

# Pengaruh muslim friendly hotel attribute terhadap perilaku pembelian pelanggan: studi kasus muslim friendly hotel di Daerah Istimewa Yogyakarta = Impact of muslim friendly hotel attribute on guest purchase behaviour: case study muslim friendly hotel in Special Region of Yogyakarta

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## Abstrak

Peningkatan trend wisatawan Muslim turut meningkatkan kebutuhan akomodasi khususnya Hotel. Agar dapat memaksimalkan potensi tersebut diperlukan pengetahuan mengenai atribut Muslim Friendly Hotel, juga evaluasi kognitif dan afektif yang dapat mendorong perilaku pelanggan hotel. Penelitian ini bertujuan untuk mengetahui pengaruh atribut Muslim Friendly Hotel terhadap cognitive evaluation dan affective evaluation, pengaruh cognitive evaluation terhadap affective evaluation, dan pengaruh affective evaluation terhadap behavioural intention pelanggan Muslim Friendly Hotel di Yogyakarta. Penyebaran survei daring dilakukan kepada warga negara Indonesia, beragama Muslim, dan pernah menginap di Muslim Friendly Hotel di Yogyakarta dalam dua tahun terakhir. Analisis data pada penelitian ini menggunakan software LISREL dengan metode pengolahan data Structural Equation Modelling (SEM) untuk menguji variabel penelitian terhadap 408 responden. Hasil penelitian ini menunjukkan bahwa atribut Muslim Friendly Hotel berpengaruh signifikan terhadap cognitive evaluation, cognitive evaluation berpengaruh signifikan terhadap affective evaluation, serta affective evaluation berpengaruh signifikan terhadap visit intention, word of mouth, dan willingness to pay.

.....The increasing trend of Muslim tourist, lead the needs of accomodation, especially hotel. To maximize the potency, it's important to understand Muslim Friendly Hotel attribute, also cognitive and affective evaluation that could influence the behaviour of hotel customer. The objective of this research are to observe the impact of Muslim Friendly Hotel attribute on cognitive evaluation, affective evaluation, visit intention, word of mouth, and willingness to pay in Yogyakarta Muslim Friendly Hotel. The online survei was conducted on Indonesian Muslim citizen who have stayed in Muslim Friendly Hotel in Special Region of Yogyakarta in the last two years. The data were analyzed using SPSS and LISREL with the Structural Equation Modelling (SEM) method to test the relationship among the research variables using 408 respondents. The result showed that Muslim Friendly Hotel attribute significantly influence cognitive evaluation, cognitive evaluation significantly influence affective evaluation, also affective evaluation significantly influence visit intention, word of mouth, and willingness to pay.