experience of faith, Sharia and morals, or in other words: faith, Islam and ihsan. If a person has all these elements, then he is a truly religious person.

The results of this research are in line with previous research that has been carried out (Ma'zumi et al., 2017), who found that religiosity is able to moderate service quality on customer loyalty, clients and even the Muslim community in general, because Muslims certainly want to fulfill sharia compliance in all aspects of life

D. CONCLUSION

The results of the study indicate that commitment and service quality have an effect on loyalty, while communication has no effect on loyalty. Meanwhile, religiosity is unable to moderate commitment and communication on loyalty, while religiosity is able to moderate service quality on loyalty. Overall, commitment and good service quality are the main keys in building customer loyalty. If the company/hotel continues to be committed to providing services that meet or exceed customer expectations, and maintains service quality consistently, customers will feel appreciated and tend to remain loyal in the long term.

For further researchers, further research is needed by including various additional variables. This study used a questionnaire survey to collect observational data. Survey research has not been able to discuss the behavioral side comprehensively, so the results of this study focus more on discussing the respondent's perception side. These limitations are a separate note for further research on this research topic. Further research needs to consider experimental design to further reveal the role of religiosity as a moderator.

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