



# Factors influencing customer satisfaction and loyalty in Sharia-compliant hotels in Yogyakarta, Indonesia

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## ABSTRAK

### Introduction

Sharia-compliant hospitality is gaining prominence globally, particularly in Indonesia, where Islamic values increasingly influence consumer preferences. Despite the growing demand for Sharia-compliant hotels, research on the factors driving customer satisfaction and loyalty in this niche remains limited.

### Objectives

This study investigates the relationships between key factors—self-satisfaction, aesthetics, price, prestige, transactional value, hedonic value, and service quality—and customer satisfaction and loyalty in Sharia-compliant hotels in Yogyakarta. It aims to identify which factors most significantly impact these constructs and how satisfaction translates into loyalty.

### Method

The study employed a quantitative approach, collecting data from 113 customers of three Sharia-compliant hotels in Yogyakarta using a structured questionnaire. Structural Equation Modeling (SEM) was used to analyze the relationships among variables and test hypotheses.

### Results

The findings revealed that self-satisfaction, price, transactional value, hedonic value, and service quality significantly enhance customer satisfaction, while satisfaction strongly predicts loyalty. Aesthetics and prestige, however, did not exhibit significant effects. These results suggest that customers prioritize adherence to Islamic principles, fair pricing, and service quality over visual appeal or social status.

## JEL Classification:

G21, P45, Z12

## KAUJIE Classification:

I53, K6, L32

## ARTICLE HISTORY:

Submitted: January 30, 2023

Revised: October 9, 2023

Accepted: October 12, 2023

Published: December 31, 2023

## KEYWORDS:

customer loyalty; customer satisfaction; Islamic hospitality; service quality; Sharia-compliant hotels

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**PUBLISHER'S NOTE:** Universitas Islam Indonesia stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



### Implications

The study underscores the importance of integrating Sharia principles with high-quality services and transparent transactions to meet customer expectations and foster loyalty. It provides actionable insights for practitioners seeking to differentiate their offerings in the competitive Islamic hospitality sector.

### Originality/Novelty

This study contributes to the body of knowledge on Islamic hospitality by integrating service quality frameworks with Sharia principles, offering a nuanced understanding of customer satisfaction and loyalty in this context.

**CITATION:** Suhud, D. M., Andriansyah, Y., & Putra, B. P. (2023). Factors influencing customer satisfaction and loyalty in Sharia-compliant hotels in Yogyakarta, Indonesia. *Journal of Islamic Economics Lariba*, 9(2), 499–540. <https://doi.org/10.20885/jielariba.vol9.iss2.art12>

## INTRODUCTION

The dynamic growth of the global Islamic economy has underscored the importance of integrating Islamic principles into various industries, including hospitality. As one of the world's most populous Muslim-majority nations, Indonesia has positioned itself as a prominent player in this arena (Effendi et al., 2021; Jaelani, 2017; Vargas-Sanchez et al., 2020). Initially focused on Islamic banking, evidenced by the establishment of Bank Muamalat in 1992, the country's Islamic economy has since expanded into other sectors, including Islamic insurance, tourism, and hospitality. The enactment of regulations such as the Indonesian National Sharia Council-Fatwa Council of Ulama (DSN-MUI) in 2016 further underscores the government's commitment to fostering Islamic-compliant practices (Adinugraha et al., 2021; Ajidin, 2019; Pratiwi, 2017; Sadiah, 2019). These initiatives align with the global demand for halal tourism and lifestyle services, driven by a growing Muslim middle class seeking accommodations that adhere to religious values, such as halal-certified food, prayer facilities, and gender-specific amenities.

The city of Yogyakarta offers a fertile environment for the development of Islamic hotels due to its unique position as a cultural, educational, and tourist hub. Known for its rich heritage, natural beauty, and renowned hospitality, Yogyakarta attracts domestic and international tourists, making it a competitive market for hotel businesses (Isdarmanto et al., 2021; Rindrasih & Witte, 2021; Thipsingh et al., 2022; Wibowo et al., 2021). Within this competitive landscape, Islamic hotels have emerged as a distinctive segment. These establishments, such as Hotel Namira Syariah, Limaran Syariah Hotel, and Ndalem Nuriyyat Villas, cater to a clientele seeking an environment that aligns with Islamic values. However, as competition among hotels intensifies, Islamic hotel operators must strategically differentiate themselves by focusing on customer satisfaction and loyalty to remain viable. This study investigates the factors that influence satisfaction and loyalty, aiming to bridge theoretical understanding and practical application in the Islamic hospitality sector.

At the heart of this research lies the challenge of understanding how Islamic values manifest in customer experiences and the implications for satisfaction and loyalty. Previous studies have highlighted various factors influencing these constructs, such as service quality (Izogo & Ogba, 2015; Kasiri et al., 2017; Meesala & Paul, 2018), pricing (Cakici et al., 2019; Chen et al., 2018; H. Zhao et al., 2021), and brand image (Kaur & Soch, 2018; H. T. Nguyen et al., 2018; Nyadzayo & Khajezadeh, 2016). However, their applicability in the context of Islamic hotels remains limited. As Islamic hotel customers prioritize both material and spiritual fulfillment, unique variables such as aesthetic appeal, transactional fairness, and hedonic value become critical. A deeper examination of these dimensions could provide valuable insights into the interplay between Islamic principles and customer behavior, enabling hoteliers to enhance their service offerings.

This study seeks to address these challenges by exploring specific mechanisms through which Islamic hotels can improve satisfaction and foster loyalty. Drawing on established theories in consumer behavior and Islamic hospitality, the research evaluates factors such as self-satisfaction, price, aesthetics, prestige, transactional value, hedonic value, and quality. These factors have been individually examined in the context of general hospitality (F. Ahmad et al., 2022; Mamat et al., 2016; Shankar & Jain, 2021); however, their integration within a Sharia-compliant framework remains underexplored. By adapting these variables to an Islamic context, this study aims to provide a nuanced understanding of their relevance and impact.

Prior literature offers foundational insights into the interplay between satisfaction and loyalty in hospitality. For instance, Kotler & Keller's (2014) definition of customer satisfaction as the fulfillment of expectations provides a basis for evaluating service quality in Islamic hotels. Similarly, previous studies (Suhartanto et al., 2019; Yusof & Ariffin, 2016) emphasize the role of emotional connections in fostering customer loyalty, a concept that resonates with Islamic principles of compassion and fairness. Other studies (Awan et al., 2020; Papastathopoulos, 2022; Papastathopoulos et al., 2021; Rachmiatie et al., 2021) have also highlighted the importance of aligning operational practices with Islamic values to attract and retain Muslim customers. These findings suggest that while conventional hospitality principles remain relevant, they must be adapted to reflect the distinct needs and expectations of Islamic hotel patrons.

Despite these advancements, significant gaps remain in understanding the unique contributions of Islamic principles to hospitality services. For example, while Maulana (2013) examined service quality in Sharia-compliant hotels, his work did not explicitly address the role of transactional fairness or hedonic value. Similarly, Syahril (2015) focused on employee service quality but overlooked aesthetic and prestige-related dimensions. These gaps suggest the need for an integrative approach that accounts for multiple variables influencing customer satisfaction and loyalty, particularly in an Islamic context.

This study seeks to fill this gap by focusing on the interrelationships between satisfaction and loyalty within the framework of Islamic hotel services. Specifically, it examines how self-satisfaction, aesthetics, price, prestige, transactional value, hedonic

value, and quality interact to influence customer behavior. The novelty of this research lies in its holistic approach, which combines established hospitality theories with Islamic principles to provide actionable insights for practitioners. Furthermore, the study employs Structural Equation Modeling (SEM) to quantitatively assess these relationships, ensuring rigorous and reliable findings.

The primary objective of this study is to enhance the understanding of customer satisfaction and loyalty in Islamic hotels by evaluating key influencing factors through a Sharia-compliant lens. The research contributes to the academic discourse by addressing critical gaps in the literature and provides practical recommendations for hoteliers seeking to differentiate themselves in a competitive market. By aligning Islamic principles with contemporary hospitality practices, this study offers a roadmap for fostering sustainable growth in the Islamic hospitality sector.

## LITERATURE REVIEW

### **The Influence of Self-Satisfaction on Customer Satisfaction and Loyalty**

Self-satisfaction significantly influences customer satisfaction and loyalty, as evidenced by various studies. Self-satisfaction enhances customer perceptions, which in turn positively impacts corporate financial performance and customer loyalty ([Eklof et al., 2020](#); [Tulcanaza-Prieto et al., 2022](#)). Furthermore, customer satisfaction acts as a mediator between service quality and customer loyalty, indicating that higher satisfaction levels can lead to increased loyalty, although some studies suggest that this relationship may not be universally applicable ([Djajanto et al., 2014](#); [Flores et al., 2020](#)).

Additionally, factors such as price perception and service quality are crucial in shaping customer satisfaction, which subsequently affects loyalty ([Lolo, 2020](#); [Rivai & Zulfitri, 2021](#); [Wahjoedi et al., 2022](#)). Research indicates that customers who perceive high value in services are more likely to report higher satisfaction and loyalty ([Ansah, 2021](#); [Madiawati et al., 2021](#)). Thus, fostering self-satisfaction through effective service delivery and value perception is essential for businesses aiming to enhance customer loyalty and satisfaction.

### **The Influence of Aesthetics on Customer Satisfaction and Loyalty**

Aesthetics play a crucial role in shaping customer satisfaction and loyalty across various sectors. Research indicates that aesthetic qualities significantly enhance customer experiences, leading to increased satisfaction and loyalty ([Apaolaza et al., 2020](#); [Breiby & Slåtten, 2018](#)). For instance, the aesthetic appeal of hospitality environments, such as hotels, has been shown to positively influence perceived service quality, which in turn affects customer satisfaction and loyalty ([Apaolaza et al., 2020](#); [Kirillova & Chan, 2018](#)). Similarly, in online shopping, webpage aesthetics enhance perceived e-service quality, thereby improving customer satisfaction and fostering loyalty ([Peng et al., 2017](#); [Tey & Mahmoud, 2020](#)).

Moreover, aesthetic factors in restaurant settings, such as food presentation and ambiance, contribute to overall customer satisfaction and loyalty ([Costales et al., 2022](#);

Tüver et al., 2018). The importance of aesthetics extends to brand image as well, where a strong aesthetic appeal can enhance brand loyalty by creating positive customer experiences (Boateng et al., 2020; Chen et al., 2022). Thus, businesses that prioritize aesthetic elements in their offerings are likely to see improved customer satisfaction and loyalty, underscoring the significance of aesthetics in consumer behavior.

### **The Influence of Price on Customer Satisfaction and Loyalty**

Price significantly influences customer satisfaction and loyalty, as evidenced by numerous studies. Research indicates that perceived price fairness is positively correlated with customer satisfaction, which in turn enhances loyalty (Eka F & Haryanto, 2021; Githiri, 2018). For instance, El-Adly's (2019) study on hotel customers in the UAE found that price fairness directly impacts customer satisfaction, reinforcing loyalty behaviors. Similarly, Khudhair et al. (2019) highlighted that middle-income earners prioritize price over quality, suggesting that price perception can moderate the relationship between service quality and customer satisfaction.

Moreover, the marketing mix theory emphasizes that price, alongside product quality, is crucial in shaping customer loyalty. Studies have shown that customers are more likely to remain loyal when they perceive the price as fair relative to the value received (Cakici et al., 2019; Githiri, 2018). Additionally, research by Wahjoedi et al. (2022) indicates that reasonable pricing, combined with high product quality, leads to increased customer satisfaction and loyalty. Thus, businesses must strategically manage pricing to enhance customer satisfaction and foster long-term loyalty.

### **The Influence of Prestige on Customer Satisfaction and Loyalty**

Prestige significantly influences customer satisfaction and loyalty across various industries. Research indicates that brand prestige enhances customer satisfaction by creating a perception of higher quality and value, which in turn fosters loyalty (Mursid & Wu, 2022; Rejeb et al., 2023). For instance, Hwang & Hyun (2012) emphasize the critical role of brand prestige in luxury restaurants, where it directly correlates with customer satisfaction and positive behavioral intentions. Similarly, Mursid & Wu (2022) found that halal identity prestige in restaurants significantly impacts customer satisfaction, highlighting the broader implications of prestige in the food service sector.

Moreover, studies in the wine industry demonstrate that prestige value enhances customer satisfaction and loyalty, suggesting that consumers associate higher prestige with superior experiences (Loureiro & Cunha, 2017; Rehman et al., 2022). In the hospitality sector, brand prestige is linked to customer trust and perceived risk, further solidifying its role in enhancing satisfaction and loyalty (Jin et al., 2016). Overall, businesses that cultivate and communicate their prestige effectively are likely to experience increased customer satisfaction and loyalty, underscoring the importance of prestige in consumer behavior.

### **The Influence of Transactional Value on Customer Satisfaction and Loyalty**

Transactional value significantly influences customer satisfaction and loyalty, as evidenced by various studies. Research indicates that the perceived value derived from

transactions—encompassing economic, emotional, and social dimensions—positively correlates with customer satisfaction (Rangani et al., 2019; Vy et al., 2022). For instance, Rangani et al. (2019) found that economic and emotional values are strongly associated with customer satisfaction in B2B agribusiness, highlighting the importance of perceived value in fostering loyalty. Similarly, Vy et al. (2022) emphasized that perceived transactional value leads to customer satisfaction, which subsequently enhances loyalty in online securities trading. Saputri (2019) found that clear communication of policies, such as cancellation fees, enhances trust and satisfaction, strengthening loyalty among hail riding customers.

Moreover, Kaura et al. (2015) demonstrated that service convenience and perceived fairness in transactions significantly impact customer satisfaction and loyalty in banking contexts. This aligns with findings from Hapsari et al. (2015), who noted that perceived value is a key antecedent of customer loyalty in the airline industry. Overall, businesses that effectively enhance transactional value are likely to see improved customer satisfaction and loyalty, underscoring the critical role of transactional experiences in shaping consumer behavior.

### **The Influence of Hedonic Value on Customer Satisfaction and Loyalty**

Hedonic value significantly influences customer satisfaction and loyalty, as demonstrated by various studies across different contexts. Research indicates that hedonic value, which encompasses enjoyment and pleasure derived from consumption, positively impacts customer satisfaction, thereby enhancing loyalty (S. Lee & Kim, 2018; Y. Susanti et al., 2021). For instance, Lee & Kim (2018) found that hedonic value is a crucial determinant of satisfaction and loyalty among Airbnb users, suggesting that pleasurable experiences lead to stronger customer retention. Similarly, Susanti et al. (2021) highlighted that hedonic value, alongside switching barriers, plays a vital role in fostering customer loyalty through satisfaction as a mediator. Hanzae & Rezaeyeh (2013) demonstrated a significant positive relationship between hedonic value and customer satisfaction, especially in niche markets.

Moreover, studies in the context of loyalty programs reveal that hedonic benefits, such as entertainment and exploration, contribute significantly to customer satisfaction, which in turn influences loyalty (Kyguoliene et al., 2017; Omar et al., 2015). Additionally, research by Ahmad et al. emphasizes the role of hedonic value in shaping e-satisfaction and e-loyalty, indicating that enjoyable online experiences are essential for retaining customers (A. Ahmad et al., 2017). Overall, businesses that effectively enhance hedonic value in their offerings are likely to see improved customer satisfaction and loyalty, underscoring the importance of pleasurable experiences in consumer behavior.

### **The Influence of Service Quality on Customer Satisfaction and Loyalty**

Service quality is a critical determinant of customer satisfaction and loyalty across various sectors. Numerous studies have established a strong positive relationship between service quality, customer satisfaction, and customer loyalty. For instance, Tegambwage & Kasoga (2022) found that service quality is a significant predictor of

customer loyalty in Islamic banking, with customer satisfaction acting as a mediator in this relationship. Similarly, Joudeh & Dandis (2018) demonstrated that high service quality in internet service providers positively influences customer satisfaction, which in turn enhances customer loyalty.

Moreover, Flores et al. (2020) highlighted that while customer satisfaction can mediate the relationship between service quality and loyalty, the direct impact of service quality on loyalty can vary, with some studies indicating that customer satisfaction does not always significantly mediate this relationship. This is further supported by research from Sutrisno et al. (2019), which indicates that logistics service quality directly affects customer loyalty through customer satisfaction. Additionally, Khoo et al. (2017) emphasized that service quality and customer satisfaction are closely linked to customer retention, reinforcing the importance of service quality in fostering long-term loyalty. Overall, enhancing service quality is essential for businesses aiming to improve customer satisfaction and loyalty.

### **The Influence of Customer Satisfaction on Customer Loyalty**

Customer satisfaction plays a pivotal role in influencing customer loyalty across various sectors. Numerous studies have established a strong correlation between customer satisfaction and loyalty, often highlighting satisfaction as a crucial antecedent to loyalty. For instance, Rangani et al. (2019) demonstrated that customer satisfaction serves as a mediating variable that affects the relationship between customer perceived value and customer loyalty in the B2B agribusiness context. Similarly, Kaura et al. (2015) found that customer satisfaction acts as a partial mediator between price perception and loyalty, indicating that higher satisfaction levels promote customer loyalty.

Moreover, Idris et al. (2020) emphasized that satisfaction is a strong antecedent of loyalty, asserting that increased satisfaction typically leads to enhanced loyalty. This is further supported by Mishra (2022), who noted that customer satisfaction is positively associated with customer loyalty, reinforcing the idea that satisfied customers are more likely to remain loyal. Additionally, research by Mafini & Dhurup (2015) highlighted that satisfied customers are likely to exhibit repeat purchase behavior, thereby enhancing loyalty. Overall, these findings underscore the importance of fostering customer satisfaction as a strategic approach to building and maintaining customer loyalty.

### **Research Gap and Justification**

While extensive literature exists on customer satisfaction and loyalty in general hospitality, limited studies have integrated Islamic principles into these frameworks. Existing research often examines individual factors, such as pricing or service quality, without considering their interplay within a Sharia-compliant context. This study addresses this gap by examining the combined effects of self-satisfaction, aesthetics, price, prestige, transactional value, hedonic value, and quality on satisfaction and loyalty in Islamic hotels. By employing a comprehensive model and leveraging Structural Equation Modeling (SEM) for analysis, this research provides a more nuanced

understanding of the factors driving loyalty in this niche market. This approach not only contributes to academic discourse but also offers practical insights for Islamic hotel operators, enabling them to refine their service offerings to meet the evolving needs of their customers.

## **METHOD**

### **Research Design**

The study employs a quantitative design with a focus on inferential statistics to analyze relationships between variables and test hypotheses. Quantitative methods allow for objective assessment through numerical data and statistical tools. The Structural Equation Modeling (SEM) approach was selected as it enables simultaneous analysis of multiple interrelated variables, capturing both direct and indirect effects within the proposed model (Hair et al., 2021). This methodology aligns with the study's objective of understanding complex relationships between factors influencing customer satisfaction and loyalty.

### **Population and Sampling**

The population targeted by this study consists of customers who have stayed at Sharia-compliant hotels in Yogyakarta. Three hotels were selected as research sites:

- Ndalem Nuriyyat Villas, Sleman
- Hotel Limaran 1, Yogyakarta
- Hotel Namira Syariah, Sleman

The selection of these hotels was based on their adherence to Sharia principles and their relevance to the study's objectives. A purposive sampling method was employed to ensure participants represented the target demographic: customers who value Sharia-compliant services. The sample size comprised 113 respondents, satisfying the minimum requirements for SEM analysis, which typically recommends 100–200 observations for robust results.

### **Data Collection**

Data were collected using a structured questionnaire designed to capture the respondents' perceptions of satisfaction and loyalty. The questionnaire included 31 items representing the study variables. Responses were measured using a five-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5), a method widely recognized for its effectiveness in capturing subjective attitudes. Data collection was conducted over two months, from July to August, ensuring sufficient time to gather comprehensive responses from diverse participants.

### **Variables and Measurement**

The study incorporates multiple variables categorized into independent, mediating, and dependent groups.

#### **a. Independent Variables:**

- Self-Satisfaction (X1)

- Aesthetics (X2)
  - Price (X3)
  - Prestige (X4)
  - Transactional Value (X5)
  - Hedonic Value (X6)
  - Service Quality (X7)
- b. Mediating Variable:
- Customer Satisfaction (Y1)
- c. Dependent Variable:
- Customer Loyalty (Y2)

Each variable was operationalized based on existing theoretical frameworks to ensure validity and reliability. For instance, self-satisfaction was measured using items reflecting emotional and psychological fulfillment, while price focused on perceived fairness and value.

### Instrument Validation

To ensure the reliability and validity of the data collection instrument, Confirmatory Factor Analysis (CFA) was conducted using IBM SPSS AMOS (Arbuckle, 2019). Factor loadings greater than 0.5 indicate validity, while construct reliability (CR) scores above 0.7 signify internal consistency. The CFA results confirmed that all variables met these thresholds, with CR values exceeding 0.7 across all constructs, establishing the reliability of the measurement tool.

### Data Analysis

The collected data were analyzed using SEM to evaluate the relationships among variables and test the study's hypotheses. SEM is a powerful analytical technique that combines factor analysis and path analysis, allowing for the examination of complex causal relationships.

1. Model Specification: The proposed model was developed based on existing literature and conceptualized as a path diagram. The diagram illustrated causal relationships between independent, mediating, and dependent variables, with arrows representing direct and indirect effects.
2. Input Matrix and Estimation: Covariance matrices were input into AMOS, and Maximum Likelihood Estimation (MLE) was employed to assess model fit and parameter estimates. MLE is suitable for SEM as it optimizes parameter values to best fit the observed data.
3. Goodness-of-Fit Evaluation: Multiple indices were used to evaluate model fit, including:
  - Chi-square ( $\chi^2$ ): p-value  $\geq 0.05$  indicates an acceptable fit.
  - Root Mean Square Error of Approximation (RMSEA):  $\leq 0.08$  signifies a good fit.
  - Goodness-of-Fit Index (GFI):  $\geq 0.90$  indicates strong model performance.

- Comparative Fit Index (CFI) and Tucker-Lewis Index (TLI):  $\geq 0.90$  denote satisfactory fit.

The model achieved an acceptable fit, with RMSEA = 0.031, CFI = 0.980, and TLI = 0.976, indicating that the hypothesized relationships align well with the data.

4. Hypothesis Testing: Hypotheses were tested by examining standardized regression weights and critical ratio (C.R.) values. A significance threshold of  $p < 0.05$  was applied to determine statistical significance.

### Ethical Considerations

The study adhered to ethical research principles, ensuring informed consent and the confidentiality of respondents. Participants were briefed on the study's purpose and their voluntary role. No personally identifiable information was collected, safeguarding anonymity and compliance with ethical standards.

## RESULTS

### Descriptive Statistics of Respondents

Table 1 presents descriptive statistics of respondents for this study. The study surveyed 113 respondents, comprising 37% male and 63% female participants. The age distribution revealed that 29% of respondents were under 25 years, 50% were between 25 and 40 years, and 21% were above 40 years. Regarding occupation, 47% were government employees or members of the military and police, 36% were private sector employees or entrepreneurs, and 17% were students. These demographics indicate a diverse respondent base, enhancing the generalizability of the findings within the scope of Sharia-compliant hotels in Yogyakarta.

**Table 1**

*Descriptive Statistics of Respondents*

Description	N	%
Gender		
Male	42	37%
Female	71	63%
Age		
Under 25 years	33	29%
25–40 years	56	50%
Above 40 years	24	21%
Occupation		
Students	19	17%
Private employees	41	36%
Civil servants or police or military	53	47%

Source: Primary data. Authors' estimation.

### Instrument and Data Quality Testing

Instrument quality testing is conducted to determine whether the research instrument meets validity and reliability criteria. In this study, the instrument consists of 31 statements representing each variable, with a total of 113 respondents. The validity and reliability tests were performed using Confirmatory Factor Analysis (CFA) with IBM SPSS AMOS. The results of these tests, including factor loading values and component reliability, are presented in Table 2. Based on these results, all indicators for each variable met the required validity threshold, as indicated by factor loading values greater than 0.5. A factor loading value exceeding 0.5 indicates that an item is valid in measuring its respective construct. Thus, all statement indicators representing the study's variables were deemed valid.

**Table 2**

#### *Instrument and Data Quality Testing Results*

Variable	Item	Factor Loading	Component Reliability
Self-Satisfaction	Self1	0.832	0.9310
	Self2	0.702	
	Self3	0.783	
	Self4	0.911	
Aesthetics	Aesthetics1	0.851	0.9323
	Aesthetics2	0.781	
	Aesthetics3	0.742	
	Aesthetics4	0.865	
Price	Price1	0.819	0.8707
	Price2	0.673	
	Price3	0.757	
Prestige	Prestige1	0.930	0.9555
	Prestige2	0.793	
	Prestige3	0.892	
	Prestige4	0.832	
Transactional Value	Transaction1	0.882	0.9232
	Transaction2	0.798	
	Transaction3	0.806	
Hedonic Value	Hedonic1	0.770	0.8880
	Hedonic2	0.782	
	Hedonic3	0.769	
Service Quality	Quality1	0.785	0.9041
	Quality2	0.736	
	Quality3	0.737	
	Quality4	0.770	
Customer Satisfaction	Satisfaction1	0.813	0.8771
	Satisfaction2	0.742	
	Satisfaction3	0.720	
Customer Loyalty	Loyalty1	0.834	0.9417
	Loyalty2	0.856	
	Loyalty3	0.896	

Source: Primary data. Authors' estimation.

In addition to validity testing, construct reliability was assessed to ensure the consistency of the measurement instrument. A construct is considered reliable if its construct reliability (C.R.) value exceeds 0.7. The test results demonstrated that all variables had C.R. values above this threshold, confirming the reliability of the research instrument. Given these findings, it can be concluded that the instrument used in this study is both valid and reliable, making it suitable for further analysis.

### Normality Testing

The normality test was conducted using the z-value (critical ratio or C.R.) derived from the skewness and kurtosis of the data distribution, as generated by IBM SPSS AMOS. Data is considered normally distributed if the critical ratio falls within the range of  $\pm 2.58$  at a 0.01 significance level. The results of the normality test show that the majority of the univariate data distributions meet the normality assumption, as the C.R. values for skewness and kurtosis are within the acceptable range. Furthermore, the multivariate normality assumption is also satisfied, as the calculated multivariate value of  $-0.807$  falls within the threshold of  $\pm 2.58$ . These results indicate that the dataset adheres to the normality assumption, supporting the validity of further statistical analyses.

### Outlier Identification

The identification of multivariate outliers was performed using the Mahalanobis Distance output from IBM SPSS AMOS. The criterion for detecting outliers is based on a significance level of  $p < 0.001$ , evaluated using the Chi-square ( $\chi^2$ ) distribution with degrees of freedom equal to the number of observed variables. In this study, with 31 observed variables, the threshold value for Mahalanobis Distance was calculated as 61.098. The results of the outlier analysis show that no observations exceeded this threshold. Therefore, it can be concluded that no multivariate outliers were detected in the dataset, ensuring the data's suitability for further analysis.

### Assessment of Goodness of Fit

The primary objective of assessing goodness of fit in Structural Equation Modeling (SEM) is to determine the extent to which the hypothesized model aligns with the sample data. The results of the goodness-of-fit assessment are presented in Table 3, which indicates that most indices fall within acceptable ranges. Specifically, the Root Mean Square Error of Approximation (RMSEA) is 0.031, which meets the recommended threshold of  $\leq 0.08$ , indicating that the model demonstrates a good fit. Additionally, the Chi-Square/Degree of Freedom ratio (CMIN/DF) is 1.111, which is below the recommended cutoff of  $\leq 2.0$ , further supporting the model's fit. Other indices such as the Tucker-Lewis Index (TLI) and Comparative Fit Index (CFI) also meet the recommended values of  $\geq 0.90$ , with scores of 0.976 and 0.980, respectively, confirming that the model is well-fitted to the data.

**Table 3**

*Assessment of Goodness of Fit*

Goodness of fit index	Cut-off value	Model Penelitian	Model
Significant probability	$\geq 0.05$	0.063	Fit

Goodness of fit index	Cut-off value	Model Penelitian	Model
RMSEA	$\leq 0.08$	0.031	Fit
GFI	$\geq 0.90$	0.821	Marginal
AGFI	$\geq 0.80$	0.778	Marginal
CMIN/DF	$\leq 2.0$	1.111	Fit
TLI	$\geq 0.90$	0.976	Fit
CFI	$\geq 0.90$	0.980	Fit

Source: Primary data. Authors' estimation.

However, some indices indicate a marginal fit. The Goodness of Fit Index (GFI), which evaluates the overall fit of the model by comparing the squared residuals of predicted and actual data, is 0.821, slightly below the recommended threshold of  $\geq 0.90$ . Similarly, the Adjusted Goodness of Fit Index (AGFI), which accounts for the degrees of freedom in the proposed model relative to a null model, is 0.778, indicating a marginal fit. Despite these marginal values, the overall assessment suggests that the proposed model is acceptable. Given that key fit indices such as RMSEA, CMIN/DF, TLI, and CFI meet the recommended criteria, the model can be considered a valid representation of the underlying relationships within the dataset.

### Hypothesis Testing Results

The hypothesis testing in this study aims to analyze the structural relationships between variables and assess their statistical significance. Table 4 presents the standardized regression weight values, which indicate the strength and direction of influence between variables. The results show that several relationships are statistically significant, suggesting that these variables contribute meaningfully to customer satisfaction and loyalty. However, some hypotheses are rejected, indicating that certain factors do not significantly impact the dependent variables. These findings provide insights into the key determinants of customer satisfaction and loyalty within the given context.

**Table 4**

#### *Hypothesis Testing Results*

Variable		Estimate	S.E.	C.R.	P	Hypothesis
Customer Satisfaction	← Self-Satisfaction	.190	.088	2.166	0.030	Accepted
Customer Satisfaction	← Aesthetics	-.012	.069	-.181	0.856	Rejected
Customer Satisfaction	← Price	.237	.116	2.041	0.041	Accepted
Customer Satisfaction	← Prestige	-.046	.056	-.823	0.411	Rejected
Customer Satisfaction	← Transactional Value	.195	.084	2.331	0.020	Accepted
Customer Satisfaction	← Hedonic Value	.372	.144	2.588	0.010	Accepted



Customer Satisfaction	← Service Quality	.262	.131	2.004	0.045	Accepted
Customer Loyalty	← Self-Satisfaction	-.086	.083	-1.034	0.301	Rejected
Customer Loyalty	← Aesthetics	-.071	.052	-1.362	0.173	Rejected
Customer Loyalty	← Price	-.015	.107	-.136	0.892	Rejected
Customer Loyalty	← Prestige	.051	.045	1.137	0.255	Rejected
Customer Loyalty	← Transactional Value	.225	.085	2.662	0.008	Accepted
Customer Loyalty	← Hedonic Value	-.135	.160	-.847	0.397	Rejected
Customer Loyalty	← Service Quality	.329	.125	2.645	0.008	Accepted
Customer Loyalty	← Customer Satisfaction	.616	.294	2.098	0.036	Accepted

Source: Primary data. Authors' estimation.

Several hypotheses were accepted, indicating significant positive relationships between certain variables. Specifically, self-satisfaction ( $\beta = 0.190$ ,  $p = 0.030$ ), price ( $\beta = 0.237$ ,  $p = 0.041$ ), transactional value ( $\beta = 0.195$ ,  $p = 0.020$ ), hedonic value ( $\beta = 0.372$ ,  $p = 0.010$ ), and service quality ( $\beta = 0.262$ ,  $p = 0.045$ ) all have significant positive effects on customer satisfaction. Furthermore, transactional value ( $\beta = 0.225$ ,  $p = 0.008$ ) and service quality ( $\beta = 0.329$ ,  $p = 0.008$ ) positively influence customer loyalty. Notably, customer satisfaction itself has a strong and significant positive effect on customer loyalty ( $\beta = 0.616$ ,  $p = 0.036$ ), reinforcing the importance of maintaining high satisfaction levels to foster customer retention. These results suggest that improving these factors can enhance both satisfaction and loyalty in the context of Sharia hotels.

Conversely, several hypotheses were rejected, indicating that certain factors do not significantly contribute to customer satisfaction or loyalty. Aesthetics ( $\beta = -0.012$ ,  $p = 0.856$ ) and prestige ( $\beta = -0.046$ ,  $p = 0.411$ ) do not have a significant effect on satisfaction, suggesting that these attributes may not be primary concerns for customers in this setting. Similarly, self-satisfaction ( $\beta = -0.086$ ,  $p = 0.301$ ), aesthetics ( $\beta = -0.071$ ,  $p = 0.173$ ), price ( $\beta = -0.015$ ,  $p = 0.892$ ), prestige ( $\beta = 0.051$ ,  $p = 0.255$ ), and hedonic value ( $\beta = -0.135$ ,  $p = 0.397$ ) do not significantly influence loyalty. These findings imply that while some aspects contribute to customer satisfaction, they do not necessarily translate into long-term loyalty. As such, businesses should focus on factors that have a demonstrable impact on both satisfaction and loyalty to enhance customer retention strategies effectively.

## DISCUSSION

### The Influence of Self-Satisfaction on Customer Satisfaction

The findings of this study indicate that self-satisfaction has a positive and significant effect on customer satisfaction ( $\beta = 0.190$ ,  $p = 0.030$ ), suggesting that as self-satisfaction increases, customer satisfaction also improves. These results align with previous studies that emphasize the critical role of service quality, emotional experiences, and corporate branding in shaping customer satisfaction. Saleem & Raja (2014) highlight that service quality is a primary determinant of customer satisfaction and loyalty in the hotel industry, reinforcing the idea that satisfied employees are more likely to deliver high-quality service, which in turn enhances customer satisfaction.

Similarly, Amin et al. (2013) found that service reliability and responsiveness play a crucial role in improving customer perceptions. Furthermore, Jani & Han (2013) argue that the emotional state of hotel employees significantly affects customer experiences, as positive employee interactions foster a welcoming and memorable atmosphere. This concept is further supported by Cheng (2014), who demonstrates that perceived service quality strengthens customer satisfaction, which then fosters customer loyalty. Collectively, these studies validate the argument that self-satisfaction—whether among employees or customers—contributes significantly to overall customer satisfaction.

There is no significant evidence contradicting the positive relationship between self-satisfaction and customer satisfaction in the hospitality sector. However, some studies suggest that other factors, such as pricing strategies and external competitive forces, may mediate this relationship. Saputra & Djumarno (2021) found that competitive pricing and service quality together influence customer satisfaction and loyalty, implying that price perceptions could enhance or weaken the effect of self-satisfaction on customer satisfaction. Additionally, Vo et al. (2020) emphasize the growing importance of e-service quality in shaping customer experiences, especially in luxury hotels, where digital interactions significantly influence satisfaction. Li (2020) also highlights the impact of self-service technology in enhancing customer satisfaction, particularly in high-end accommodations. These findings suggest that while self-satisfaction is a key driver of customer satisfaction, businesses must also consider external variables such as pricing, technology adoption, and competitive market conditions to optimize customer experiences.

The findings of this study have direct implications for Sharia hotels in Yogyakarta, where customer satisfaction is essential for sustaining long-term loyalty and market competitiveness. Since self-satisfaction positively influences customer satisfaction, hotel operators should focus on strategies that enhance both employee and guest experiences. Ensuring high service quality through well-trained and satisfied employees can create a more positive and engaging customer experience, as supported by Cheng (2014) and Jani & Han (2013). Moreover, branding strategies that align with Islamic values can strengthen the emotional connection between customers and the hotel, leading to increased satisfaction and loyalty. As Vo et al. (2020) suggest, the integration of technology, particularly in online service delivery, is also crucial in modern hospitality. Therefore, Sharia hotels should leverage digital platforms to improve customer engagement and streamline service processes. By adopting a comprehensive approach that integrates service quality, employee well-being, branding, and technology, Sharia hotels can effectively enhance customer satisfaction and build long-term customer relationships.

### **The Influence of Aesthetics in Customer Satisfaction**

The findings of this study indicate that aesthetics do not have a significant impact on customer satisfaction ( $\beta = -0.012$ ,  $p = 0.856$ ), suggesting that aesthetic elements alone are insufficient to enhance guest satisfaction in Sharia hotels in Yogyakarta. This result



contrasts with prior research that underscores the importance of aesthetics in shaping customer experiences. Lee & Chuang (2022) argue that the physical environment, including lighting, color schemes, and spatial arrangements, significantly influences customer satisfaction by creating an inviting atmosphere. Similarly, Lemy et al. (2019) highlight that service quality innovations, including aesthetic improvements, contribute to customer loyalty. Furthermore, Sukhu et al. (2019) emphasize the emotional responses triggered by aesthetically pleasing hotel environments, which can foster stronger customer connections. While these studies suggest a strong link between aesthetics and satisfaction, the findings of this research indicate that in the context of Sharia hotels, other factors may be more influential in determining guest satisfaction.

Despite substantial literature supporting the role of aesthetics in enhancing customer satisfaction, some studies suggest that aesthetics alone may not be a primary determinant of overall satisfaction. Kasiri et al. (2017) found that while aesthetics can enhance a hotel's appeal, standardization in service quality plays a more critical role in shaping guest experiences. Similarly, Zhao et al. (2019) emphasize that online reviews often highlight service efficiency and hospitality rather than aesthetic appeal, suggesting that guests prioritize functionality over visual presentation. Ogunnaiké et al. (2022) further argue that customer satisfaction is influenced more by service quality and perceived value than by aesthetic elements. These findings suggest that while aesthetics may contribute to a positive guest experience, they are not the sole driver of satisfaction, particularly in hotels where religious or cultural expectations play a significant role in shaping customer perceptions.

Given the findings that aesthetics do not significantly impact customer satisfaction in Sharia hotels, hotel operators should prioritize other aspects of service quality to enhance guest experiences. Since Sharia hotels cater to a specific market segment with distinct values and preferences, factors such as adherence to Islamic principles, service quality, and hospitality may be more critical in shaping satisfaction. Cheng (2014) emphasizes that customer loyalty is strongly linked to service quality, suggesting that hotels should focus on staff training and service consistency rather than aesthetic enhancements. Additionally, incorporating Islamic values in branding and service offerings can strengthen customer connections and foster long-term loyalty. While maintaining a pleasant and clean hotel environment remains important, Sharia hotels should allocate resources to areas that have a more direct impact on customer satisfaction, such as personalized service, religious accommodations, and ethical business practices. By aligning service delivery with customer expectations, Sharia hotels in Yogyakarta can build stronger relationships with guests and improve overall satisfaction and loyalty.

### **The Influence of Price on Customer Satisfaction**

The findings of this study indicate that price has a significant positive effect on customer satisfaction ( $\beta = 0.237$ , C.R = 2.041,  $p = 0.041$ ). This suggests that fair and reasonable pricing enhances customer satisfaction in the hotel industry. These results

align with the findings of El-Adly (2019) and Eka F. & Haryanto (2021), who emphasize that perceived price fairness positively influences customer satisfaction and, consequently, loyalty. Similarly, Ramadhaniati et al. (2020) argue that the affordability and perceived value of services significantly contribute to customer satisfaction levels. Rivai & Zulfitri (2021) further reinforce this notion by demonstrating that customers who perceive prices as fair are more likely to experience higher satisfaction. Additionally, Ilyas & Mustafa (2022) highlight that both price and service quality play crucial roles in shaping customer perceptions and satisfaction in the hospitality sector.

While most studies suggest a positive correlation between price fairness and customer satisfaction, some research presents a more nuanced perspective. For instance, Taufikqurrochman et al. (2021) found that the impact of price on satisfaction varies based on customer demographics and market conditions, implying that price sensitivity differs across consumer segments. Similarly, Jere & Mukupa (2018) observed an inverse relationship between price and customer satisfaction in the telecommunications industry, though their findings were not statistically significant. This suggests that while price is an important factor, it is not the sole determinant of satisfaction, and other variables, such as service quality and brand reputation, may moderate this relationship. In contrast, Bernarto et al. (2022) emphasize that perceived price fairness, combined with a strong brand image, significantly enhances customer satisfaction. These findings suggest that pricing strategies must be aligned with brand positioning and perceived value to optimize customer satisfaction.

For Sharia hotels in Yogyakarta, the positive relationship between price and satisfaction underscores the importance of fair pricing strategies in maintaining guest loyalty. Saputra & Djumarno (2021) argue that competitive pricing, coupled with high service quality, enhances customer satisfaction and fosters long-term loyalty. Additionally, Risnawati et al. (2019) emphasize that pricing should be aligned with service quality and location advantages to maximize customer retention. Given that Sharia hotels cater to a niche market with specific religious and ethical expectations, they must balance affordability with high service standards to strengthen guest satisfaction. Moreover, promotional strategies, as highlighted by Tani et al. (2021), can enhance perceived value and attract price-sensitive customers without compromising the hotel's prestige. By adopting transparent pricing policies and reinforcing value-driven offerings, Sharia hotels in Yogyakarta can enhance guest satisfaction, foster loyalty, and strengthen their competitive position in the hospitality industry.

### **The Influence of Prestige on Customer Satisfaction**

The findings of this study indicate that prestige does not significantly impact customer satisfaction ( $\beta = -0.046$ , C.R = -0.823,  $p = 0.411$ ). These results suggest that while prestige may enhance a hotel's perceived value, it does not directly contribute to customer satisfaction. This aligns with the findings of Radojević et al. (2017), who argue that customer satisfaction is primarily influenced by tangible service quality factors rather than the perceived prestige of a hotel. Similarly, Saputra & Djumarno (2021) highlight that while prestige may attract customers initially, their satisfaction is ultimately



determined by service quality, pricing fairness, and overall guest experience. Furthermore, Nguyen & Malik (2022) emphasize that customer satisfaction in the hotel industry is strongly linked to service efficiency and staff responsiveness rather than a hotel's prestige. These findings reinforce the notion that prestige alone is insufficient to drive customer satisfaction if other service dimensions do not meet guests' expectations.

While some studies support the idea that prestige does not directly influence customer satisfaction, others suggest that it plays an indirect role in shaping perceptions and loyalty. Mursid & Wu (2022) found that brand prestige enhances emotional connections with customers, which may contribute to long-term satisfaction and repeat visits. Similarly, Kim & Kim (2022) argue that brand image and prestige create positive expectations, which, when met, can lead to enhanced satisfaction. However, this effect is highly dependent on service quality, as highlighted by Saeed et al. (2021), who found that hotels with strong brand prestige but poor service quality experienced lower customer satisfaction levels. Additionally, Fatma et al. (2018) suggest that corporate social responsibility (CSR) initiatives can enhance prestige, thereby positively influencing customer perceptions and satisfaction. This indicates that while prestige alone does not guarantee satisfaction, it may serve as a complementary factor when combined with high service quality and ethical business practices.

For Sharia hotels in Yogyakarta, the findings suggest that focusing solely on prestige may not be the most effective strategy for enhancing customer satisfaction. Instead, these hotels should prioritize improving service quality, staff professionalism, and overall guest experience, as suggested by Saputra & Djumarno (2021). Additionally, integrating CSR initiatives, as highlighted by Fatma et al. (2018), could enhance the hotel's reputation and align with the ethical expectations of Sharia-compliant customers. Moreover, Vo et al. (2020) emphasize the importance of online reputation management, suggesting that Sharia hotels should leverage digital platforms to highlight service excellence rather than relying solely on prestige. By emphasizing service quality, ethical business practices, and digital engagement, Sharia hotels in Yogyakarta can enhance customer satisfaction and build long-term loyalty within their niche market.

### **The Influence of Transactional Value on Customer Satisfaction**

The results of this study indicate that transactional value has a positive and significant effect on customer satisfaction ( $\beta = 0.195$ , C.R = 2.331,  $p = 0.020$ ). These findings suggest that improving the quality of transactions—through seamless processes, fair pricing, and high service quality—can enhance customer satisfaction. This is consistent with the research by Otoo et al. (2022), which emphasizes that transactional satisfaction, derived from a customer's most recent interaction with a hotel, plays a crucial role in shaping overall satisfaction. Similarly, Truong et al. (2020) found that service innovation in transactional processes directly impacts customer satisfaction and behavioral intentions in the hospitality sector. Additionally, Joviando & Kurniawati (2022) highlight that service quality and customer value serve as mediators between transactional

value and customer loyalty, reinforcing the idea that a well-managed transaction process can foster long-term customer retention.

While several studies confirm the positive relationship between transactional value and customer satisfaction, other research suggests that this relationship may be influenced by additional factors. Kingshott et al. (2020) argue that price perception significantly moderates the impact of transactional value on satisfaction, with customers placing greater emphasis on whether the price paid aligns with the service received. Similarly, Zhang et al. (2021) found that customers' perceptions of price fairness can alter how they evaluate their overall transactional experience, indicating that price sensitivity may weaken the direct influence of transactional value on satisfaction. Furthermore, Fatma et al. (2018) highlight that emotional engagement during transactions can significantly enhance satisfaction, suggesting that the quality of human interaction during service delivery may be just as important as the transactional process itself. These findings indicate that while transactional value positively affects satisfaction, its impact may be contingent on price fairness, emotional engagement, and service quality.

For Sharia hotels in Yogyakarta, the findings suggest that optimizing transactional value can be an effective strategy for enhancing customer satisfaction. Given the emphasis on ethical business practices in Sharia-compliant hospitality, ensuring transparent pricing and high service quality is essential. Research by Sari & Rahmiati (2021) highlights that customers in niche markets, such as Islamic tourism, are particularly sensitive to perceived fairness in transactions, making price transparency a key factor in maintaining satisfaction. Additionally, Mehmood & Najmi (2017) suggest that integrating digital booking and payment systems can enhance transactional efficiency, aligning with the expectations of modern travelers. Furthermore, as noted by Hariandja & Vincent (2022), improving customer experience through personalized services and seamless transactions can strengthen brand loyalty. By focusing on fair pricing, efficient transactions, and personalized service, Sharia hotels in Yogyakarta can enhance customer satisfaction and establish a competitive advantage in the growing Islamic tourism market.

### **The Influence of Hedonic Value on Customer Satisfaction**

The findings of this study indicate that hedonic value has a positive and significant effect on customer satisfaction ( $\beta = 0.372$ , C.R = 2.588,  $p = 0.010$ ). This suggests that customers who derive pleasure and emotional fulfillment from their hotel experiences tend to report higher satisfaction levels. These results align with prior research, such as that of Girija et al. (2023), who found that even in budget hotels, the hedonic aspects of the stay significantly influence customer satisfaction. Similarly, Alam et al. (2020) demonstrated that millennials, particularly in developing countries, prioritize hedonic over utilitarian value, reinforcing the importance of enjoyable and memorable experiences in shaping customer loyalty. Furthermore, Kim & Tanford (2023) emphasize that the ambiance and design of hotel spaces significantly impact guests' emotional

responses, further supporting the idea that hedonic experiences are central to customer satisfaction.

Although numerous studies confirm the positive relationship between hedonic value and customer satisfaction, some research suggests that this relationship may be influenced by additional factors. Wen et al. (2018) highlight that cultural values play a crucial role in shaping guests' emotional experiences and their subsequent satisfaction levels. This implies that the extent to which hedonic value impacts satisfaction may vary across different cultural contexts. Additionally, Cheng et al. (2019) found that service recovery efforts focusing on hedonic experiences can enhance customer satisfaction following service failures, suggesting that the impact of hedonic value may be contingent on situational factors such as problem resolution. Moreover, Rahimian et al. (2021) argue that customer experience management should balance hedonic and functional aspects to ensure that pleasure-driven experiences do not overshadow core service quality. These findings indicate that while hedonic value contributes to customer satisfaction, its effect may be moderated by cultural differences, service recovery strategies, and the balance between enjoyment and functionality.

For Sharia hotels in Yogyakarta, integrating hedonic value into their service offerings can be a strategic approach to enhancing customer satisfaction while maintaining compliance with Islamic principles. As noted by Susanti et al. (2021), hedonic value significantly influences customer loyalty, with satisfaction acting as a mediator, suggesting that Sharia hotels can foster long-term customer relationships by providing enjoyable yet ethically appropriate experiences. Additionally, Wen et al. (2018) highlight that cultural considerations are essential in shaping positive emotions and satisfaction, reinforcing the need for Sharia hotels to design experiences that align with Islamic values while still providing hedonic benefits. Implementing sensory-enriched environments, personalized services, and technology-driven engagement—such as virtual reality (Yoon et al., 2021)—can enhance customer enjoyment while respecting religious guidelines. By strategically incorporating hedonic value in a way that aligns with Islamic hospitality principles, Sharia hotels in Yogyakarta can improve customer satisfaction and differentiate themselves in the competitive tourism market.

### **The Influence of Service Quality on Customer Satisfaction**

The findings of this study indicate that service quality has a positive and significant effect on customer satisfaction ( $\beta = 0.262$ , C.R = 2.004,  $p = 0.045$ ). This suggests that higher service quality directly contributes to increased customer satisfaction, aligning with previous research emphasizing the importance of service excellence in the hotel industry. Ara & Zargar (2018) highlight that superior service quality enhances customer satisfaction and repurchase intentions, reinforcing the crucial role of service consistency in guest retention. Similarly, Goeltom et al. (2020) found that service quality significantly impacts behavioral intentions, with satisfaction acting as a mediating factor. Le et al. (2020) further support this notion, demonstrating that both tangible and intangible aspects of service quality play a pivotal role in shaping customer perceptions. Additionally, Rahmah et al. (2021) found a direct correlation between

perceived service quality and customer satisfaction in Shariah hotels, suggesting that high service standards are essential across different hotel segments.

Although substantial evidence supports the positive impact of service quality on customer satisfaction, some studies suggest that this relationship may be moderated by other factors. For instance, Wong et al. (2020) found that perceived value mediates the relationship between service quality and customer satisfaction, indicating that price perception and additional benefits influence how customers evaluate service quality. Similarly, Nyagadza et al. (2022) highlight that customer loyalty is not solely driven by service quality but also by attitudinal and behavioral factors, implying that satisfaction does not always translate into repeat patronage. Liat et al. (2017) argue that service recovery efforts significantly enhance satisfaction, suggesting that effective handling of service failures can mitigate negative experiences. These findings indicate that while service quality is a key determinant of satisfaction, additional factors such as pricing, value perception, and service recovery strategies must also be considered.

For Sharia hotels in Yogyakarta, ensuring high service quality is essential to enhancing customer satisfaction while maintaining compliance with Islamic hospitality principles. As Rahmah et al. (2021) suggest, Sharia hotels must focus on both tangible and intangible service aspects, such as staff behavior and personalized services, to meet guest expectations. Employee satisfaction is also critical in delivering exceptional service, as highlighted by Baquero (2022), who emphasizes the direct relationship between employee engagement and service quality. Additionally, Jacksen et al. (2021) highlight the importance of brand image in complementing service quality, reinforcing the need for Sharia hotels to cultivate a strong brand identity. Implementing structured service training programs and service recovery mechanisms, as recommended by Liat et al. (2017), can further enhance guest satisfaction. By prioritizing service excellence and aligning their offerings with Islamic values, Sharia hotels in Yogyakarta can strengthen their competitive positioning and foster long-term customer loyalty.

### **The Influence of Self-Satisfaction on Customer Loyalty**

The results of this study indicate that self-satisfaction does not have a significant influence on customer loyalty in the hotel industry ( $\beta = -0.086$ , C.R. = -1.034,  $p = 0.301$ ). This suggests that while customers may be satisfied with their experiences, this satisfaction does not necessarily translate into loyalty. These findings align with previous studies, such as those by Adebayo & Ademokoya (2020), who argue that other factors, such as price sensitivity and convenience, often outweigh self-satisfaction when it comes to repeat patronage. Similarly, Joviando & Kurniawati (2022) highlight that customer loyalty is more strongly influenced by service quality and trust than by self-satisfaction alone. Furthermore, research by Fatima et al. (2021) suggests that while satisfaction is a prerequisite for loyalty, additional factors such as perceived value and emotional engagement play crucial roles in fostering long-term commitment to a brand.

Although this study suggests a weak relationship between self-satisfaction and customer loyalty, other studies present contrasting findings. Ogunnaike et al. (2022)

argue that positive customer experiences, which contribute to self-satisfaction, do foster loyalty, particularly in the hospitality industry where personal connections and service personalization are key. Rather & Hollebeek (2019) also emphasize that emotional bonds formed during hotel stays significantly impact loyalty, indicating that self-satisfaction may act as an indirect driver of customer retention. Moreover, Elziny & El-Kafy (2020) highlight the role of customer engagement in strengthening the relationship between satisfaction and loyalty, suggesting that satisfied customers who actively interact with the brand—through loyalty programs or online reviews—are more likely to return. These findings suggest that while self-satisfaction alone may not be a strong determinant of loyalty, it plays a role when combined with other engagement factors.

For Sharia hotels in Yogyakarta, these findings highlight the importance of complementing customer satisfaction efforts with loyalty-building strategies. As Rahmah et al. (2021) suggest, ensuring high service quality aligned with Islamic hospitality values can enhance both satisfaction and trust, which are essential for fostering customer loyalty. Additionally, integrating engagement strategies, such as personalized guest experiences and loyalty programs, may help bridge the gap between self-satisfaction and repeat patronage. Given the unique positioning of Sharia hotels, creating strong emotional connections through culturally tailored services and ethical business practices could further encourage long-term customer commitment. By leveraging these insights, Sharia hotels can develop a more comprehensive approach to customer retention that extends beyond satisfaction alone.

### **The Influence of Aesthetics on Customer Loyalty**

The results of this study indicate that aesthetics do not have a significant impact on customer loyalty in the hotel industry ( $\beta = -0.071$ , C.R. = -1.362,  $p = 0.173$ ). This suggests that while aesthetically pleasing environments can enhance customer experiences, they do not necessarily translate into repeat patronage or brand loyalty. These findings align with those of Lockwood & Pyun (2020), who argue that while hotel aesthetics influence customer satisfaction, they are not the primary driver of loyalty. Similarly, Lee & Chuang (2022) emphasize that while a well-designed servicescape contributes to positive guest experiences, factors such as service quality and personalized interactions play a more crucial role in fostering long-term customer commitment. Furthermore, Ibrahim et al. (2021) found that while hotel aesthetics can enhance brand image, they must be supported by exceptional service and value to ensure customer retention.

While this study suggests a weak relationship between aesthetics and customer loyalty, other research presents differing perspectives. Kim & Kang (2022) and Yaşın et al. (2017) found that aesthetically pleasing hotel interiors can create an emotional connection with guests, increasing the likelihood of repeat visits. Similarly, Guan et al. (2021) argue that aesthetics contribute to brand loyalty by enhancing emotional engagement, particularly in the luxury hotel segment where ambiance plays a key role in shaping guest perceptions. Moreover, Susanti & Mandal (2017) highlight that

experiential value, which includes aesthetic experiences, has a significant impact on both customer satisfaction and loyalty. This suggests that while aesthetics alone may not be a direct driver of loyalty, they can act as a supporting factor when combined with high-quality service, personalized experiences, and strong brand positioning.

For Sharia hotels in Yogyakarta, these findings highlight the need to balance aesthetic appeal with other key drivers of customer loyalty. As Rahmah et al. (2021) suggest, service quality and adherence to Islamic hospitality principles play a more significant role in guest retention than aesthetics alone. While maintaining an inviting and visually appealing environment remains important, Sharia hotels should focus on enhancing service personalization, cultural authenticity, and ethical business practices to foster stronger customer loyalty. Additionally, integrating elements of Islamic aesthetics—such as calming color schemes, traditional motifs, and serene atmospheres—may further enhance the guest experience while reinforcing the brand's unique identity. By aligning aesthetic elements with the values and expectations of their target market, Sharia hotels can strengthen their competitive positioning and encourage repeat patronage.

### **The Influence of Price on Customer Loyalty**

The findings of this study indicate that price does not significantly influence customer loyalty in the hotel industry ( $\beta = -0.015$ , C.R =  $-0.136$ ,  $p = 0.892$ ). This suggests that while pricing strategies may affect customer decision-making in the short term, they do not necessarily translate into long-term loyalty. These results align with previous research by Risnawati et al. (2019), which found that price alone is not a strong determinant of customer loyalty but rather works in conjunction with service quality and perceived value. Similarly, Ahmed et al. (2023) emphasize that perceived price fairness impacts customer satisfaction, which in turn affects loyalty. However, they argue that price alone does not guarantee customer retention unless it is supported by consistent service excellence and a positive overall guest experience. Additionally, Batubara et al. (2022) highlight that while lower prices can attract customers, sustaining loyalty requires more than just competitive pricing—it demands high perceived value and service differentiation.

While this study suggests that price does not play a significant role in fostering customer loyalty, other research presents different perspectives. For instance, Githiri (2018) found that perceived price fairness is a crucial factor in maintaining customer loyalty, particularly in price-sensitive market segments. Furthermore, Çakıcı et al. (2019) highlight that price justice—how fair customers perceive a hotel's pricing strategy—directly affects their willingness to return. Their study suggests that customers who feel they have received a fair deal are more likely to exhibit repeat patronage. Additionally, Vikash et al. (2022) and Han et al. (2019) argue that emotional responses to price, such as feelings of trust or satisfaction, play a crucial role in shaping loyalty. This indicates that while price alone may not be the dominant factor in customer retention, its interaction with fairness perceptions, emotional engagement, and service quality can significantly influence long-term loyalty.

For Sharia hotels in Yogyakarta, these findings suggest that pricing strategies should be designed with a focus on value rather than just cost reduction. As Rahmah et al. (2021) emphasize, service quality and adherence to Islamic hospitality principles are more influential in shaping customer loyalty than price alone. Sharia hotels should ensure that their pricing reflects not only fairness but also the unique value they offer, such as halal-certified services, Islamic-friendly amenities, and ethical business practices. Additionally, maintaining transparent pricing policies and avoiding hidden costs can help reinforce customer trust, which is a key factor in loyalty. By balancing competitive pricing with service excellence and religious authenticity, Sharia hotels can differentiate themselves in the market and encourage repeat patronage among Muslim travelers.

### **The Influence of Prestige on Customer Loyalty**

The findings of this study indicate that prestige has a positive but statistically insignificant effect on customer loyalty in the hotel industry ( $\beta = 0.051$ , C.R = 1.137,  $p = 0.255$ ). This suggests that while prestige contributes to a hotel's overall appeal, it does not necessarily translate into long-term customer loyalty. These results align with previous research by Ibrahim et al. (2021), which found that a strong brand image—often associated with prestige—can influence customer loyalty, but only when combined with high service quality and a positive guest experience. Similarly, Rather and Camilleri (2019) argue that consumer-brand identification, an essential component of brand prestige, fosters engagement and enhances brand loyalty. Furthermore, Choi et al. (2017) emphasize that prestige strengthens emotional connections between customers and hotel brands, reinforcing satisfaction and loyalty. These studies collectively suggest that while prestige plays a role in shaping perceptions, it is not the sole determinant of customer loyalty in the hotel sector.

Although this study finds no significant direct link between prestige and customer loyalty, other research presents different perspectives. For instance, Liat et al. (2017) argue that prestige influences customer loyalty indirectly by shaping perceptions of service excellence and exclusivity. Their study suggests that customers who associate prestige with high quality are more likely to remain loyal, particularly when service standards consistently meet or exceed expectations. Similarly, Jacksen et al. (2021) highlight that when prestige is combined with superior service quality, it enhances customer satisfaction and long-term brand loyalty. Additionally, Fatma & Rahman (2017) point out that technology-driven personalized experiences can elevate a hotel's prestige and reinforce customer loyalty. These findings indicate that prestige alone may not be sufficient to ensure customer retention, but when integrated with quality service and personalized experiences, it can strengthen brand loyalty.

For Sharia hotels in Yogyakarta, these findings suggest that while maintaining a prestigious brand image is beneficial, it should not be the primary focus in building customer loyalty. As Rahmah et al. (2021) emphasize, factors such as service quality, adherence to Islamic hospitality principles, and trust-based customer relationships have a more significant impact on loyalty than prestige alone. Sharia hotels should

prioritize delivering exceptional service while maintaining an image of ethical business practices and religious authenticity. Additionally, incorporating technology to enhance convenience—such as seamless booking systems and personalized guest experiences—can elevate a hotel's perceived prestige while fostering stronger customer loyalty. By integrating prestige with service excellence and religious values, Sharia hotels in Yogyakarta can effectively differentiate themselves in the market and cultivate long-term relationships with Muslim travelers.

### **The Influence of Transactional Value on Customer Loyalty**

This study finds that transactional value has a significant positive impact on customer loyalty in the hotel industry ( $\beta = 0.255$ , C.R = 2.662,  $p = 0.008$ ). These results suggest that as customers perceive greater value from their transactions—whether through pricing, service quality, or overall experience—they are more likely to develop loyalty toward a hotel brand. Previous research supports this notion, with Margery et al. (2022) highlighting that well-executed transactions contribute to higher customer engagement and repeat visits. Similarly, Rahmani et al. (2017) assert that customer value is a crucial determinant of loyalty, indicating that guests who perceive a fair balance between the benefits received and the costs incurred tend to remain loyal. Furthermore, Zhang et al. (2021) emphasize that service excellence during transactions fosters a positive customer experience, reinforcing long-term brand commitment. Collectively, these studies affirm that ensuring high transactional value through pricing strategies, efficient processes, and service quality is critical for maintaining customer loyalty.

While the positive influence of transactional value on loyalty is widely supported, some studies suggest that its effect may be contingent on other factors. For example, Kuncoro & Sutomo (2018) argue that competitive pricing alone is insufficient to build loyalty unless it is accompanied by superior service quality and brand differentiation. Their findings indicate that while customers appreciate value-driven transactions, they may still switch brands if they perceive higher quality elsewhere. Additionally, Susanti et al. (2021) suggest that emotional satisfaction derived from interactions with hotel staff plays a crucial role in strengthening customer loyalty, sometimes outweighing purely transactional factors. Hou et al. (2021) further elaborate that transactional experiences during service failures can influence loyalty in either a positive or negative direction, depending on how well the hotel resolves the issue. These perspectives indicate that while transactional value is a key driver of loyalty, it must be complemented by strong service recovery mechanisms, emotional engagement, and brand differentiation to achieve sustained customer retention.

For Sharia hotels in Yogyakarta, these findings underscore the importance of optimizing transactional value to enhance customer loyalty. As Rahmah et al. (2021) highlight, factors such as service excellence, adherence to Islamic hospitality principles, and trust-based relationships significantly contribute to guest retention in Sharia-compliant establishments. Therefore, beyond competitive pricing, these hotels should focus on delivering a seamless and value-driven customer experience—incorporating

personalized service, ethical business practices, and digital convenience, such as online booking and mobile concierge services. Additionally, effective service recovery strategies can further reinforce customer trust and loyalty, ensuring that any transactional dissatisfaction is promptly addressed. By integrating transactional value with religious and ethical considerations, Sharia hotels in Yogyakarta can establish a distinct competitive advantage and foster stronger long-term customer relationships.

### **The Influence of Hedonic Value on Customer Loyalty**

This study reveals that hedonic value does not have a significant impact on customer loyalty in the hotel industry ( $\beta = -0.135$ , C.R =  $-0.847$ ,  $p = 0.397$ ). These results indicate that an increase in hedonic value does not necessarily lead to higher customer loyalty, suggesting that guests may prioritize other factors such as service quality, price fairness, or brand trust. This finding contrasts with previous research by Alam et al. (2020), who found that hedonic value plays a crucial role in driving loyalty, especially among millennial customers. Similarly, Lee & Kim (2018) reported that hedonic experiences significantly contribute to customer satisfaction and retention in the hospitality sector. However, this study suggests that while enjoyable experiences may enhance guest satisfaction, they do not automatically translate into loyalty, implying that hotels need to integrate additional loyalty-enhancing factors beyond just pleasurable experiences.

While several studies highlight the importance of hedonic value in shaping customer loyalty, some research suggests that its effect is conditional on other variables. For example, Susanti et al. (2021) argue that hedonic value must be accompanied by high customer satisfaction to impact loyalty positively. Their study suggests that guests may enjoy a hotel experience but will not necessarily return unless they perceive long-term value and service consistency. Additionally, Ogunnaike et al. (2022) emphasize the role of emotional engagement in loyalty formation, indicating that hedonic value alone is insufficient unless it fosters deeper emotional connections with the brand. Similarly, Lemy et al. (2019) suggest that service recovery efforts play a critical role in customer retention—guests who experience enjoyable stays but encounter unresolved service failures may still switch to competitors. These perspectives highlight that while hedonic value contributes to guest satisfaction, it must be strategically combined with other factors to drive sustained loyalty.

For Sharia hotels in Yogyakarta, these findings suggest that prioritizing hedonic experiences alone may not be an effective strategy for enhancing customer loyalty. Instead, hotel management should focus on delivering comprehensive value that aligns with Islamic hospitality principles, including ethical business practices, service consistency, and trust-building measures. Rahmah et al. (2021) highlight that Sharia-compliant hotels benefit from strong customer loyalty when they emphasize service quality, religious values, and personalized experiences. Therefore, integrating hedonic value with elements such as ethical pricing, religiously appropriate entertainment, and superior customer service could strengthen guest retention. Additionally, incorporating digital innovations—such as mobile booking systems with Islamic-friendly features—

may enhance overall customer engagement. By adopting a holistic approach that combines hedonic experiences with Sharia-compliant services, these hotels can cultivate stronger emotional connections with their guests and foster long-term loyalty.

### **The Influence of Service Quality on Customer Loyalty**

This study confirms the positive and significant impact of service quality on customer loyalty in the hotel industry ( $\beta = 0.329$ , C.R = 2.645,  $p = 0.008$ ). These results align with prior research indicating that improvements in service quality lead to increased customer retention and brand loyalty. Rahmah et al. (2021) highlight that service quality influences customer loyalty through satisfaction as an intervening variable. Similarly, Joviando & Kurniawati (2022) emphasize that high service quality enhances trust, satisfaction, and ultimately customer loyalty. Furthermore, Cheng et al. (2019) demonstrate that service recovery strategies also contribute to customer retention, reinforcing the notion that maintaining high service standards is crucial for fostering long-term relationships with guests. These findings collectively underscore the importance of service excellence in sustaining hotel competitiveness and customer commitment.

While the majority of studies confirm the positive effect of service quality on loyalty, some research suggests that other factors may mediate or diminish this relationship. For instance, Fatima et al. (2021) argue that customer trust and brand image can play more dominant roles in securing loyalty, especially in highly competitive hotel markets. Additionally, research by Ogunnaike et al. (2022) highlights that cultural and social experiences also shape guest retention, indicating that service quality alone may not be sufficient. However, despite these alternative perspectives, most studies reinforce the idea that superior service remains a foundational element in driving loyalty. Sun et al. (2022) emphasize the role of hotels' physical environment and service aesthetics, suggesting that high-quality services, combined with visually appealing and comfortable surroundings, enhance both customer satisfaction and long-term loyalty. These insights highlight the need for a holistic approach in improving service delivery.

For Sharia-compliant hotels in Yogyakarta, these findings suggest that prioritizing service quality is essential for fostering guest loyalty, particularly among Muslim travelers seeking ethical and culturally aligned hospitality experiences. Rahmah et al. (2021) emphasize that service quality significantly impacts loyalty in Sharia hotels when combined with Islamic values, such as halal-certified amenities and adherence to ethical business practices. Additionally, ensuring a high level of service recovery, as suggested by Cheng et al. (2019), is crucial in maintaining guest trust and satisfaction. Implementing digital innovations, such as personalized mobile services and AI-driven customer support, can further enhance service efficiency and guest experiences. By integrating high service standards with Sharia-compliant principles, hotels in Yogyakarta can strengthen customer retention and establish a loyal customer base, ensuring long-term sustainability in an increasingly competitive hospitality market.

### The Influence of Customer Satisfaction on Customer Loyalty

This study establishes a positive and significant relationship between customer satisfaction and customer loyalty in the hotel industry ( $\beta = 0.616$ , C.R = 2.098,  $p = 0.036$ ). These findings align with previous research indicating that higher customer satisfaction leads to increased customer loyalty. Rahmah et al. (2021) emphasize that service quality plays a crucial role in enhancing satisfaction, which in turn fosters customer retention. Similarly, Joviando & Kurniawati (2022) found that overall service quality significantly influences both customer satisfaction and loyalty, reinforcing the idea that superior service delivery directly impacts guest commitment. Additionally, research by Fatma & Rahman (2017) highlights the role of emotional engagement in customer satisfaction, demonstrating that guests who develop emotional connections with a hotel brand are more likely to remain loyal. These studies collectively confirm that maintaining high levels of customer satisfaction is fundamental to ensuring long-term loyalty in the hospitality industry.

While most studies support the direct relationship between customer satisfaction and loyalty, some research suggests that additional factors may mediate or weaken this connection. For instance, Fatima et al. (2021) argue that trust and brand image can sometimes exert a stronger influence on customer loyalty than satisfaction alone, particularly in highly competitive hospitality markets. Similarly, Adebayo & Ademokoya (2020) highlight that demographic factors such as age, income, and cultural background can shape guests' perceptions of satisfaction and loyalty, suggesting that personalized service strategies may be required to enhance retention. However, despite these nuanced perspectives, the dominant consensus in the literature supports the notion that customer satisfaction remains a key determinant of loyalty. Nikou & Khiabani (2020) reinforce this view by emphasizing the role of perceived value, arguing that when customers perceive high value in their hotel experience, their satisfaction levels rise, leading to stronger brand loyalty.

For Sharia-compliant hotels in Yogyakarta, these findings highlight the necessity of prioritizing customer satisfaction as a core strategy to enhance guest loyalty, particularly among Muslim travelers seeking ethical and culturally aligned hospitality services. Rahmah et al. (2021) emphasize that in Sharia hotels, service quality must be complemented by Islamic values, such as halal-certified amenities, adherence to Islamic ethical business practices, and an atmosphere that supports religious observance. Moreover, implementing effective service recovery mechanisms, as suggested by Liat et al. (2017), can help mitigate dissatisfaction and strengthen guest retention. Additionally, investing in aesthetically pleasing and comfortable environments, as recommended by Lee & Chuang (2022), can further enhance customer satisfaction, making guests more likely to return. By integrating service excellence with Sharia principles, hotels in Yogyakarta can establish a competitive advantage, foster stronger customer loyalty, and sustain long-term growth in the expanding halal tourism sector.

## CONCLUSION

This study examined the factors influencing customer satisfaction and loyalty in Sharia-compliant hotels in Yogyakarta, focusing on variables such as self-satisfaction, aesthetics, price, prestige, transactional value, hedonic value, and quality. The findings revealed that self-satisfaction, price, transactional value, hedonic value, and quality significantly impact customer satisfaction. In turn, satisfaction strongly predicts loyalty, highlighting its foundational role in fostering long-term customer relationships. Conversely, aesthetics and prestige had minimal influence, suggesting that customers prioritize adherence to Islamic principles and functional quality over visual or social attributes.

The implications of these findings underscore the importance of integrating Islamic values with high-quality service delivery to meet customer expectations and drive loyalty. For practitioners, this means prioritizing service consistency, transparency, and ethical practices while delivering memorable experiences that align with religious and cultural values.

This study contributes to the growing body of knowledge on Islamic hospitality by integrating established service quality frameworks with Sharia-compliant contexts. It provides actionable insights for practitioners and highlights the nuanced interplay between satisfaction and loyalty in this niche market. Further exploration of these dynamics can enhance understanding and foster innovation in the Islamic hospitality sector.

## Limitations of the Study

Despite its robust methodology, this study has several limitations. The cross-sectional design limits the ability to capture temporal changes in customer satisfaction and loyalty. Longitudinal studies could provide deeper insights into how satisfaction and loyalty evolve over time. Additionally, the sample was restricted to three Sharia-compliant hotels in Yogyakarta, which may not represent the broader market of Islamic hotels across Indonesia or other regions. The reliance on self-reported data introduces potential biases, as respondents may provide socially desirable answers rather than reflecting their true experiences.

Another limitation lies in the scope of variables examined. While the study analyzed a comprehensive set of factors, other dimensions—such as cultural or demographic influences—may also play significant roles in shaping customer satisfaction and loyalty. Similarly, the study focused on Muslim customers, potentially overlooking non-Muslim patrons who may also be part of the customer base in Sharia-compliant hotels.

These limitations suggest the need for caution in generalizing the findings beyond the specific context of this study. Future research can address these gaps to provide a more holistic understanding of customer satisfaction and loyalty in Islamic hospitality.

## Recommendations for Future Research

Future research should consider longitudinal studies to track changes in customer satisfaction and loyalty over time. This approach would provide deeper insights into

how factors like repeat experiences or shifting expectations influence long-term customer relationships. Additionally, expanding the sample size to include Islamic hotels across different regions or countries would enhance the generalizability of the findings and allow for comparative analyses of cultural or regional differences.

Further research could also explore the perspectives of non-Muslim customers who frequent Sharia-compliant hotels, shedding light on their expectations and satisfaction levels. Investigating how demographic factors, such as age, income, or education, shape perceptions of Sharia-compliant services would provide valuable insights for market segmentation and targeting.

Moreover, integrating qualitative methods, such as interviews or focus groups, could enrich understanding of the nuanced motivations and expectations of customers. Finally, future studies might examine the interplay between digitalization and customer satisfaction in Islamic hotels, particularly as technology becomes increasingly integral to service delivery. By addressing these areas, researchers can contribute to a more comprehensive understanding of customer behavior in Islamic hospitality and guide innovation in the sector.

### Author Contributions

Conceptualization	D.M.S. & Y.A.	Resources	Y.A.
Data curation	D.M.S. & Y.A.	Software	D.M.S. & Y.A.
Formal analysis	D.M.S., Y.A., & B.P.P.	Supervision	Y.A.
Funding acquisition	D.M.S. & Y.A.	Validation	D.M.S., Y.A., & B.P.P.
Investigation	D.M.S. & Y.A.	Visualization	D.M.S. & Y.A.
Methodology	D.M.S. & Y.A.	Writing – original draft	D.M.S., Y.A., & B.P.P.
Project administration	D.M.S. & Y.A.	Writing – review & editing	D.M.S., Y.A., & B.P.P.

All authors have read and agreed to the published version of the manuscript.

### Funding

This study received no direct funding from any institution.

### Institutional Review Board Statement

The study was approved by Program Studi Ekonomi Islam (S1), Fakultas Ilmu Agama Islam, Universitas Islam Indonesia, Yogyakarta, Indonesia.

### Informed Consent Statement

Informed consent was obtained before respondents filled out the questionnaire.

### Data Availability Statement

The data presented in this study are available on request from the corresponding author.

### Acknowledgments

The authors thank Program Studi Ekonomi Islam (S1), Fakultas Ilmu Agama Islam, Universitas Islam Indonesia, Yogyakarta, Indonesia, for administrative support for the research on which this article was based.

### Conflicts of Interest

The authors declare no conflicts of interest.

## Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

During the preparation of this work the authors used ChatGPT, DeepL, Grammarly, and PaperPal in order to translate from Bahasa Indonesia into American English, and to improve clarity of the language and readability of the article. After using these tools, the authors reviewed and edited the content as needed and take full responsibility for the content of the published article.

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