

ABSTRACT

The development of halal tourism in Indonesia shows a positive trend. In 2021, Indonesia was ranked 4th in the best halal tourist destinations in the world. While in 2022 Indonesia was ranked 2nd, and in 2023 Indonesia was ranked first. This study aims to determine the influence of independent variables of facilities, Islamic branding, and income on the decision to stay of sharia hotel consumers in Semarang City as the dependent variable.

The population in this study is guests of sharia hotels in Semarang City (Grasia Hotel, Omah Pelem Syariah Hotel, Graha Agung Hotel, and Hazotel Syariah) in 2023. The sample used as many as 100 respondents was selected using stratified random sampling techniques. Data collection in this study using questionnaires and data analysis used was multiple linear regression conducted using SPSS Statistics 26.

The results showed that facilities, Islamic branding, and income partially had a positive and significant effect on the decision to stay of sharia hotel consumers in Semarang City. Simultaneously, these results indicate that facilities, Islamic branding, and income influence the decision to stay of sharia hotel consumers in Semarang City.

Keywords : *Facilities, Islamic Branding, Income, Consumer Decision, Sharia Hotel*

