

Pengaruh Atribut Islami dan Religiusitas terhadap Kepuasan dan Loyalitas Pelanggan Halal Wellness Services = Influence of Islamic Attributes and Religiosity on Satisfaction and Loyalty of Halal Wellness Services Customers

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Abstrak

Secara global, wellness industry diperkirakan telah tumbuh mencapai USD 3,7 triliun pada tahun 2015 atau mewakili 5,1% dari output ekonomi internasional. Di sisi lain, pasar halal Indonesia memiliki potensi besar karena cakupannya sebesar 12,7% muslim dunia. Oleh karena itu, kebutuhan akan barang dan jasa dari sektor wellness industry tak luput dari tuntutan kehalalan mengingat adanya sejumlah titik kritis kehalalan bahan baku pada produksi barang serta tuntutan kesesuaian syariat pada operasional penyediaan jasa dalam wellness industry. Meski demikian, halal wellness industry belum cukup banyak menarik perhatian akademisi mengingat masih terbatasnya studi pada topik ini. Penelitian ini bertujuan menganalisis perilaku konsumen Muslim Indonesia terhadap halal wellness services, terutama untuk mengetahui hubungan antara atribut penyedia halal wellness services dan komitmen religius pelanggan sebagai variabel pemoderasi dengan kepuasan dan loyalitas. Penelitian ini menggunakan pendekatan kuantitatif dengan Moderated Regression Analysis (MRA) sebagai alat analisis untuk menguji hipotesis penelitian. Empat dari enam dimensi atribut Islami penyedia layanan kesehatan halal (produk dan layanan Muslim, produk berlabel halal, atmosfir Islam outlet, nilai-nilai Islam, nilai kemanusiaan, standar prosedur operasi Islam) memiliki pengaruh signifikan terhadap kepuasan dan kesetiaan pelanggan. Sementara itu, ditemukan bahwa pengaruh moderasi variabel komitmen religius hanya signifikan terhadap barang dan jasa Muslim dan produk berlabel halal.

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Significant amount of growth of wellness industry on 2015 that has reached the value of USD 3.7 trillion or represents 5.1% of international economic output is indicating a considerable contribution to the global economy. On the other hand, Indonesia's halal market has a great potential due to its coverage of 12.7% of the world's Muslims. Therefore, the need for goods and services from the wellness industry sector is not spared from the demands of halal standards considering the existence of a number of critical points in the production of goods, including the selection of raw material, and the demands of Shari'a conformity in the wellness services' operational standards. Nevertheless, the halal wellness industry has not attracted enough academic attention given the limited study on this topic. This study aims to analyze the behavior of Indonesian Muslim consumers to halal wellness services, especially to find out the impact of the attributes of halal wellness service providers and the customer's religious commitment as a moderating variable on customers' satisfaction and loyalty. This research used quantitative approach with Moderated Regression Analysis (MRA) as analysis tools to test the research hypothesis. Four out of six dimensions of Islamic attributes of halal wellness service providers (Muslim products and services, halal labeled products, outlets' Islamic atmosphere, Islamic values, humanistic values, Islamic standard of operating procedures) have significant influence on customers' satisfaction and loyalty. Meanwhile, it is found that the moderation effect of religious commitment variable is only significant to Muslim goods and services and halal labeled

product.