

Factors Influence Consumer Decisions in Choosing Islamic Homestay

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Abstract

The purpose of this study was to empirically demonstrate the effect of halal lifestyle, Muslim-friendly facilities, and knowledge on consumer decisions in choosing Islamic Homestay in Jepara. This research is a field research with a quantitative approach. The research population is consumers of Jepara Islamic Homestay, but the number is unknown. The sampling technique used random sampling with a sample of 100 respondents. The data analysis technique uses multiple linear regression with the help of the SPSS program. The results showed that partially halal lifestyle, Muslim-friendly facilities, and knowledge have a positive and significant influence on consumer decisions in choosing Jepara Islamic homestay. This research can theoretically complement existing theories in developing Islamic homestays in Jepara and developing halal tourism in Jepara. This research can practically be a reference for islamic Homestay business actors in Jepara so that they can pay attention to halal lifestyle factors, Muslim friendly facilities, and knowledge in winning consumers' hearts. This research makes a special contribution to the literature related to Islamic homestays in Jepara, an area that has not been studied much in the context of halal tourism. This research provides new, more specific insights into consumer preferences and behavior in the Jepara area and identifies the development potential of the Islamic homestay sector in Jepara.

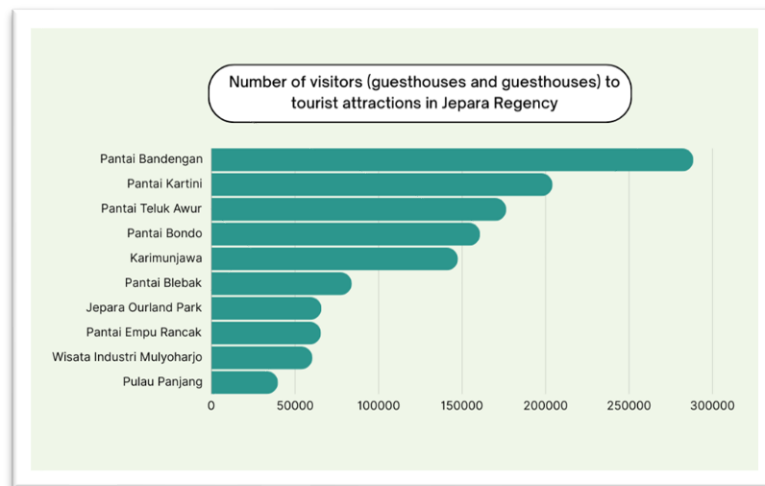
Keywords: *Halal Lifestyle, Muslim Friendly Facilities, Knowledge, Consumer Decision, islamic homestay.*

1. Introduction

Indonesia is a country with the largest Muslim population in the world. As a country with a majority Muslim population, tourism facilities and infrastructure in Indonesia are already quite friendly to Muslim travelers. (Standar et al., 2022). The development of tourism today urges Indonesia to position itself as the center of the world's halal tourism. (Baca, 2021). Based on the 2023 Global Muslim Travel Index (GMTI) Report, Indonesia ranks first as the best halal travel destination in the world, beating 140 other countries (Astuti & Nisa, 2020). This is an improvement from the previous year, when the country was in second place and Malaysia took the top spot. The GMTI report, released in Singapore on June 1, 2023, is the 8th edition organized by Mastercard-Crescent Rating. In connection with halal tourism, Islamic lodging is becoming a residence option for Indonesian and foreign Muslims with this of course Islamic Homestay in Indonesia can take a role in the current halal tourism market. (Ulum, 2023).

The growth of the tourism sector in Indonesia from 2015 to 2018 reached 67%, as shown by the increase in the number of foreign tourists, from 9.7 million people in 2014 to 16.5 million people in 2018. In Central Java Province, the number of domestic tourist visits in 2018 reached 40,118,470 people, while foreign tourist visits were 781,107 people (KNEKS, 2020). Indonesia is a country with a majority Muslim population. With a population of 229 million, which is equivalent to 12.7% of the world's Muslim population (World Population Review, 2021). The increasing number of Muslim population in Indonesia has a significant impact on the number of Muslim tourists (Suid, Nor, & Omar, 2018). Based on the State of the Global Islamic Economy (2021) report, Indonesia ranks 6th in the Muslim Friendly Travel category, with Malaysia ranking first. Meanwhile, in the Media and Recreation category, Indonesia ranks 5th, behind the UK which ranks 4th.(Aan et al., 2023).

Tourism continues to give birth to something new in its development, one of which is a trend at this time is halal tourism. Halal tourism is intended to make it easier for Muslim travelers to travel and worship, such as the ease of finding halal food and drinks, the ease of being able to perform worship, and other facilities needed. Halal tourism is for all people, both Muslim travelers and non-Muslim travelers. The existence of halal tourism is a potential to advance religious businesses such as businesses in the lodging sector. Islamic homestay is a lodging sector business that is adapted to sharia principles in the provision of facilities and services.



Source: <https://jeparakab.bps.go.id/id>

Jepara Regency is one of the Tourism Destination Areas (DTW) in Central Java that claims to have implemented a halal tourism business in the regency (Medcom.id, March 2018). Jepara Regency is a coastal city that has 80 km of coastline. It is undeniable that sea tourism is the main attraction in Jepara Regency, for example Kartini Beach and Bandengan Beach, which have a fairly high number of visitors, and there are many other tourist objects in Jepara, besides that Jepara as one of the districts in Central Java is quite rich in materials that can be processed as tourism products with special attractions that can be developed into tourist offerings that are able to attract tourists both from within and outside the country, of course this is a great opportunity for Jepara district in developing halal tourism in Jepara.

Based on Jepara district statistical data, there are 202 homestays including hotels or homestays in Jepara, but not all of them are Sharia-based. In addition, not a single tourist attraction in Jepara has obtained halal certification and the development of sharia lodging in Jepara has not been optimal, According to Basuki Wijayanto, head of the Jepara regency tourism office, the local government has begun to pioneer and seriously develop sharia-based tourism and immediately take care of halal certification of tourist destinations. (Abdillah & Saraswati, 2011). Supporting facilities are being planned such as sharia hotels, sharia restaurants, and adequate places of worship. In an effort to support Jepara district to develop a halal tourism business, the author starts from facilities that accommodate tourist rest activities, namely Islamic homestays.

According to Pranandari et al (2023) many countries around the world have positioned tourism as an important and integral aspect of their economic development strategy. Some countries that develop the tourism sector provide significant economic benefits. Currently, there is a new innovation in tourism development called halal tourism or sharia tourism, which is tourism with the concept of sharia values. Muslims need lifestyle products that comply with the concept of shariah such as: food, finance, hotels, hospitals and tourist attractions. According to Yusniar (2020), one of the aspects that can influence customers is the style of life that continues to be modern, the wishes of customers in the past era and the current era are clearly different. Halal lifestyle is needed by all people not only for Muslims, because the design of general legal halal and in a philosophical and

efficient way is an innovation from the standard operating procedure (SOP) since the 4th sympathy era which is then contained in Islamic sharia. Halal lifestyle is one part of the market that is good enough to increase Islamic homestay (Zaidah et al., 2022).

Zaidah et al (2022) said that one of the main highlights in the Islamic economy is halal lifestyle, in the GIEI ranking the entire halal industry sector such as halal food, Muslim fashion, pharmaceuticals and cosmetics. According to The State of Global Islamic Economy (SGIE) Report 2023, Indonesia managed to enter the top three ranks, an increase from the previous year. Studies on the influence of halal lifestyle on consumer decisions have been studied by Riady et al (2023); Baca (2021) However, the study did not examine Muslim friendly facilities and knowledge. On the other hand, hotel facilities are also one of the main factors for consumers in choosing a hotel. In study Baca (2021) shows that halal lifestyle affects consumer decisions in choosing halal products such as food and cosmetics, as well as increasing comfort and safety in using sharia facilities such as tourism and halal hotels. This halal lifestyle plays an important role in the social proselytization and self-determination of society.

Study Tyas & Supriyanto, (2022) regarding the influence of Muslim friendly facilities on consumer decisions, but this study only takes samples of Muslim people, while currently many non-Muslims are also interested in using Muslim-friendly facilities. Hidayat et al (2021) study on several factors that influence consumer satisfaction, namely Muslim-friendly facilities, price and location, but of these factors that have a positive and significant effect is location. There are several factors that influence consumer satisfaction, namely Muslim-friendly facilities, price and location, but of these factors that have a positive and significant effect are location.

Consumer knowledge is also another aspect that can influence consumer decisions. Studies on the influence of knowledge on consumer decisions have been widely studied by researchers such as Santoso & Madiawati (2018) The study did not examine halal lifestyle and Muslim friendly facilities and focused more on satisfaction and product selection decisions. Previous studies have shown the influence of halal lifestyle and knowledge on consumer decisions, but did not integrate these factors with Muslim-friendly facilities. In an effort to support Jepara district in developing a halal tourism business, the author starts from facilities that accommodate tourists' rest activities, namely lodging. This research is supported by previous studies from the research gap, this study aims to fill the gap by examining the three factors of halal lifestyle, Muslim friendly facilities and knowledge simultaneously in the context of Islamic homestay in Jepara. This research also makes a real contribution in supporting halal tourism in Jepara and Indonesia as a whole. This research also seeks to fill the gap in the literature regarding the influence of halal lifestyle, Muslim-friendly facilities, and knowledge on consumer decisions, which is expected to provide insights for the development of the halal tourism industry and the growth of the Islamic economy in Indonesia.

2. Literature review

2.1 Consumer Decision

According to Adriani & Ma'rif (2020) consumer decisions are internal urges that arise after experiencing or using a product, which encourages them to buy products to meet their needs. Knowledge in Hasibuan & Wahyuni, (2020) the comprehensive use of information and data is complemented by the potential skills, competencies, ideas, intuition, commitment, and motivation of the individuals involved. The holistic approach views that knowledge is contained in ideas, decisions, talents, root causes, relationships, perspectives, and concepts. Knowledge can be stored in individual brains or integrated into organizational processes, documents, products, facilities, and systems. Knowledge includes actions, directed innovations, accumulated expertise, and specific relationships and partnerships.

According to George R. Terry and Brinckloe (1972), there are several basic approaches that can be used in decision making, namely intuition, experience, facts, authority, and logic/rational. Decision-making based on intuition is based on feelings and is subjective, so it is easily influenced, although it has its own advantages and disadvantages. (Hyrul et al., 2017). The experiential

approach involves using practical knowledge gained from previous experiences, which allows one to forecast outcomes and consider advantages and disadvantages, even if they are not always relevant to the current situation. Fact-based decision-making provides sound and reliable decisions, increasing the level of trust and acceptance of those decisions. The authority approach involves decisions being made by leaders or people in higher positions, with their advantages and disadvantages. Meanwhile, logic-based or rational decision-making involves rational analysis of all elements in the decision-making process, resulting in objective, logical, transparent, and consistent decisions to maximize outcomes within certain constraints, so that they are close to the truth or in accordance with the desired objectives (Hayati et al., 2019). According to Sari et al., (2024) indicators for measuring consumer decisions include product choice, brand choice, dealer choice, purchase amount, purchase duration (purchase time), and payment method.

2.2 Halal Lifestyle

Baca (2021) say that halal means to free, release, or explain. And etymologically halal is everything that has no attachment to the rules that forbid it, so it can be done. Hawkins' theory says that for a Muslim, buying consumer goods is not just about fulfilling needs or following a lifestyle, but they are also required to obey the provisions of sharia as a consequence of their faith, one of which is the principle of halal. According to the Muslim Judicial Halal Trust (MJTH), an organization that has legitimate authority regarding halal certification, said that someone who reflects halal lifestyle in his life will realize that halal will add value to human life (Yusniar et al., 2020). Halal Lifestyle is a lifestyle that complies with halal haram, healthy, safe, and hygienic rules. The concept of halal can be viewed from two perspectives, namely a religious perspective and an industrial perspective. The concept of halal in a religious perspective will result in whether or not it is permissible to consume something based on beliefs so that it will have an impact on consumer protection. Meanwhile, from the industry side, this will have an impact on greater business opportunities and create a halal industry.

According to Hakim et al (2023) The halal way of life can be a reflection of a Muslim's high sense of religious devotion and make him/her a Muslim shopper who is more specific about the goods he/she spends or employs. In the expansion to halal raw materials, the Muslim community will increasingly seek benefits, safety, tranquility, and cleanliness as well as affirmation of the quality of the goods they spend on and cannot be separated from Islamic values (Mufidah et al., 2024). Halal lifestyle is currently becoming a global trend, many countries in various parts of the world are trying to implement a halal lifestyle system in their daily lives. There is an interesting phenomenon, where the effort to implement a halal lifestyle does not only come from Muslim countries, which have been known for the concept. However, countries with a majority non-Muslim population are also trying hard to adopt the halal lifestyle.

According to Hakim et al (2023) The halal lifestyle reflects the strong spiritual commitment of Muslims in carrying out their religious teachings, which is reflected in their behavior as consumers who are more selective in choosing products to be consumed or used. In addition to ensuring that the raw materials used are halal, Muslims are also increasingly concerned about the benefits, safety, comfort and hygiene of these products, as well as quality assurance in accordance with the standards of Islamic values. This is in line with the principles stated in the Quran, such as in Surah al-Baqarah verse 168 and Surah al-Maidah verse 3, which call on Muslims to consume only what is good and permitted in accordance with the rules of Islamic law.

“O mankind, eat only what is lawful and good from what is found on the earth, and do not follow the steps of the devil. For indeed the shaitan is a real enemy to you”. (Q.S. al-Baqarah: 168).

“Forbidden to you (are) carrion, blood, pork, (the flesh of animals) slaughtered in the name of other than Allah, the strangled, the beaten, the fallen, the gored, and the devoured by wild animals, except that which you have time to slaughter, and (forbidden to you) that which is slaughtered for idols. And (it is also forbidden) to cast lots with arrows, (casting lots with arrows) is an abomination”. (Q.S. al-Maidah: 3).

This halal lifestyle will be easy for a person to do when a person does what can be done,

according to his ability and does it right, and with honesty, integrity, dignity, justice, and also simplicity. A person's pattern of life in nature that is expressed in his activities, attention, and opinions that apply Islamic values in it. Halal lifestyle is closely related to the hypothesis of life needs presented by an American analyst and scholar named Abraham Maslow. In this hypothesis, Maslow accepts that needs ultimately become the reason that triggers inspiration in a person to carry out all activities that can support that person in an effort to fulfill their needs. This hypothesis is known as Maslow's Needs Progression Hypothesis or Maslow Hypothesis (Pranandari 2023). According to Tyas & Supriyanto (2022) there are indicators to measure halal lifestyle, halal-certified food and beverage products, services in accordance with Islamic Sharia provisions, paying attention (Haram and Halal), frugal lifestyle, simple lifestyle and lifestyle according to needs.

2.3 Muslim Friendly Facilities

Muslim Friendly Facilities refer to the provision of services and infrastructure that are tailored to the needs and principles of Islam for Muslim travelers. This facility aims to provide comfort and convenience for Muslim tourists in carrying out worship and daily activities while traveling. Muslim-friendly facilities encompass a range of services and amenities designed to meet the needs of Muslim travelers, ensuring they are halal and align with Islamic law. These facilities reflect the norms and values of Islam that are practiced in the destination. According to Mufidah et al., (2024) muslim friendly facilities can be defined as all types of services and facilities offered by lodging to meet the needs of Muslim consumers and must be halal and in accordance with sharia regulations. for example, Muslim friendly services and facilities must consist of halal dining options, easy access to accommodation and in accordance with sharia.

According to Philip Kotler (2016) service or service is any activity or benefit that a party can provide to another party which is basically intangible and does not result in ownership of something and its production can or cannot be linked to a physical product. Service quality is closely related to customer satisfaction and profitability. A higher level of quality will result in higher customer satisfaction. Therefore, marketers today view the task of improving the quality of products and services as a top priority in providing added value to customers. According to Rasyid et al (2016) There are indicators that can measure Muslim Friendly Facilities, namely halal food and drinks, worship tools, accommodating sharia services, friendly facilities, administrative services with Islamic banks and cleanliness of the place.

2.4 Knowledge

Knowledge according Hasibuan & Wahyuni (2020) the holistic use of information and data also involves the potential skills, competencies, ideas, intuition, commitment, and motivation of the individuals involved. The holistic approach assumes that knowledge includes ideas, decision-making, talents, core issues, relationships, views, and concepts. Knowledge is stored in individual brains or encoded in organizational processes, documents, products, facilities, and systems. According to Skyrme (2001), in Kusumadmo (2013), knowledge is not static. Instead, it is always changing and evolving throughout the life of the organization. In addition, the form of knowledge has the possibility to be changed, there is a possibility to transform currently tacit knowledge into new explicit knowledge and to transform currently explicit knowledge into new tacit knowledge.

Knowledge encompasses action, targeted innovation, proficiency, shared expertise, networks, and strategic partnerships. Knowledge can be divided into two categories: fair insight, which refers to the understanding of detailed information about a product stored in long-term memory, and individual insight, which is the knowledge of how to identify a product based on personal interpretation (Santoso & Madiawati, 2018). Indicators of knowledge variables are objective knowledge and knowledge of principles that include aspects such as Islamic law, ethics, and moral values. Some basic principles in sharia lodging theory include:

- a. Shariah compliance: shariah-compliant lodgings must adhere to the laws and rules of Islamic sharia. This includes aspects such as the prohibition of alcohol and haram food

consumption, as well as the segregation of non-family-related male and female lodgings.

- b. Business ethics: the management of Islamic lodging must follow the principles of Islamic business ethics, including honesty, transparency, and fairness in all transactions.
- c. Customer service: service in Islamic lodging should reflect Islamic values such as friendliness, politeness, and respect for guests.
- d. Appropriate environment: shariah-compliant lodging should provide an environment that complies with shariah principles, including spatial arrangements that separate male and female areas and clean, shariah-compliant facilities.
- e. Education and swareness: islamic lodging can play a role in raising public awareness of Islamic sharia values through educational programs and social activities.

These principles are applied in Islamic hotels or other lodgings that specifically target the Muslim market or those seeking a shariah-compliant stay. This can include facilities such as prayer rooms, halal food menus, and certain policies that reflect Islamic values. According to Sobari et al (2017) there are indicators that can measure Muslim Friendly Facilities, namely halal food and drinks, worship tools, accommodating sharia services, friendly facilities, administrative services with Islamic banks and the presence of Muslim employees.

2.5 Hipotesis

2.7.1 Relationship between Halal Lifestyle and Consumer Decision

According to Tyas & Supriyanto (2022) Currently, consumers tend to follow trends in fulfilling various aspects of needs, both primary and secondary needs, which are adjusted to the lifestyle they live, namely the halal lifestyle. Studies conducted by Hoiriyah and Chrismardani (2021); Supardin (2022); Fathurrahman and Anggesti (2021) found that the halal lifestyle has a significant effect on consumer decisions. Referring to the theory and results of these studies, the first hypothesis can be built, namely as follows: H1: halal lifestyle has a significant on consumer decisions in choosing Islamic homestay

2.7.2 Relationship between Muslim Friendly Facilities and Consumer Decision

Recognizing the significance of facility features in influencing consumers' decisions to remain, the islamic homestay is broadening its marketing efforts by enhancing its amenities (Riady et al 2023). Muslim Friendly Facilities is a facility that provides halal food and drinks, worship tools, accommodates sharia services, friendly facilities, administrative services with Islamic banks and the presence of Muslim employees. Study conducted by Hidayat, Yasin, and Jufri (2021) found that Muslim friendly facilities have a significant effect on consumer decisions. Referring to the theory and results of the study, the second hypothesis can be built, namely as follows: H2: Muslim-friendly facilities have a significant effect on consumer decisions in choosing Islamic homestay

2.7.3 Relationship between Knowledge and Consumer Decision

Knowledge of a product is an important conceptual part to be considered in consumer behavior theory (Setiadi 2019). This condition is because collection is related to the information needed by consumers so that they think they have sufficient knowledge of the product (Sanawiri and Iqbal 2018). Studies conducted by Firmansyah (2019); Hasibuan and Wahyuni (2020); Maulana, Hasnita, and Evriyenni (2020) found that knowledge has a significant effect on consumer decisions. Referring to the theory and results of these studies, the third hypothesis can be built, namely as follows: H3: knowledge has a significant effect on consumer decisions in choosing Islamic homestay

3. Methodology

This research was conducted with a quantitative approach. The data source used in this research is primary data obtained directly at the research site. Then secondary data is used in this study which

comes from various books, research, reports and journals. The data collection technique used a questionnaire. The population of this study are consumers who have used Islamic Homestay services in Jepara. The type of research population is infinite population, because researchers do not know the exact number of consumers of Islamic Homestay in Jepara. Sampling using random sampling techniques, since the population size is unknown, the sample measurement uses Hair's theory, so that a sample of 100 respondents is obtained. Analysis of the data collected was carried out using multiple linear regression, a powerful statistical technique facilitated by the SPSS software program. This analytical approach allows researchers to uncover the complex relationships and interactions between various factors that influence consumer behavior and perceptions of Islamic Homestay services. By utilizing this quantitative methodology, the study was able to generate empirical evidence and data-driven insights that can inform strategic decision-making and help shape the future development of the Islamic homestay sector in the Jepara area.

4. Results and discussion

4.1 Result

4.1.1 Uji validitas dan Uji Realiabilitas

The validity test is carried out by calculating the correlation between the score of each question item with the total score so that the Pearson Correlation value is obtained. Testing the validity of the research instrument has been carried out using the SPSS program and the test results show that all questionnaire items are declared valid because the Corrected Item-Total Correlation has a rcount value greater than the rtable value of 0.1966, which means that all questions are declared valid. According to Nunnally (1978), a variable is said to be reliable if it has a Cronbach alpha value greater than 0.60. While the reliability test of each variable shows a Cronbach alpha value greater than 0.60. The reliability test results are shown in Table 1.

Table 1 Instrument Reliability Test Results

Variabel	Reliability Coefficiencie	Cronbach's Alpha	Description
Halal Lifestyle (X1)	6 item	0,718	Reliabel
Muslim Friendly Facilities (X2)	7 item	0,752	Reliabel
Knowledge (X3)	5 item	0,629	Reliabel
Consumer Decision (Y)	5 item	0,612	Reliabel

Source: Data processed with SPSS (2024)

According to Table 1, the test results indicate that all variables possess a Cronbach's Alpha value exceeding 0.60, demonstrating that all constructs in this study are reliable. The strong reliability of each variable suggests that the instruments or questions employed to measure these constructs are consistent and dependable for data collection. Consequently, using reliable instruments ensures that the measurement of the characteristics or aspects under investigation is consistent and trustworthy, allowing for more robust conclusions in the data analysis.

4.1.2. Classical Assumption Test

The classic assumption test in this study includes normality test, multicollinearity test, and heteroscedasticity test. The following are the results of the classical assumption test:

4.1.2.1. Normality Test

From the histogram test results, the data distribution pattern shows a mountain-like shape with good symmetry, indicating that the data tends to be normally distributed. This is indicated by most of the values clustering around the center value and a relatively even spread on both sides. In addition, the normal probability plot test results show that the data points follow the diagonal line from point 0 without significant deviation. This confirms

that the data follows the expected pattern of a normal distribution, where the difference between the actual observed value and the expected value of the normal distribution is not too far. These two results provide strong evidence that the data in this study fulfill the normal distribution assumption.

4.1.2.2. Uji Multikolinieritas

The multicollinearity test results show that none of the independent variables has a tolerance value below 0.10, and all variables have a VIF value of less than 10. The Halal Lifestyle variable has a tolerance value of 0.505 and a VIF of 1.979, the muslim friendly facilities variable has a tolerance value of 0.634 and a VIF of 1.577, while the knowledge variable has a tolerance value of 0.563 and a VIF of 1.775. This indicates that there is no significant multicollinearity problem between the independent variables in the regression model.

4.1.2.3. Heteroscedasticity Test

The findings from the Heteroscedasticity Test indicate that if the data points are evenly distributed above and below the zero point on both the Y and X axes without exhibiting distinct patterns, such as zigzags or clustering, it can be concluded that there are no signs of heteroscedasticity. Thus, the residual plot against the predicted data appears to be normally distributed, confirming the absence of heteroscedasticity symptoms. Therefore, the model satisfies the homogeneity property.

4.1.3. Multiple Linear Regression Analysis Test

Table 2 Multiple Linear Regression Analysis Test Results

<i>Model</i>	<i>B</i>	<i>Std. Error</i>	<i>T</i>	<i>Sig.</i>
<i>(Constant)</i>	4,204	1,660	2.532	0,013
<i>Halal Lifestyle</i>	0,221	0,071	3.123	0,002
<i>Muslim Friendly Facilities</i>	0,611	0,113	5,401	0,001
<i>Knowledge</i>	0,160	0,092	1,738	0,005

Source: Data processed with SPSS (2024)

The results of hypothesis testing show that the sig value. halal lifestyle is below the significance level of 0.05 and the tcount value of 3.123 is greater than the 'table value of 1.664 so that H1 is accepted, meaning that halal lifestyle has a significant effect on consumer decisions. Then the halal lifestyle coefficient value shows a positive number of 0.221 so that halal lifestyle has a positive and significant effect on consumer decisions. The sig. value of Muslim friendly facilities is below the significance level of 0.05, the tcount value of 5.401 is greater than the 'table value of 1.664, so H2 is accepted, meaning that Muslim friendly facilities have a significant effect on consumer decisions. Then the coefficient value of Muslim friendly facilities shows a positive number of 0.611, so that Muslim friendly facilities have a positive and significant effect on consumer decisions. The sig. value of knowledge is below the significance level of 0.05, the tcount value of 1.738 is greater than the 'table value of 1.664, so H3 is accepted, meaning that knowledge has a significant effect on consumer decisions. Then the knowledge coefficient value shows a positive number of 0.160, so that knowledge has a positive and significant effect on consumer decisions.

4.2 Discussion

The results showed that halal lifestyle has a positive and significant effect on consumer decisions. This indicates that halal lifestyle becomes a person's habit in his daily life of consuming, utilizing and using goods or services that do not conflict with the value of Islamic religious principles. The concept of sharia as a lifestyle is a person's lifestyle expressed through halal activities or activities, interests and opinions in spending money to meet daily consumption needs and other pleasures in a

halal manner and how to allocate time in a halal manner as well. Therefore, the better the halal lifestyle of consumers, the higher their decision to choose Islamic Homestay. This result is in line with the results of the study from (Zaidah et al., 2022);(Riady et al., 2023); (Tyas & Supriyanto, 2022) which states that halal lifestyle has a significant effect on consumer decisions.

Muslim-friendly facilities have a positive and significant effect on consumer decisions. This indicates that lodging facilities are one of the main factors in choosing an Islamic Homestay as a place to stay. The importance of facilities as a basis for consumers to decide to stay, the inn should expand its marketing reach by developing Muslim-friendly facilities. The more facilities for organizing worship activities that are in accordance with sharia principles, will have an impact on consumer decisions to stay at Islamic homestays. The limited space owned by consumers causes them to choose homestay locations in organizing events, both household events and workplace events that require a wider space. Therefore, the better the facilities provided by the homestay, especially those that are Muslim-friendly, the higher the consumer's decision to choose an Islamic homestay. The results of this study are supported by the results of a study from (Astuti & Nisa, 2020); (Janah, 2019) found that Muslim friendly facilities have a significant effect on consumer decisions.

The results showed that knowledge has a positive and significant effect on consumer decisions. This indicates that knowledge is an abstract elasticity, which means that in determining consumer behavior in data collection, in the end, consumers think of having great insight into preparation. Knowledge is important because it is used as a reference in making decisions. Reviews and reviews from consumers are also a reference for other consumers in finding homestay locations that will be used to stay and organize activities in supporting daily life. Therefore, the better consumer knowledge about Islamic homestay, the higher the consumer's decision to choose Islamic Homestay. The results of this research are supported by the results of a study from (Tyas & Supriyanto, 2022) which states that knowledge has a significant effect on consumer decisions.

Based on the results of this study, it appears that halal lifestyle, Muslim-friendly facilities, and consumer knowledge have a significant influence on consumer decisions in choosing Islamic Homestay in Jepara. This influence reflects a global trend where consumer awareness of religious values, especially among Muslims, is increasing. The halal lifestyle is no longer limited to food, but extends to various aspects of life, including accommodation. Consumers who are increasingly aware of the importance of complying with sharia principles in various aspects of life, such as choosing a sharia-compliant place to stay, reflect the increasing demand for services that comply with halal standards.

Muslim-friendly facilities such as available places of worship, hygiene assurance, and halal food are some of the important components that Muslim consumers look for. Interestingly, quite a number of Islamic homestay in Jepara already provide these facilities, yet some of them do not include the “Sharia” label explicitly on their branding. This could indicate a different approach in marketing strategy, where some lodgings may focus more on convenience and facilities rather than the use of a more formal sharia label. By doing so, they can attract a wider market segment, including non-Muslim consumers or those who are not strictly looking for the sharia label, but still prioritize cleanliness, comfort, and quality facilities.

However, for the segment of consumers who are specifically looking for Islamic Homestay, the halal or sharia label can be an important factor in the decision-making process. These labels not only serve as a marker of compliance with religious standards, but also provide assurance to consumers that the homestay has met certain criteria that suit their spiritual needs. Therefore, to maximize market potential, Jepara inns that already provide Muslim-friendly facilities need to consider a clearer marketing strategy in promoting sharia services, either through halal certification or branding that explicitly indicates compliance with sharia principles. In the future, the development of Islamic homestay industry in Jepara could focus on increasing consumer awareness and better marketing communications. This includes efforts to educate consumers about the importance of sharia services, as well as clearly demonstrating the competitive advantages that Islamic homestay has. The use of digital media, halal certification, and partnerships with sharia travel agencies can be important steps in attracting greater market attention, not only at the local level but also nationally and internationally,

given the increase in Muslim travelers seeking accommodation that suits their needs.

5. Conclusion

5.1. Conclusion

Based on the results of the discussion, Halal lifestyle has a positive and significant effect on consumer decisions in choosing Homestay. This lifestyle in accordance with Islamic principles includes various aspects such as food, drinks, and services provided by the inn. Consumers who embrace a halal lifestyle tend to choose homestay that guarantees compliance with sharia-compliant principles. Muslim friendly facilities also have a positive and significant effect on consumer decisions. This facility includes various services that make it easier for Muslim consumers to carry out worship and daily needs in accordance with Islamic teachings. Including the provision of prayer spaces, Qibla direction in the room, cleanliness and halal food in the homestay restaurant. Consumers are more likely to choose Islamic homestay that provides these Muslim-friendly facilities because they feel more comfortable and assisted in carrying out their religious activities. Knowledge has a positive and significant effect on decisions in Islamic homestay. The knowledge in question includes consumer understanding of sharia principles, and reviews of several homestay platforms that serve as information for consumers, these aspects tend to make more conscious and informed decisions in choosing homestay that suits their needs and values in choosing Islamic homestay. Researchers also found several inns that provide Muslim-friendly facilities, such as places of worship, cleanliness, and halal food. However, despite meeting these criteria, many homestay do not include the “Sharia” label in their branding, possibly as a strategy to attract a wider market. For consumers looking for Islamic homestay, the halal label is still considered as an important consideration in choosing an inn. Further development can be done by improving the marketing of Muslim-friendly facilities, through halal certification or clearer promotion of sharia services.

5.2. Limitation

This study has several limitations, this study only focuses on certain variables and samples, so the results obtained may not reflect the entire population or broader factors that influence consumer decisions. In addition, the limitations of time, money, and energy are also significant obstacles in this research. This research was only conducted on several Islamic homestay in Jepara, so the results obtained may not be representative enough for the entire Jepara area or even for other categories of homestay. Time constraints also affect the depth of research that can be done, so there may be important aspects that the author did not have time to explore in depth.

5.3. Suggestion

For further research, there are several suggestions, namely expanding the range of research by involving more homestay throughout Jepara and increasing the number of samples in order to increase the accuracy and reliability of findings, so that research can be in accordance with the actual conditions in Jepara. Adding relevant variables so that the results can provide a deeper and more comprehensive insight into the various factors that influence consumer decisions in choosing Islamic homestay in Jepara. Islamic homestay in Jepara is expected to pay attention to the development of marketing strategies and a better understanding of consumer preferences and needs can be closely related to the concept of halal lifestyle, Muslim-friendly facilities, and consumer knowledge of sharia values. By paying attention to the halal lifestyle, inns can offer food and services that comply with sharia principles, which are highly valued by consumers who care about the halal aspect. Muslim-friendly facilities such as adequate prayer spaces, as well as an environment that supports religious values, can also attract more travelers who are looking for accommodation experiences that suit their needs.

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