

ABSTRACT

In the midst of the development of halal tourism in the city of Semarang and the number of tourists who continue to increase, the presence of sharia hotels is a new innovation for the hospitality industry. Sharia hotels are a top priority as a supporting sector for halal tourism, especially in the city of Semarang. This study aims to analyze the factors that influence Muslim consumer decisions to choose sharia hotels in Semarang City. The sampling technique in this study was taken using purposive sampling. Data collection was carried out online via a google form questionnaire with a sample size of 100 respondents who had stayed at sharia hotels in Semarang City. The analysis method used is multiple linear regression with the help of the SPSS Statistic 25 application.

The results of the analysis show that religiosity, halal awareness and service quality have a positive and significant effect on consumer decisions to choose Islamic hotels in Semarang City, both partially and simultaneously. The three variables have a strong enough influence as indicated by the coefficient of determination of 59.6%.

Keywords: Religiosity, halal awareness, service quality, decision to choose, Sharia hotels.

