
THE INFLUENCE OF HOTEL INTERIOR, HOTEL CUSTOMER PROCESS, AND HOTEL DESIGN ON REPURCHASE INTENTIONS MEDIATED BY CUSTOMER SATISFACTION

Diomi Shinegi¹, Anton Wachidin Widjaja²

Universitas Presiden

Diomishin@gmail.com

Abstract

The development of sharia hotels is considered as a support for tourism that is not only commercially oriented but always upholds the noble values of religion and customs of a nation. This study is a quantitative study that aims to test the influence of independent variables on dependent variables. The sample in this study was carried out by simple random sampling. The research data was obtained by spreading questionnaires to sharia hotel customers. The collected data were analyzed by path analysis assisted by the Smart PLS application. Smart PLS analysis in this study was carried out in 2 stages, namely outer model and inner model analysis. Inner model analysis for 1) testing the validity and reliability of the instrument and 2) conducting an r square test to determine the percentage of influence. The inner model analysis is carried out to test hypotheses. Based on the test results, it is known that all instruments are declared valid and flexible. Hotel Interior, Hotel Customer Process, and Hotel Design affect customer satisfaction by 94.0%, while Hotel Customer Process and Hotel Design affect customer satisfaction and customer satisfaction affects repurchase intention by 96.1%. The results of hypothesis testing show that the Hotel Customer Process, Hotel interior, and hotel design affect the company's satisfaction, and customer satisfaction can partially mediate the relationship between the hotel customer process, hotel interior, and hotel design to repurchase intention. Upcoming research is expected to add other variables because there are still many factors that affect consumer satisfaction and repurchase intentions of Islamic hotel customers. The reach for research on Islamic hotels can expand and expand widely.

Keywords: *Hotel Interior, Hotel Design, Repurchase Intention, Customer Satisfaction, Hotel Customer Process*

Abstract

Pengembangan hotel syariah dinilai sebagai penunjang pariwisata yang tidak hanya berorientasi pada komersil semata, melainkan selalu menjunjung tinggi nilai luhur agama dan adat istiadat suatu bangsa. Menurut penelitian terdahulu, desain interior sebuah hotel menjadi faktor utama yang menjadikan konsumen memilih sebuah hotel, penelitian ini berfokus pada hotel syariah yang mementingkan keagamaan. Penelitian ini merupakan penelitian kuantitatif. Sample dalam penelitian ini dilakukan dengan simple random sampling. Data penelitian diperoleh dengan menyebarkan questioner pada pelanggan hotel syariah. Data yang terkumpul dianalisa dengan analisis path berbantuan aplikasi Smart PLS. Analisis smart PLS pada penelitian ini dilakukan dengan 2 tahapan yaitu analisa outer model dan inner model. Analisa inner model untuk 1) menguji validitas dan reliabilitas instrumen serta 2) melakukan uji r square untuk mengetahui presentase pengaruh. Analisa inner model dilakukan untuk menguji hipotesis. Berdasarkan hasil pengujian diketahui bahwa seluruh instrumen dinyatakan valid dan reliabel. Hotel Interior, Hotel Customer Proses, dan Hotel Design berpengaruh terhadap customer satisfaction sebesar 94.0% sedangkan Hotel Customer Proses, dan Hotel Design berpengaruh terhadap customer satisfaction dan customer satisfaction berpengaruh terhadap repurchase intention sebesar 96.1%. Hasil pengujian hipotesis menunjukkan bahwa Hotel Customer Process, Hotel interior dan hotel design berpengaruh terhadap kepuasan pelanggan, dan kepuasan pelanggan mampu memediasi secara parsial hubungan hotel customer process, hotel interior dan hotel design terhadap repurchase intention. penelitian yang akan datang dan diharapkan untuk menambahkan variabel-variabel yang lain karena masih banyak faktor-faktor yang mempengaruhi kepuasan konsumen dan repurchase intention pelanggan hotel syariah, sehingga jangkauan untuk penelitian tentang hotel syariah dapat berkembang dan melebar luas.

Keywords: Interior Hotel, Desain Hotel, Repurchase Intention, Customer Satisfaction, Hotel Customer Proses

Introduction

The majority of Indonesians who are Muslims make the Indonesian state apply the principles of Sharia in various aspects of life, one of which is seen in the development of the world of economy, business, and tourism (Adinugraha et al., 2018). Tourism has also become one of the world's tourist icons because Indonesia has a natural area that stretches beautifully and a culture that is no less interesting. Tourism has become the fifth-largest contributor to the country's foreign exchange after palm oil, coal, gas, and oil (Saleh & Anisah, 2018). Increasing demand for hotel services followed the growth of the tourism sector. The demand for hotel services has increased due to advances in the tourism sector. To advance tourism in Indonesia can be taken in the approach of the Islamic sharia frame. The essence of the many and development of Sharia tourism refers to efforts to eliminate everything that can be harmful to humans and, of course, in the expected supporting facilities of worship. Indonesia itself has implemented regulations for sharia businesses, especially sharia hotels, namely the regulation of the Minister of Tourism and Creative Economy No. 2 of 2014 concerning guidelines for the implementation of the sharia hotel business. Based on the above ministerial regulation, sharia hotel entrepreneurs in establishing a sharia hotel business must apply sharia principles to manage products and services (Nasrullah, 2016).

In addition, sharia hotels are indeed designed to improve the quality of one's morals and character. This can be seen from the values of maqashid Sharia (the purpose of Sharia), where the purpose of Sharia is to provide valuable benefits for the wider community. In addition, the development of sharia hotels is considered support for commercially oriented tourism and always upholds the noble values of religion and customs of a nation. Islamic orientation in sharia hotels is manifested in the provision of guidance that applies several different procedures, such as conducting guest selection, where customer status is a guide for sharia hotels in determining room service. The clothes of all hotel employees are Islamic clothes and cover the aurat to cultivate greetings to the guests, both at the time of the meeting, welcoming the arrival, and about to leave the Hotel. Sharia hotels that can provide good service coupled with the availability of infrastructure and attractive concepts are considered by consumers in reordering. According to Kotler & Keller (2016), customer expectations and perceptions, and service quality are variables that significantly impact business development. This idea is also supported by the findings of Deng et al. (2013) and Harsono et al. (2020).

As a business that sells accommodation services, a good sharia hotel always provides the best service to satisfy guests and fulfill the benefits of these services. Several things need to be considered, especially in interior planning as a container for these activities. To provide services to consumers, all elements in the Syariah hotel building are designed by integrating Islamic elements. One of the interiors used in sharia hotels is calligraphy, a type of Islamic art with high popularity in the development of Islamic cultural arts. Calligraphy is Arabic writing that is not only an arrangement of several letters as a tool, but the letters themselves have aesthetic values and contain their essence of beauty.

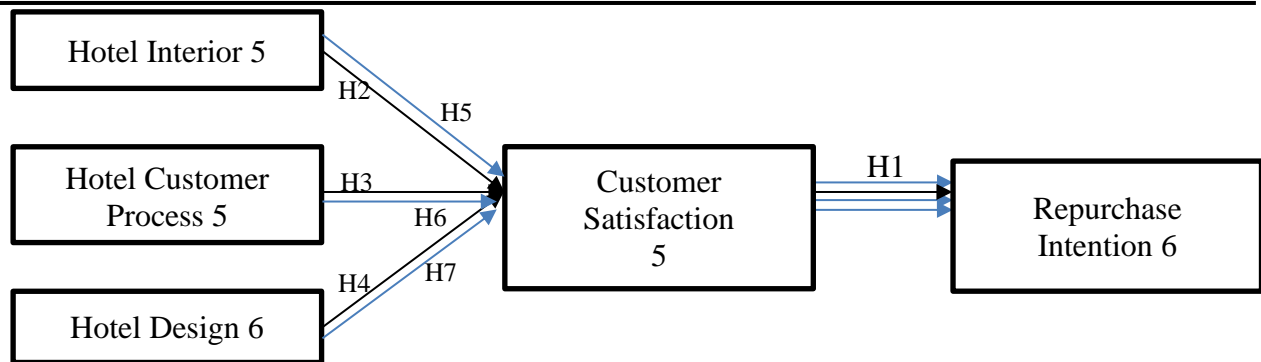
The existence of Arabic calligraphy, which the Qur'an and Hadith heavily influence, makes calligraphy have the power of visuals not only felt by the eyes but the heart and taste

of enjoying it. In addition to calligraphy, another thing that is also a characteristic of sharia hotels is that decorations and ornaments are adjusted to the value of the rudeness in Islam and do not conflict with Sharia. Sculpture ornaments were abolished, and paintings of living things were avoided. The interior of the Hotel and the room of the room with Islamic design contain the value of Islamic culture or even Islamic figures. Shia hotels' interior design with its characteristics gives visitors an impression of a different hotel theme from other hotels. This experience is one of the things behind visitors wanting to reorder Harsono et al. (2020), (Yu et al., 2018), (Harsono et al. 2020).

In addition to the interior, the hotel design is also one of the considerations for consumers in rebooking (Pecotić et al., 2014). Hotel design is one discipline that focuses on creating an environment where guests are welcomed and provided with facilities to rest and wander. Generally, sharia hotel designs are designed to avoid facilities that trigger damage, impoverishment, division, arouse lust, exploitation of women, and others of the same kind are eliminated. The use of the facilities provided is also adjusted to holding so that there is no misuse of the facilities. Sharia hotels provide rooms facilitated by qiblah directions, worship equipment such as prayer mats and the Qur'an, and prayer beads. The Hotel is equipped with a comfortable and representative mosque, including a wudu place and a clean bathroom. The Hotel provides directions on qiblah, prayer mats, and the Qur " and time information (e.g., a calendar that lists the prayer times) in each room. These design features make the Hotel one of the complex projects where one feature and another are interconnected. Nowadays, many shariah hotels are concentrating their activities on offering a memorable experience through unique designs, ranging from soft artistic mwh with some ornaments to the minimal and sufficient. The business provided by the Hotel aims to attract customers' attention and meet customer satisfaction.

Customers want satisfaction from what they get. Customers will feel satisfied if the goods or services can meet their expectations. If a company can provide satisfaction to its customers, then the company has loyal customers, but satisfied customers will provide recommendations to other customers. Such circumstances cause the company to set an orientation on customer satisfaction as the primary goal.

The increase in the growth of new hotels has made the number of hotels increase even more. Consumers are faced with different choices and different types of hotels. A very diverse choice requires consumers to be more careful in deciding their choice to make a purchase. This study examines the influence of Hotel Interior, Hotel Customer Process, and Hotel Design on Reurchase Intension Mediated by Customer Satisfaction.



Based on the background, the hypotheses in this study are as follows:

H1: There is an Effect of Customer Satisfaction on the repurchase intention of Sharia hotel customers

H2: There is a Hotel Interior Warning to the Customer Satisfaction of sharia hotel customers

H3: There is an effect of the Hotel customer process on Customer Satisfaction of Sharia hotel customers

H4: There is an influence of Hotel Design on customer satisfaction of sharia hotel customers

H5: There is an influence of Interior Hotels on repurchase intention mediated by Customer Satisfaction of sharia hotel customers

H6: There is an effect of hotel customer process on repurchase intention mediated by Customer Satisfaction of sharia hotel customers

H7: There is an influence of Hotel Design on repurchase intention mediated by Customer Satisfaction of sharia hotel customers

Literature Review

Repurchase Intention

Repurchase intention is the action of consumers to want to buy or not to buy a product (Lee & Kotler, 2015). According to Lee & Kotler (2015), the purchase intention or Repurchase intention is closely related to the motive he has to use or buy certain products in the purchase process. The motive for this purchase is different for each customer. The customer will choose a product containing attributes that he believes are relevant to his needs. "repurchase intentions are the most widely used indicator of customer loyalty in firms' customer feedback systems" (Morgan & Rego, 2006). According to Tjiptono (2002), six indicators can measure consumer loyalty: repurchase, experience using the Hotel, always liked the Hotel, still choosing the Hotel, believing that the brand is the best, and recommending the brand to others.

Hotel Interior

According to Yu et al. (2018), interior design is planning, arranging, and designing interior spaces in a building to become a physical order to meet basic human needs in providing shelter and shelter facilities. The interior design of the selected elements is laid

out into a three-dimensional pattern according to the outlines of their functioning, aesthetics, and behavior. The relationship between these elements determines the visual quality and the fit of the function of an interior space that affects how we understand and use it. Therefore, the interior design aims to improve functions, enrich aesthetic value, and improve the psychological aspects of interior space. According to Hakiki et al. (2021), several interior designs can affect the atmosphere of suites, namely the color of the walls, the materials they use, the signs installed, decorations and furniture.

Research by Harsono et al. (2020) found that the uniqueness of the interior design of rooms and hotels with a dominant yellow color, the determination of street art concepts, and food-themed street food Hotel Yello Jemursari Surabaya can provide a valuable sensory experience that then supports consumers to rebook. Supporting this opinion, Goldstein E.B. (1981) posits that the experience of space or surrounding circumstances is actively perceived by the human being, which is then interpreted by the brain in the form of information that can influence human emotions and behavior. The impact of a good design on its users, according to Boczkowska (2020), can create security due to someone's trust in the design; this sense of security then brings someone comfort when doing activities in it, so these two things make users feel a positive space experience. Khairunnisa & Indraprasti (2018) added that interior design influences consumer interest. A successful hotel design should take advantage of its geographical environment, regional cultural spaces, and themes and explore materials, surface layers, and technologies in depth that affect customer comfort.

Gibson added that Spatial layout, interface features, materials, components, modeling, furniture, colors, ornaments, and lighting are elements of the Hotel's interior design, which can stimulate the active interaction of customers and the environment (Yu et al., 2018). the atmosphere is closely related to customer satisfaction in hotel bar servicescapes. The adoption of an interior that suits the customer's atmosphere can increase the level of customer passion. According to research by Harsono et al. (2020), the uniqueness of the interior design of rooms and hotels with a dominant yellow color, the determination of street art concepts, and food with the theme of street food can provide a valuable sensory experience that then supports consumers to reorder. Hotel interior design has an essential role in shaping customer perception. Hotel design is closely related to the creation and transmission of messages Design is capable of being used to promote a special identity that then creates a competitive advantage (Kontic, A).

Hotel Customer Process

The hotel customer process is the critical quality of service defined as a form of ready, obtained by comparing the customer's perception of the service they receive (performance/perceived service) with the service they expect (expectation/standard service). To increase hotel guest satisfaction, the Hotel must serve guests well by maintaining hotel cleanliness, maintaining hotel security, and providing good receptionist service. The hotel customer process is based on the idea that all aspects of the business influence or are influenced by operations (Basit & Handayani, 2018). Hotel customer process at the same time helps stakeholders have a better and deeper understanding of the

importance of collaboration and cooperative relationships between one part and another because every success or failure of a company or country is influenced by the influence of interconnected internal and external factors. Suppose the hotel customer service provided can be greater than expected (expectation). In that case, the service can be of quality (ideal) while the reality is less than what was expected. The service is not of good quality (bad), and if the realness is equal to expectations, then the service is called good and satisfactory. For customers to have a good perception of the quality of the services provided, the hotel's service provider knows what consumers expect so that there is no difference (gap) between the performance provided and customer expectations, which finally customers feel satisfied and perceive well for the quality of services received. The indicators that can follow the hotel Customer Process are prayer requirements, the fast or siyam, pay or zakah, performing hajj, food, entertainment facilities, and recreation.

According to Hidayatun et al. (2017), the quality of services provided plays an essential role in improving the hedonistic behavior of customers. Good service received by 412 customers is positively related to customer satisfaction (Deng et al., 2013). The results of hotel services include providing hotel check-in, room, restaurant, breakfast, and check-out services. Satisfaction scores rise when customers have a pleasant experience at Hotel Harsono et al. (2020). Similar results were also found by Nobar & Rostamzadeh (2018) that customer satisfaction and customer expectations are positive drivers of customer loyalty. Customer loyalty is also a powerful predictor that affects hotel branding. Tayob (2012) stated that the speed of customer service has a significant impact on customer satisfaction, which becomes a customer's guide to reordering. Nunkoo et al. (2020) added Safety and security and quality of rooms are two significant determinants of satisfaction in three-star hotel companies, while discipline is a Kua predictor that affects customer satisfaction in 4-star hotels.

Hotel Design

Design is a process of organizing elements of lines, measuring shapes, colors, textures, sounds, light, aromas, and other design elements to create specific work. Hotels are based on their design and structure, including the following: Conventional Hotel, which is a hotel whose design is towering or multi-story, Bungalows hotel, which is a hotel whose shape does not soar to the sky or story, this Hotel each building is located spreading from one another. And Motel (Motor Hotel), a hotel with a garage in each room or a group of rooms.

In addition to the Hotel's comfort, the hotel design is one of the customer's struggles when making a booking. According to Ariyanto (2012), the design of the building, location, and Competitive Advantage owned by Santika Tasikmalaya Hotel can influence customer satisfaction. Putri (2020) added. The minimalist design of Yellowstar Hotel has a positive and significant effect on guest satisfaction at Yellow Star Hotel Yogyakarta. According to Vitruvius, the design of a building can be seen based on three dimensions: elements of beauty, elements of strength, and elements of function.

Research by Alandri (2019) involving 190 respondents shows that Sharia hotel design has a positive effect on customer satisfaction, meaning that the better the concept of sharia hotels

both in terms of service, interior design, and financing, the customer satisfaction will increase, and customer value the more value obtained by customers both from quality values, emotional values, price values, and social values, then the higher the satisfaction obtained by the customer. Pecotić et al. (2014) added that the design of a building is one of the predictors that causes customers to be willing to spend more. The findings of Rahmah et al. (2021), who sampled 205 respondents, showed that the higher the sharia compliance that hotels can apply, both in terms of buildings and services, it positively affects the customer experience during the customer's stay in a sharia hotel, which also affects customer satisfaction.

Customer Satisfaction

According to Kotler & Armstrong (2008), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing his perception or impression of performance being below expectations or dissatisfied customers. But, if the performance exceeds expectations, the customer is delighted. Those customers will feel let down if the perceived performance is below expectations. If the performance meets the customer's expectations, the customer will feel satisfied, while if the performance exceeds expectations, the customer will feel delighted. This satisfaction will certainly be felt after the customer concerned consumes the product. There are several indicators used to measure customer satisfaction according to King & Zeithaml (2003): Product and Service Features, Consumer Emotions, Attributes for Service Success or Failure, and Perceptions of Equity or Fairness. Quality provides an extraordinary impetus for customers to establish a long-term, mutually beneficial relationship bond with the company.

Consumer satisfaction is such a valuable asset so that the business can continue to run. The behavior of satisfied customers will undoubtedly be different from the behavior of dissatisfied customers. The higher the feeling of satisfaction consumers receive is directly proportional to the consumer's desire to reorder (Miswanto & Angelia, 2019). Research by Sijinjak & Andrew (2020) shows that empathy dam assurance as part of service quality significantly impacts customer satisfaction. Customer satisfaction then significantly affects word of mouth and repurchase intention. Similar results were also found by Thungasal (2019), where the cognitive and affective dimensions of trust that customers have gained are based on the influence experienced by interactions with service providers. Nanicova (2019), in her research involving 151 retailers in South Africa's Gauteng Province, showed that the relationship between customer satisfaction and their trust, customer satisfaction and their loyalty, customer trust and their loyalty, customer loyalty and repurchase intentions and customer trust and repurchase intentions had a significant effect.

Research Methods

Research Design

The research approach used in this study is quantitative. Quantitative research methods aim to test predetermined hypotheses. The quantitative method is in the form of numbers derived from measurements using scales on the variables in the study. Respondents in this study were sharia hotel managers in Cikarang City. The sample is

determined by the probability sample technique, where the number of populations is unknown so that all members of the population can be allowed to be sampled. Data analysis used the structural Equation Model (SEM) approach assisted by smart PLS (Ghozali) applications. The stages of data analysis in this study are:

Analysis Outer Model

Validity and Reliability Test

Validity and reliability tests are carried out to ensure that the measurement used is suitable for measurement (valid and reliable). Validity and reliability testing can be seen from:

First, Convergent Validity is an indicator assessed based on the correlation between the item score/component score and the construct score, which can be seen from the standardized loading factor, which describes the magnitude of the correlation between each measurement item (indicator) and its contract. Individual reflexive measures are said to be high if correlated > 0.7 .

Second, Discriminant Validity is a measurement model with a reflexive indicator judged based on cross-loading measurements with constructs. discriminant validity, i.e., comparing square root of average variance extracted (AVE) values; instruments are declared valid if they have an AVE score of >0.5

Third, Composite reliability is an indicator to measure a construct that can be seen in the view of latent variable coefficients. In this measurement, if the value achieved is > 0.70 , it can be said that the construct has high reliability.

Fourth, Cronbach's Alpha is a reliability test carried out to strengthen the results of composite reliability. A variable can be declared reliable if it has a value of Cronbach's alpha > 0.7 .

Table 5. Instrument Testing

Instrument Test	Tests used
Validity Test	Convergent Validity AVE
Reliability Test	Cronbach Alpha Composite Reliability

R Square Test

The R-square for the dependent construct is used to assess the influence of a particular independent latent variable on a latent dependent variable indicating the presence of the magnitude of the influence.

Analisa Inner Model

Inner Model analysis or commonly referred to as Structural Model, is used to predict causal relationships between variables tested in the model. Analyzing the inner model in testing using Smart PLS is tested by testing hypotheses. In hypothesis testing, it can be seen from the t-statistical value and probability value. For hypothesis testing, namely by using statistical values, for alpha 5%, the t-statistical value is 1.96. In contrast, the beta score

determines the direction of influence of the relationship between variables. The criteria for acceptance/rejection of hypotheses are

$H_a = t\text{-statistics} > 1.96$ with a p-values score of < 0.05 .

$H_0 = t\text{-statistics} < 1.96$ with a score of p-values > 0.05

Results and Discussion

Outer Model Analysis

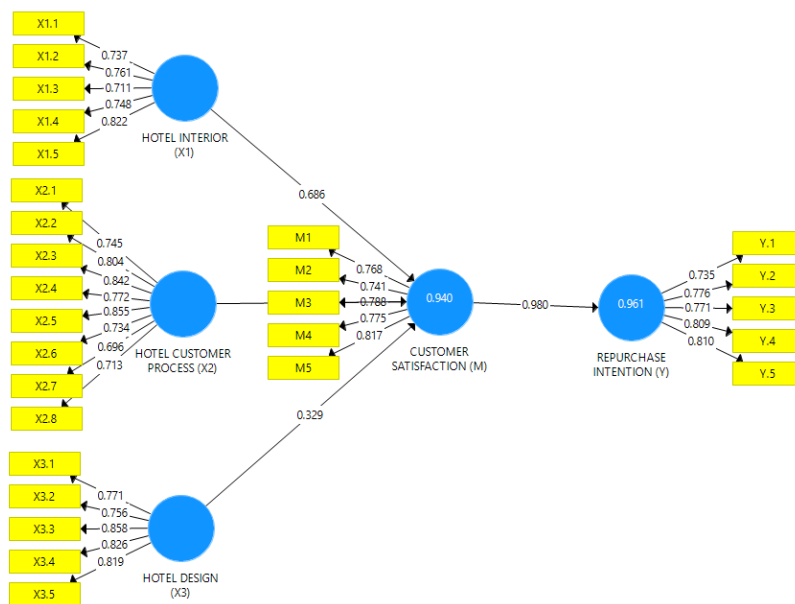


Figure 1. Outer Model Analysis

Validity Test

The Validity Test is used to measure the validity or validity of a questionnaire. In this study, validity testing is carried out using convergent validity and AVE. The instrument is declared valid if the AVE value > 0.5 and the outer loading value (> 0.7).

Table 6. Instrument Validity Test Results

Variable	Indicator	AVE	Outer Loading	Valid
Hotel Interior (X1)	HI.1	0.573	0.737	Valid
	HI.2		0.761	Valid
	HI.3		0.711	Valid
	HI.4		0.748	Valid
	HI.5		0.822	Valid
Hotel Customer Process (X2)	HCP.1	0.596	0.745	Valid
	HCP.2		0.804	Valid
	HCP.3		0.842	Valid
	HCP.4		0.772	Valid
	HCP.5		0.855	Valid

	HCP.6		0.734	
	HCP.7		0.696	Not Valid
	HCP.8		0.713	
Hotel Design (X3)	HD.1	0.651	0.771	Valid
	HD.2		0.756	Valid
	HD.3		0.858	Valid
	HD.4		0.826	Valid
	HD.5		0.819	Valid
Customer Satisfaction (M)	CS. 1	0.606	0.768	Valid
	CS.2		0.741	Valid
	CS.3		0.788	Valid
	CS.4		0.775	Valid
	CS.5		0.817	Valid
Repurchase Intention (Y)	RI. 1	0.610	0.735	Valid
	RI.2		0.776	Valid
	RI.3		0.771	Valid
	RI.4		0.809	Valid
	RI.5		0.810	Valid

Based on the validity test results, it is known that out of 28 questions, one question was declared invalid with an extreme loading value of 0.696 ($p < 0.7$), So the researcher needs to discard the indicator.

Reliability Test

This researcher used two reliability tests, namely the Cronbach Alpha test and the Composite Reliability Test. Cronbach Alpha measures the lowest value (lower-bound) reliability. The data is declared good if the data has a Cronbach alpha value of >0.7 . Meanwhile, composite reliability measures the actual reliability value of a variable. The data is stated to have high reliability if it has a composite reliability score of >0.7

Table 7. Instrument Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Information
Hotel Interior X1	0.813	0.870	Reliable
Hotel Customer Process (X2)	0.904	0.922	Reliable
Hotel Design (X3)	0.865	0.903	Reliable
Customer Satisfaction (M)	0.837	0.885	Reliable
Repurchase Intention (Y)	0.840	0.886	Reliable

R-Square Test

The R-Square Coefficient determination (R-Square) test measures how much endogenous variables are affected by other variables. Based on data analysis carried out through the use of the smart pls program, the R-Square value was obtained as stated in the following table:

Table 8. R-Square Test Results

	R-Square	Adjusted R Square
Customer Satisfaction (M)	0.940	0.938
Repurchase Intention (Y)	0.961	0.960

Based on the test results, an R-Square score was obtained for customer satisfaction 94.0. The art of hotel design, hotel customer process, and hotel interior affect customer satisfaction by 94.0%. Meanwhile, hotel design, hotel customer process, interior, and satisfaction affect repurchase intention by 96%. Another 4% were affected by variables not described in this study.

Inner Model Analysis

Table 8. Hypothesis Test Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Effect of Customer Satisfaction (M) on Repurchase Intention (Y)	0.980	146.920	0.000
Effect of Hotel Customer Process (X2) influence on Customer Satisfaction (M)	0.330	3.800	0.001
Effect of Hotel Design (X3) on Customer Satisfaction (M)	0.331	3.810	0.000
Effect of Hotel Interior (X1) on Customer Satisfaction (M)	0.687	8.665	0.000
Specific Indirect Effect			
The effect of Hotel Customer Process (X2) on Customer Satisfaction (M) is mitigated by Repurchase Intention (Y)	0.335	3.811	0.002
Effect of Hotel Design (X3) - on Repurchase Intention (Y) Customer mediated by Satisfaction (M)	0.325	3.844	0.000
Hotel Interior (X1) -> Customer Satisfaction (M) -> Repurchase Intention (Y)	0.673	8.469	0.000

Discussion

Effect of Customer Satisfaction (M) on Repurchase Intention (Y)

The results of testing the hypothesis of the Effect of Customer Satisfaction (M) on Repurchase Intention (Y) obtained a positive beta score ($\beta = 0.980$) with a p-value of 0.000 ($p < 0.05$) and t count greater than t table ($146.920 > 1.96$) indicating that there is a relationship of customer satisfaction to repurchase intention. Providing good service quality to consumers is one of the critical advantages of sharia hotels. Sharia hotels are one of the hotel models that offer facilities following Islamic values to minimize the practice of adultery, liquor, and gambling. If the customer feels satisfied, the customer will return to

use the company's services and become a loyal customer and will tell his experience to others so that the company will benefit from these conditions. This study's results follow the findings of Miswanto & Angelia (2019).

Effect of Hotel Customer Process (X2) on Customer Satisfaction (M)

The results of hypothesis testing the Effect of Customer Satisfaction (M) on Repurchase Intention (Y) obtained a negative beta score of $\beta = -0.330$ with p values of $0.001 (p < 0.05)$ and t count greater than t table ($3,800 > 1.96$) showed that there was no significant positive relationship between the Hotel Customer Process and customer satisfaction. Good service must be fast and precise, and if the guest asks to be served something, the employees must be responsive in serving the guest's request. If not handled properly and quickly, guests will feel that the service at sharia hotels is slow and unsatisfactory for guests staying at sharia hotels. Fast and responsive service is needed by guests so that guests do not feel reluctant to stay at sharia hotels. Therefore, hotels must carry out the service process as well as possible to create customer satisfaction. This follows the findings of Deng et al. (2013) and Harsono et al. (2020).

Effect of Hotel Design (X3) on Customer Satisfaction (M)

The results of testing the hypothesis of the Effect of Customer Satisfaction (M) on Repurchase Intention (Y) obtained a positive beta score ($\beta = 0.687$) with a p -value of $0.000 (p < 0.05)$ and at a count greater than $1.96 (8,665 > 1.96)$ showed that there was a significant positive relationship between hotel design and customer satisfaction. In this hospitality business, the thing that is very important to pay attention to is how a company's creativity in creating differentiation of products (goods and services) is sold so that it can provide added value that can attract customer interest. Sharia hotel design is one of the factors that can create hotel differentiation. According to Kotler (2004), the design or design of a product is one of the primary and essential aspects in creating product differentiation that can affect customers and is one of the predictors of winning the business competition. This is following the findings of Rahmah et al. (2021), Alandri (2019), and Pecotić et al. (2014), where hotel design is one of the predictors that affect the satisfaction of the components.

Effect of Hotel Interior (X1) on Customer Satisfaction (M)

The results of the hypothesis testing the Influence of Interior Hotels (X1) on Customer Satisfaction (M) obtained a positive beta score ($\beta = 0.687$) with p values of $0.000 (p < 0.5)$ and t count greater than $1.96 (0.687 > 1.96)$ indicating that there is a significant positive relationship between Interior Hotels to Customer Satisfaction. Interior hotels can provide a valuable sensory experience that encourages consumers to rebook. The experience of the surrounding space or circumstances is actively perceived by the customer of the Islamic Hotel, which is then interpreted by the brain in the form of information that can influence the emotions and behavior of the customer. The interior design of a good hotel design for its users can create security that causes customer trust and a sense of security, bringing someone comfort when doing activities in it. These two things make Shia

hotel customers feel a positive space experience. This result follows the findings of Harsono et al. (2020). where hotel interior has a significant positive effect on customer satisfaction

The effect of Hotel Customer Process (X2) on Repurchase Intention (Y) is mitigated by Customer Satisfaction (M)

The results of hypothesis testing the Effect of Hotel Customer Process (X2) on Customer Satisfaction (M) mitigated by Repurchase Intention (Y) obtained a positive beta score of $\beta = 0.335$ with p values of 0.002 ($p < 0.5$) and t count greater than 1.96 ($3,811 > 1.96$) indicating that there was no significant positive relationship between Hotel Customer Process (X2) and Customer Satisfaction (M) mitigated by Repurchase Intention (Y). tasked with being an intermediary to meet guest needs such as handling check-in, check out, reservation, and handling guest supplies requests, room service, and some needs that guests need during their stay at a sharia hotel. The quality of responsiveness services has an essential role in fulfilling various explanations in service activities to the community. If the responsiveness service is given well with wise explanations, detailed explanations, fostering explanations, directing explanations, and those that are persuading, if it is clearly understood by the individual who receives the service, then directly the responsiveness service is considered successful, and this becomes a form of successful work performance. These results follow Tayob's (2012) findings and Nunkoo et al. (2020).

Effect of Hotel Design (X3) - on Repurchase Intention (Y) mediated by Customer Satisfaction (M)

The results of testing the hypothesis of the Influence of Hotel Design (X3) - on Repurchase Intention (Y) mediated by Customer Satisfaction (M) obtained a positive beta score ($\beta = 0.325$) with p values of 0.000 ($p < 0.05$) and t count greater than t table ($3.844 > 1.96$) indicating that there is a relationship between Hotel Design (X2) and Customer Satisfaction (M) initiated by Repurchase Intention (Y). The physical environment is an essential factor in the process of providing services. Sharia hotel design as one part of the physical environment is a substantive element in the sharia hotel industry, so sharia hotel managers must provide hotel designs relevant to the tastes of their buyers. The design of the Hotel that meets expectations will increase consumers' repeat purchases. King & Zeithaml (2003) reveals that "the primary determinant of customer satisfaction is the customer's perception of service quality. Increased satisfaction will affect the increase in repeat bookings. This is following the findings of Alandri (2019), Pecotić et al. (2014), (and Rahmah et al., 2021).

The Influence of Hotel Interior (X1) on Repurchase Intention (Y) mediated by Customer Satisfaction (M)

The results of hypothesis testing the Influence of Interior Hotels (X1) on Repurchase Intention (Y) mediated by Customer Satisfaction (M) obtained a positive beta score ($\beta = 0.673$) with p values of 0.000 ($p < 0.05$) and t count greater than 1.96 ($8,469 > 1.96$) indicating that there is a relationship between Hotel Design (X2) and Customer Satisfaction (M) mitigated by Repurchase Intention (Y). The Hotel's interior design directly or indirectly

affects the people's mood/mood and spirit in it. Hotel interior design has a substantial and primary role in influencing the emotional aspects of sharia hotel customers. This makes the interior design of sharia hotels one of the most critical decisions to create a safe, comfortable and healthy sharia identity and Hotel. A good sharia hotel design combines the two sides of knowledge and emotion and balances both. A well-designed sharia hotel will help attract as well as retain customers. Satisfied customers will be reluctant to place repeated orders. This is following the findings of Yu et al. (2018), Lin (2010), and Harsono et al. (2020)

Conclusion

Hotel Customer Process, Hotel interior, and hotel design affect customer satisfaction, and customer satisfaction can mediate the relationship between hotel customer process, hotel interior, and hotel design to repurchase intentions. For subsequent researchers, if the results of this study can be used as a reference for future research and are expected to add other variables because many factors affect consumer satisfaction and bookers of Islamic hotels, they reach for research on sharia hotels can develop expand widely.

Bibliography

- Adinugraha, H. H., Sartika, M., & Kadarningsih, A. (2018). Desa Wisata Halal: Konsep Dan Implementasinya Di Indonesia. *Jurnal Human Falah*.
- Alandri, S. K. (2019). Sharia Hotel Concept and Customer Value Effect on Customer Satisfaction. *Integrated Journal of Business and Economics*. <https://doi.org/10.33019/ijbe.v3i2.175>
- Ariyanto, A. (2012). Desain Interior Hotel Syariah. *Pendhapa*.
- Basit, A., & Handayani, R. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Allium Tangerang Hotel. *LONTAR: Jurnal Ilmu Komunikasi*. <https://doi.org/10.30656/lontar.v6i2.954>
- Boczkowska, K. (2020). Dwellers that do not Belong, Dwellings that no Longer Exist: Staging Hotel Interiors and (Unhomely) Domesticity in Experimental Documentary Film. *Home Cultures*. <https://doi.org/10.1080/17406315.2020.1757382>
- Deng, W. J., Yeh, M. L., & Sung, M. L. (2013). A customer satisfaction index model for international tourist hotels: Integrating consumption emotions into the American customer satisfaction index. *International Journal of Hospitality Management*. <https://doi.org/10.1016/j.ijhm.2013.05.010>
- Hakiki, I. A. L., Wijaksono, S., & Mariana, Y. (2021). Bamboo is a local material for hotel interior finishing. *IOP Conference Series: Earth and Environmental Science*. <https://doi.org/10.1088/1755-1315/794/1/012229>
- Harsono, Danny , Angelica Ruslie, R. J. (2020). Analisa Pengaruh Pengalaman Konsumen Terhadap Kepuasan Konsumen Di Hotel Yello Jemursari Surabaya. *Jurnal Hospitality*

Dan Manajemen Jasa, 8(1), 222–238.

- Hidayatun, N., Rosmiati, M., & Saputro, E. (2017). Aplikasi E-Reservation Untuk Pemesanan Kamar Pada Hotel Hinâs. *Sistem Informasi*.
- Khairunnisa, H., & Indraprasti, A. (2018). Desain Interior Hotel Dengan Konsep Budaya Peranakan Cina (Pengaplikasian Wayang Potehi Pada Interior Hotel). *Jurnal Sains Dan Seni ITS*. <https://doi.org/10.12962/j23373520.v6i2.27338>
- King, A. W., & Zeithaml, C. P. (2003). Measuring organizational knowledge: A conceptual and methodological framework. *Strategic Management Journal*. <https://doi.org/10.1002/smj.333>
- Kotler, M., & Kotler, P. (2004). KOTLER. *Signs*.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran* (1st ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Pearson Edition Limited*.
- Lee, N. R., & Kotler, P. (2015). Social marketing: Changing behaviors for good. *NA*.
- Lin, I. Y. (2010). The combined effect of color and music on customer satisfaction in hotel bars. *Journal of Hospitality Marketing and Management*. <https://doi.org/10.1080/19368620903327675>
- Miswanto, M., & Angelia, Y. R. (2019). *The Influence of Customer Satisfaction on Trust, Word of Mouth, and Repurchase Intention: Case for Consumer of Souvenir Stores in Yogyakarta*. <https://doi.org/10.5220/0008492303080313>
- Morgan, N. A., & Rego, L. L. (2006). The value of different customer satisfaction and loyalty metrics in predicting business performance. In *Marketing Science*. <https://doi.org/10.1287/mksc.1050.0180>
- Nanicova, N. (2019). Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Noach Cafe And Bistro. *Agora*.
- Nasrullah, A. (2016). Analisis Potensi Industri Halal Bagi Pelaku Usaha di Indonesia. *CEUR Workshop Proceedings*.
- Nobar, H. B. K., & Rostamzadeh, R. (2018). The impact of customer satisfaction, customer experience and customer loyalty on brand power: Empirical evidence from the hotel industry. *Journal of Business Economics and Management*. <https://doi.org/10.3846/jbem.2018.5678>
- Nunkoo, R., Teeroovengadam, V., Ringle, C. M., & Sunnassee, V. (2020). Service quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management*. <https://doi.org/10.1016/j.ijhm.2019.102414>
- Pecotić, M., Bazdan, V., & Samardžija, J. (2014). Interior Design in Restaurants as a Factor Influencing Customer Satisfaction. *RIThink*.
- Putri; Jonathan Hans Yoas S., N. R. (2020). Design Thinking Yang Dilakukan Budi Pradono Dalam Proses Desain Hotel U Janevalla. *Riset Arsitektur (RISA)*. <https://doi.org/10.26593/risa.v4i1.3684.15-32>
- Rahmah, N., Kara, M. H., Bakry, M., & Muin, R. (2021). Effect of Service Quality on
-

Customer Loyalty with Customer Satisfaction as an Intervening Variable in Shariah Hotel (Study at Pesonna Hotel in Makassar, South Sulawesi). *International Journal of Multicultural and Multireligious Understanding*.

Saleh, R., & Anisah, N. (2018). Pariwisata Halal di Aceh : Gagasan dan Realitas di Lapangan. *Sabafa Journal of Islamic Communication*. <https://doi.org/10.21111/sjic.v1i2.2849>

Tayob, S. (2012). The South African Halal Industry: A Case of Cultural Intermediaries. *Annual Review of Islam in Africa*.

Thungasal, C. (2019). Pengaruh Kualitas Layanan Dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Hotel Kasuari. *Agora*.

Tumpal Janji Raja Sitinjak, & Vernanzo Andrew. (2020). Peran Kepuasan Pelanggan Dalam Memediasi Pengaruh Kualitas Produk Dan Kualitas Layanan Terhadap Loyalitas Pelanggan. *Jurnal Kewirausahaan, Akuntansi, Dan Manajemen TRI BISNIS*.

Yu, H., Bai, G., & Wu, L. (2018). Application of Perception Theory in Hotel Interior Design. *Open Journal of Applied Sciences*. <https://doi.org/10.4236/ojapps.2018.87021>