

# Pengaruh Atribut Muslim Friendly pada Industri Hotel terhadap Loyalitas Konsumen di Indonesia = Influence of Muslim Friendly Attributes in Hotel Industry on Consumer's Loyalty in Indonesia

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## Abstrak

Populasi umat Islam di dunia, khususnya penduduk Muslim di Indonesia semakin meningkat. Hal ini dapat mempengaruhi industri pariwisata. Pada tahun 2019, Indonesia dinobatkan sebagai destinasi wisata halal terbaik di dunia, mengungguli 130 destinasi dari seluruh dunia. Meski begitu, aspek industri perhotelan di Indonesia masih mendapatkan skor yang relatif buruk. Selain itu, ada sepuluh destinasi di Indonesia yang akan dikembangkan wisata halal, tentunya industri perhotelan dapat berkontribusi untuk kemajuan wisata halal di Indonesia. Penelitian ini ingin mengidentifikasi beberapa atribut Muslim Friendly (Muslim Friendly) pada industri perhotelan, yang mana atribut tersebut dapat mempengaruhi loyalitas konsumen pada industri perhotelan di Indonesia. Penelitian ini menemukan bahwa atribut halal food & beverage dan halal service quality berpengaruh terhadap loyalitas konsumen.

.....The population of Muslims in the world, especially the Muslim population in Indonesia is increasing. This can affect the tourism industry. In 2019, Indonesia was named the best halal tourism destination in the world, outperforming 130 destinations from around the world. Even so, aspects of the hospitality industry in Indonesia still get a relatively poor score. In addition, there are ten destinations in Indonesia that will be developed for halal tourism, of course the hotel industry can contribute to the advancement of halal tourism in Indonesia. This study wants to identify some Muslim Friendly (Muslim Friendly) attributes in the hospitality industry, which attributes can affect consumer loyalty in the hospitality industry in Indonesia. This study found that the attributes of halal food & beverage and halal service quality have an effect on consumer loyalty.