

## Islamic Business Strategy of Hotel Matahari Jambi in Increasing the Number of Visitors

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### Abstract

This study examines the Islamic business strategy implemented by Hotel Matahari Jambi in increasing the number of visitors through the application of Islamic ethical values in hotel operations. The findings reveal that the hotel consistently applies Islamic principles by enforcing operational policies such as verifying guest identities and permitting only legally married couples to stay together, reflecting its commitment to morality, discipline, and social responsibility. Although the hotel has not obtained formal halal certification, these practices successfully create a safe, comfortable, and family-friendly environment that positively influences customer perceptions, particularly among Muslim visitors seeking accommodation aligned with religious values. The implementation of Islamic ethics also strengthens customer trust, emotional comfort, and the hotel's positive reputation, which contributes to customer loyalty and repeat visits. In addition, the Islamic-oriented operational system serves as a differentiation strategy within the competitive hospitality industry by positioning the hotel as an ethically responsible and morally consistent business entity. Therefore, the experience of Hotel Matahari Jambi demonstrates that the practical implementation of Islamic business values can become an effective strategy for improving customer satisfaction, strengthening competitive advantage, and increasing the number of visitors even without official halal certification.

### Keywords

Competence, Employee Performance, Motivation, Public Sector, Workload.



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## INTRODUCTION

The development of the halal tourism industry in Indonesia has encouraged the growth of Islamic-based business strategies in various sectors, including the hospitality industry. As the country with the largest Muslim population in the world, Indonesia possesses significant potential to develop hotels that implement Islamic values in their operational systems and customer services. The concept of Islamic

hospitality does not merely emphasize halal food and beverages, but also includes ethical business practices, moral responsibility, customer protection, and the implementation of sharia principles in hotel management (Huda et al., 2021). In recent years, Muslim-friendly hotels have become increasingly important because Muslim travelers tend to seek accommodation that provides comfort, safety, and services aligned with Islamic teachings. According to Ayatina et al. (2021), the rapid growth of halal tourism has created new opportunities for hotels to integrate Islamic principles into their marketing strategies, service quality, and operational management. This condition has made Islamic business strategy not only a religious obligation but also a competitive advantage in attracting visitors and building customer trust. Therefore, many hotels in Indonesia have started to adopt Islamic values in order to improve their reputation and increase visitor satisfaction.

In the context of hotel business competition, customer trust is one of the most important factors influencing visitor decisions. Islamic business strategy emphasizes honesty, transparency, and moral accountability as the foundation of business activities. Nugroho et al. (2019) explain that the halal tourism ecosystem is closely related to *maqashid sharia*, which aims to protect religion, morality, and social welfare in economic activities. This perspective indicates that hotels implementing Islamic principles are expected to create a safe and ethical environment for guests. One of the most visible forms of Islamic hotel management is the regulation concerning unmarried couples staying in hotel rooms. In Islamic teachings, maintaining morality and preventing immoral behavior are essential values that should be reflected in business operations. Consequently, some hotels apply policies requiring guests to show valid identification and proof of legal marriage before allowing couples to stay in the same room. This practice reflects the implementation of Islamic ethics in hospitality services even when the hotel does not officially claim to be a sharia hotel.

Hotel Matahari Jambi represents an interesting case in the implementation of Islamic business strategy within the hospitality sector. Although the hotel has not obtained halal certification until now, in practice it strongly applies Islamic moral principles in serving guests. The management carefully checks the identity of visitors who intend to stay as couples. Guests who can prove that they are legally married are permitted to stay, while unmarried couples are not allowed to rent rooms together. This policy demonstrates the hotel's commitment to maintaining Islamic values and protecting social morality despite the absence of formal halal certification. According to Triatmo et al. (2022), the implementation of sharia principles in hotels is not limited to formal labels or certification but can also be reflected through hotel culture, ethical

standards, and operational practices. In this regard, Hotel Matahari Jambi shows that Islamic business values can still be practiced consistently even without official recognition as a halal hotel. Such practices may positively influence customer perceptions, particularly among Muslim visitors who prioritize religious values when selecting accommodation.

Furthermore, the absence of halal certification at Hotel Matahari Jambi creates an important research gap regarding how Islamic business strategies can influence visitor interest and loyalty without formal certification. Previous studies have mostly focused on certified halal hotels, while limited attention has been given to conventional hotels that implement Islamic values informally. Meanwhile, communication strategies and service implementation are crucial factors in building customer confidence in halal-oriented hospitality businesses (Rachmiatie et al., 2020). The consistency of Hotel Matahari Jambi in maintaining Islamic ethical standards may become a unique branding strategy capable of differentiating the hotel from competitors. In addition, the hotel's policy can contribute to creating a comfortable and morally secure environment for guests, which may indirectly increase the number of visitors. Therefore, examining the Islamic business strategy of Hotel Matahari Jambi becomes important to understand how Islamic values are implemented operationally and how these strategies contribute to increasing visitor numbers in the competitive hospitality industry in Jambi.

## **METHODS**

This study employed a qualitative descriptive research method to analyze the Islamic business strategy implemented by Hotel Matahari Jambi in increasing the number of visitors. The qualitative approach was chosen because it enables researchers to explore deeply the implementation of Islamic values in hotel operations, particularly regarding guest service policies, identity verification procedures, and moral considerations applied by hotel management. The research was conducted at Hotel Matahari Jambi using primary and secondary data sources. Primary data were obtained through direct observation, in-depth interviews with hotel managers, employees, and several visitors, as well as documentation related to hotel regulations and operational practices. Secondary data were collected from journals, books, and previous studies concerning Islamic business strategy, halal tourism, and sharia hospitality management. Data analysis was carried out using the interactive model of data reduction, data display, and conclusion drawing as proposed by Matthew B. Miles and A. Michael Huberman. To ensure data validity, the study applied source triangulation and technique triangulation by comparing interview results,

observations, and documentation findings. This method was expected to provide a comprehensive understanding of how Islamic business strategies are implemented at Hotel Matahari Jambi despite the absence of formal halal certification and how these practices contribute to increasing visitor interest and trust.

## **FINDINGS AND DISCUSSION**

### **Implementation of Islamic Business Strategy at Hotel Matahari Jambi in Hotel Operations**

The implementation of Islamic business strategy in the hospitality industry reflects the integration of Islamic ethical principles into hotel management and customer services. In the context of Hotel Matahari Jambi, the operational system demonstrates the application of Islamic values despite the absence of formal halal certification. Islamic business strategy emphasizes moral responsibility, honesty, justice, and the protection of social ethics in every business activity. These principles are important because hospitality businesses are not only profit-oriented but also socially responsible for maintaining public morality and customer comfort. The management of Hotel Matahari Jambi applies Islamic values by implementing strict guest verification procedures, particularly for couples who intend to stay in the same room. Hotel staff carefully check visitor identities and require proof of legal marriage before permitting couples to stay together. Couples who cannot prove their marital status are not allowed to rent rooms in the hotel. This policy indicates that the hotel prioritizes Islamic moral teachings in its operational practices and seeks to create a safe and ethical environment for guests. According to Wilson (2012), Islamic marketing and business strategies are strongly connected to ethical values, where business organizations are expected to align their operational activities with Islamic teachings to gain trust and sustainability in Muslim markets. Therefore, the operational practices at Hotel Matahari Jambi can be understood as a form of practical Islamic business implementation that strengthens its identity as a morally responsible hospitality business.

The implementation of Islamic values at Hotel Matahari Jambi also reflects the concept of sharia compliance in hospitality management, although the hotel has not officially obtained halal certification. In many cases, halal certification is considered an important formal indicator of Islamic compliance in the hotel industry. However, Islamic business strategy is not solely determined by certification status but also by the consistency of ethical practices implemented in daily operations. Hotel Matahari Jambi demonstrates this consistency through regulations aimed at preventing immoral activities and protecting the social values upheld by the surrounding Muslim

community. Such policies align with the concept of *maqashid sharia*, particularly the protection of morality and social order. The hotel's operational system illustrates that Islamic business values can be implemented informally through service standards and managerial decisions. In addition, the hotel management seeks to provide a comfortable environment for Muslim visitors who prefer accommodation aligned with religious norms. The implementation of Islamic principles in hospitality services contributes to customer satisfaction because Muslim travelers often prioritize moral safety, cleanliness, and religious compatibility when choosing accommodation. Battour et al. (2014) explain that Muslim-friendly hospitality services significantly influence Muslim tourist satisfaction because these services fulfill both spiritual and emotional needs during travel. Thus, the practices applied by Hotel Matahari Jambi may strengthen visitor confidence even without formal halal branding.

Another important aspect of Islamic business strategy at Hotel Matahari Jambi is the role of employees in maintaining ethical service quality. Hotel staff are responsible for implementing operational policies politely and professionally to avoid discomfort among guests. In Islamic business ethics, employees are expected to perform their duties honestly, respectfully, and fairly toward all customers. The process of checking guest identities and verifying marital status requires careful communication skills because the issue is sensitive and closely related to customer privacy. Therefore, hotel employees must balance professionalism with Islamic moral principles in delivering services. This condition illustrates that Islamic business strategy is not merely about written regulations but also about organizational culture and employee behavior. The hotel management indirectly builds an Islamic work culture where staff members are encouraged to maintain discipline, responsibility, and ethical interaction with visitors. Such practices contribute to the development of a positive hotel image among customers who value Islamic norms in accommodation services. According to Eid and El-Gohary (2015), Islamic-oriented service quality can positively influence customer trust, loyalty, and intention to revisit hospitality businesses. Consequently, the implementation of Islamic operational values at Hotel Matahari Jambi may function as an effective strategy to maintain long-term customer relationships and strengthen competitiveness in the hospitality industry.

Furthermore, the operational strategy implemented by Hotel Matahari Jambi indicates that Islamic values can become a distinctive business identity in the competitive hotel market. In modern hospitality industries, differentiation is essential to attract specific market segments, particularly Muslim travelers seeking ethically responsible accommodation. By emphasizing moral supervision and Islamic ethical

standards, Hotel Matahari Jambi creates a unique positioning compared to conventional hotels that may not apply similar regulations. The hotel's policy regarding unmarried couples reflects its commitment to maintaining Islamic social norms while simultaneously protecting the comfort of other guests. This approach may also contribute to creating a family-friendly environment that appeals to religiously conscious visitors. The implementation of Islamic business strategy in hotel operations demonstrates that business success can be achieved through ethical consistency and value-based management rather than relying solely on formal certification or commercial promotion. Therefore, Hotel Matahari Jambi provides an important example of how Islamic principles can be integrated practically into hospitality management to support customer trust and business sustainability in Muslim-majority communities (Rahman et al., 2020).

### **The Role of Islamic Ethical Values in Building Visitor Trust and Comfort at Hotel Matahari Jambi**

The role of Islamic ethical values in building visitor trust and comfort has become increasingly important in the hospitality industry, especially in Muslim-majority societies such as Indonesia. Islamic ethics in business emphasize honesty, responsibility, fairness, modesty, and the protection of moral values in social interactions. In the context of Hotel Matahari Jambi, these ethical principles are reflected in the hotel's operational policies and service practices toward guests. Although the hotel does not yet possess formal halal certification, the management consistently applies Islamic moral standards by ensuring that couples staying together can prove their legal marital status. This policy demonstrates the hotel's commitment to maintaining social morality and creating a safe environment for visitors. Such practices are important because customer trust in hospitality businesses is often influenced not only by physical facilities but also by ethical credibility and value-based management. Muslim visitors, in particular, tend to prefer accommodations that respect Islamic teachings and provide an atmosphere aligned with religious norms. Therefore, the implementation of Islamic ethical values at Hotel Matahari Jambi contributes significantly to strengthening customer confidence and encouraging positive perceptions among visitors. According to Han et al. (2019), ethical service practices in hospitality businesses positively influence customer trust and increase the likelihood of customer loyalty and repeat visits.

Visitor comfort is also closely connected to the hotel's ability to create a morally secure and socially respectful environment. Hotel Matahari Jambi applies identity verification procedures not merely as administrative requirements but as part of its

commitment to Islamic ethical standards. By prohibiting unmarried couples from staying together, the hotel seeks to maintain a family-friendly atmosphere that aligns with the expectations of many Muslim guests. This policy may increase visitors' sense of security and psychological comfort because guests perceive the hotel environment as disciplined and morally supervised. In Islamic hospitality, comfort is not only measured through luxurious facilities or service speed but also through emotional and spiritual satisfaction. Muslim customers often value environments that support religious values and minimize exposure to activities considered contrary to Islamic teachings. Consequently, the hotel's ethical policies may strengthen its reputation among religiously conscious consumers who seek accommodation compatible with their beliefs. Furthermore, such practices can indirectly reduce potential conflicts or social disturbances within the hotel environment. Battour and Ismail (2016) explain that Islamic attributes in hospitality services, including moral regulation and Islamic-friendly environments, significantly contribute to Muslim traveler satisfaction and comfort during their stay. Thus, Hotel Matahari Jambi's operational practices demonstrate how Islamic ethical values can function as an important element in enhancing visitor experiences.

Another significant aspect of Islamic ethical implementation at Hotel Matahari Jambi is the development of trust through transparency and consistency in service delivery. Trust in hospitality businesses is built when customers perceive that hotel management consistently applies its values without discrimination or inconsistency. The hotel's policy regarding visitor identity verification is applied uniformly to all guests, reflecting fairness and professional integrity. This consistency strengthens the credibility of the hotel because customers understand that the management prioritizes ethical standards over purely commercial interests. In Islamic business ethics, trustworthiness or *amanah* is considered a fundamental principle that must guide all business interactions. A business that consistently upholds moral values is more likely to gain long-term customer trust and community support. Additionally, transparency in hotel policies helps customers understand the reasons behind operational regulations, thereby reducing misunderstandings or dissatisfaction. The ethical image developed by Hotel Matahari Jambi may also influence word-of-mouth promotion among Muslim communities, where recommendations based on moral reputation play an important role in consumer decision-making. According to Abuznaid (2009), Islamic business ethics emphasize accountability and trust as essential foundations for sustainable business relationships and customer loyalty. Therefore, the ethical consistency demonstrated by Hotel Matahari Jambi contributes positively to building

strong relationships with visitors and enhancing its reputation within the local hospitality market.

Moreover, Islamic ethical values implemented at Hotel Matahari Jambi may serve as a strategic advantage in the increasingly competitive hospitality industry. Modern consumers, especially Muslim travelers, are becoming more selective in choosing accommodation that reflects their personal and religious values. Hotels that demonstrate ethical responsibility and social awareness often gain stronger emotional connections with customers compared to businesses that focus solely on commercial aspects. The management of Hotel Matahari Jambi shows that Islamic ethics can become part of the hotel's branding and identity even without formal halal certification. The hotel's emphasis on moral supervision, respectful service, and ethical discipline creates a distinctive image that differentiates it from many conventional hotels. This differentiation may strengthen customer loyalty because visitors feel that the hotel provides not only accommodation services but also an environment supportive of Islamic values and social decency. In addition, the implementation of Islamic ethics contributes to social harmony within the surrounding community, as the hotel is perceived as respecting local cultural and religious norms. Such conditions may indirectly support the hotel's sustainability and visitor growth in the long term. As stated by Jalil et al. (2010), ethical business conduct based on Islamic principles enhances organizational reputation, customer trust, and competitive advantage in service industries. Consequently, the experience of Hotel Matahari Jambi illustrates that Islamic ethical values can play a central role in building visitor trust, comfort, and long-term business success

### **Islamic Business Strategy of Hotel Matahari Jambi in Increasing the Number of Visitors.**

The Islamic business strategy implemented by Hotel Matahari Jambi plays an important role in increasing the number of visitors by creating a distinctive identity based on Islamic ethical values. In the competitive hospitality industry, hotels are required to develop strategies that not only attract customers but also build long-term trust and loyalty. Hotel Matahari Jambi applies Islamic principles through operational policies that emphasize moral responsibility, customer protection, and ethical discipline. One of the most prominent strategies implemented by the hotel is the verification of guest identities, particularly for couples who intend to stay together. Married couples who can provide valid proof of marriage are allowed to stay, while unmarried couples are not permitted to rent rooms together. This regulation reflects the hotel's commitment to Islamic morality and social ethics despite the absence of

formal halal certification. Such practices contribute to the development of a positive reputation among Muslim communities, especially for visitors seeking accommodation that aligns with Islamic teachings. The hotel's strategy demonstrates that practical implementation of Islamic values can function as a powerful marketing tool because Muslim consumers increasingly prefer businesses that reflect their religious beliefs and ethical expectations. According to El-Gohary (2016), Islamic branding and halal-oriented business strategies significantly influence Muslim consumer behavior because they create emotional trust and spiritual satisfaction among customers. Therefore, Hotel Matahari Jambi's Islamic operational approach may positively contribute to attracting more visitors and strengthening customer loyalty.

Another important factor contributing to visitor growth at Hotel Matahari Jambi is the creation of a safe and comfortable environment based on Islamic ethical standards. In hospitality businesses, customer satisfaction is strongly influenced by the atmosphere and social environment provided by the hotel. By implementing strict moral regulations, the hotel creates an environment perceived as disciplined, family-friendly, and socially secure. This condition becomes particularly attractive for Muslim families, religious travelers, and guests who prioritize comfort and moral safety during their stay. Many visitors may perceive the hotel as a place that protects Islamic values while maintaining professionalism in customer service. The absence of immoral activities within the hotel environment may also increase the confidence of guests who seek peaceful and ethically responsible accommodation. Furthermore, the hotel's Islamic policies may indirectly strengthen customer recommendations through positive word-of-mouth communication within local communities. In Muslim-majority societies, recommendations based on moral reputation often have a strong influence on consumer decisions. Therefore, the consistency of Islamic practices at Hotel Matahari Jambi may help increase visitor numbers through community trust and social acceptance. According to Rahman et al. (2020), Muslim-friendly hospitality services positively affect customer satisfaction and revisit intentions because customers feel emotionally and spiritually comfortable in environments that reflect Islamic values. Thus, the Islamic business strategy implemented by Hotel Matahari Jambi contributes not only to customer trust but also to sustainable visitor growth.

The hotel's Islamic business strategy also functions as a differentiation mechanism in the increasingly competitive hotel industry in Jambi. Many hotels compete primarily through pricing, facilities, and promotional campaigns, but Hotel Matahari Jambi differentiates itself through ethical and religious values embedded in

its operational system. This differentiation provides a unique market positioning because the hotel targets consumers who value morality and Islamic principles in hospitality services. Even without halal certification, the practical implementation of Islamic ethics creates a strong perception that the hotel operates according to sharia-oriented principles. Such positioning may attract a niche market of Muslim travelers who are more concerned with ethical consistency than formal branding. In addition, the hotel's policy reflects social responsibility toward the surrounding community by maintaining public morality and respecting local cultural values. This approach strengthens the hotel's social legitimacy and may increase community support for the business. The combination of ethical consistency, community trust, and customer comfort creates a competitive advantage that can contribute to increasing visitor numbers over time. Wilson and Liu (2011) argue that Islamic marketing strategies create stronger emotional engagement with Muslim consumers because they integrate religious values into business identity and customer experiences. Consequently, Hotel Matahari Jambi's strategy demonstrates that Islamic ethics can become an effective differentiation tool in hospitality business competition.

Furthermore, the Islamic business strategy implemented by Hotel Matahari Jambi illustrates that customer loyalty and visitor growth can be achieved through value-based management rather than relying solely on formal certification or modern promotional techniques. The hotel consistently maintains Islamic operational values as part of its organizational culture, which strengthens visitor perceptions regarding the credibility and integrity of hotel management. Customers are more likely to revisit businesses they perceive as trustworthy, ethical, and aligned with their personal values. In the case of Hotel Matahari Jambi, the application of Islamic moral standards contributes to building emotional attachment between visitors and the hotel. This attachment may encourage repeat visits and positive recommendations to relatives and social networks. Moreover, the hotel's Islamic approach may appeal to broader consumer segments seeking ethical and socially responsible accommodation regardless of religious background. Ethical consistency in hospitality services often generates customer respect and long-term satisfaction, which are essential factors in sustaining business growth. As stated by Hassan and Rahman (2015), Islamic hospitality practices enhance customer perceptions of trustworthiness, service quality, and organizational credibility, thereby influencing customer loyalty and business sustainability. Therefore, the experience of Hotel Matahari Jambi confirms that Islamic business strategies can effectively increase visitor numbers by combining ethical commitment, customer trust, and socially responsible hospitality management.

## CONCLUSION

Islamic business strategy implemented by Hotel Matahari Jambi has an important role in strengthening hotel operations, building visitor trust and comfort, and increasing the number of visitors despite the absence of formal halal certification. The hotel consistently applies Islamic ethical values through operational policies such as verifying guest identities and only allowing legally married couples to stay together, which reflects its commitment to maintaining morality and social responsibility in accordance with Islamic principles. These practices create a safe, disciplined, and family-friendly environment that positively influences customer perceptions, particularly among Muslim visitors seeking accommodation aligned with religious values. Furthermore, the implementation of Islamic ethics contributes to the development of customer trust, emotional comfort, and positive hotel reputation, which ultimately supports customer loyalty and repeat visits. The Islamic-oriented operational system also functions as a differentiation strategy in the competitive hospitality industry by presenting the hotel as an ethically responsible and morally consistent business. Therefore, the experience of Hotel Matahari Jambi demonstrates that practical implementation of Islamic business values can become an effective strategy for enhancing customer satisfaction, strengthening competitive advantage, and increasing visitor numbers even without official halal certification.

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