

# Effects of Interior Design on Hotel User Behavior Sharia Concept

Dina Fatimah  
*Departemen Desain Interior*  
*Universitas Komputer Indonesia*  
 Bandung, Indonesia  
 dina.fatimah@email.unikom.ac.id

**Abstract**—This research aims to find the effect of user behavior on the interior design concept of Sharia Hotels. Sharia hotels are hotels that designed using Islamic principles. The method used in this research was to describe the layout (interior design of the room) in a case study and an in-depth analysis. The result found to be a positive user interaction with the spatial concept that refers to the Sharia concept. The success of an interior designer is to produce a design that comes from the data of user needs and make it happen through facilities that affect users.

**Keywords**— Interior Design, Behavior, Sharia Hotel

## I. INTRODUCTION

Since 1980s, hotel business has developed in line with economic development [1]. In recent years, many studies have begun to discuss the application of the concept of Sharia to hotels. This study discusses the existence of public facilities that carry a concept of sharia hotels. The phenomenon of the emergence of sharia-based hotels has begun in recent years. The presence of sharia hotels arose due to differences in perceptions circulating in the community about the existence of conventional hotels. Among them was Ubaid Aisyul Hana in 2019 about the concept of sharia hotels and their implementation in Surabaya [2], Anwar Basalamah is the one who discussed the presence of Sharia packaging in the hospitality business and the application of Sharia business ethics to hotels by Siti Rohmah. These studies generally discuss the concept of sharia in terms of being related to Islam and its relation to the hotel business. This research more emphasize on visuals that implement the Sharia concept and its effects on hotel user behavior. As in this study, visual means the spatial structure and its supporting elements.

The method used in this research is to describe the layout or interior design of the room in a case study and an in-depth analysis. The result was found to be a positive user interaction with the spatial concept that refers to the Sharia concept.

In terms of terminology, sharia is a system of divine norms that regulates relations with God, human relations with each other, and human relations with all of God's creation in the universe. In general, there are a number of things that concern the purpose of sharia, namely to maintain religion, maintain reason, safeguard property, maintain offspring, and protect themselves. If associated with this, the presence of sharia hotels can be concluded to facilitate users in carrying out activities that are in accordance with Divine norms.

Based on the explanation of sharia, the main target of this hotel user is Muslim users. Although there is a possibility

that some hotel users can be from non-Muslims. By carrying out the concept of sharia, the guidelines used by interior designers in realizing spatial planning must be based on sharia principles or principles based on the Quran and Hadith.

Interior Design is one of the answers to solving space problems. Interior design accommodates the needs of human users. Humans interact with the space around them. Space atmosphere can cause stimuli to human emotions. Physical, psychological, and sociological elements of human beings can give rise to a space experience.

In designing interior spaces, a designer answers human needs, analyzes the behavior of human users, and thinks about how the room can form a good environment. Vice versa, if space facilities have been designed, the user will treat the space with appropriate behavior. This study of behavior is generated by users of public facilities by taking the case of sharia-based hotels. As a case study, the researcher took the object user Daarul Jannah Cottage facilities located in the Daarut Tauhid Islamic Boarding School environment.

The existence of sharia-style hotels will raise several questions as follows:

1. How is the interaction between users and space
2. How is the application of the Islamic concept to public facilities (hotels)
3. How users treat spaces designed with sharia concepts.

The hotel is one of the inpatient facilities that provides food, drinks, lodging rooms, recreation, or sports. This facility can be used by paying the amount determined by the hotel, which is adjusted to the availability of facilities.

Whereas sharia hotels are in-house facilities based on the rules that apply in Islam. Sharia sources are the Quran, Hadith, and Ijtihad. Sharia relates to compulsory law, haram, Sunnah, and makruh. In available facilities, sharia hotels must provide worship support facilities and eliminate facilities that are in vain in Islam. The following facilities are available in sharia hotels [3] :

1. Lobby
2. Front Office
3. PublicToilet
4. Bedroom
5. Toilet
6. Kitchen
7. Employee Room
8. Praying room
9. Pool
10. Spa

11. Housekeeping room
12. Restaurant
13. Entertainment Facilities (which does not deviate from Islamic value)
14. Administration
15. Commons Room

Understanding sharia concept hotels is usually juxtaposed with Islamic architectural concepts. Characteristics of Islamic architecture [4]:

1. Balanced, measurable, and neat (Q.S Furqaan, verse 2)
2. Never deviate
3. Harmony, beautiful composition to look at
4. Clean
5. Having a function, not in vain

In the city of Bandung, the presence of sharia hotels is quite widespread. The phenomenon of sharia hotels appears to be one of the factors due to people's views on conventional hotels. Sharia hotel needs are personal related to principles. One example of a sharia-based hotel in Bandung is Daarul Jannah Cottage (DJC). This cottage is an in-house facility located in the Daarut Tauhid Islamic Boarding School environment (Fig.1). In the beginning, the existence of this cottage was to facilitate the lodging of the community who attended the training at the boarding school.

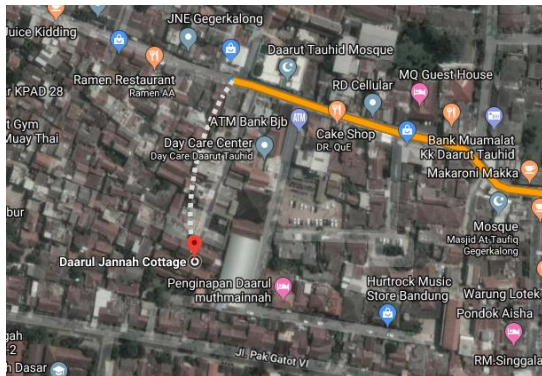


Fig. 1. Site Plan Daarul Jannah Cottage  
Source : Google Maps

The DJC site plan that is in an Islamic environment, has a conducive impact on the presence of these in-house facilities (Fig.2).

Free Wi-Fi in all rooms	Wi-Fi in public areas
Garden	Massage
Tours	Restaurants
Room service [24-hour]	Laundry service
Shops	Smoking-area
Elevator	Front desk [24-hour]
Pets-allowed	Airport transfer
Car park [on-site]	Desk
Free bottled water	Non-smoking
Shower	TV
Wi-Fi [free]	

Fig. 2. DJC Facilities  
Source: www.agoda.com

Facilities not available at DJC are smoking areas, spas, bars, and karaoke. This facility is considered to interfere with the comfort of residents / guests who are staying and can violate the provisions contained in the Quran and Hadith. This facility is not permitted to bring pets because it will interfere with cleanliness (unclean free) for worship. The following are examples of rooms and facilities available at the DJC cottage (Fig.3).

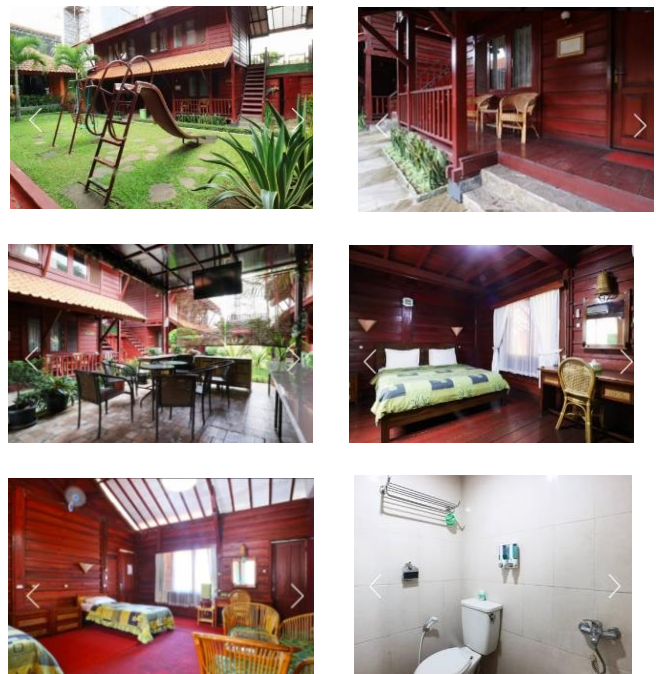


Fig. 3. DJC Facilities  
Source : www.agoda.com

DJC provides 24 rooms with two types. Each room has a bathroom equipped with a toilet shower which also functions for ablution activities.

When designing, an interior design plan based on the user needs by looking at the activities carried out. Assumptions will appear at the planning stage. After doing the planning stages, the next stage is design.

Designing is done based on user activities. The facilities provided support the activities carried out. Seeing this relationship, the facilities that exist in a space will shape the human behavior of its users. If we talk about human behavior, it is usually associated with knowledge of behavior and human psychic knowledge (psychology). The environment can affect humans psychologically [5]. The relations are:

1. The physical environment can affect human behavior
2. The environment can decide what actions to do
3. The environment can shape a person's personality
4. Environment influences identity and self image.

Behavior can be divided into two types [6]: 1. Closed behavior. This behavior cannot be clearly observed by others. 2. Open behavior. It is a behavior that can be seen clearly in action. Stimulus received by someone will not be the same, this is influenced by several factors as follows;

1. Internal factors, namely personal character, genes, gender, age, and so on.
2. External factors, namely the economic environment, social culture, and so on.

## II. METHOD

This study used a qualitative descriptive analysis approach. The research began by describing findings in the field, describing the elements forming space. Then collect literature relating to the concept of sharia and see the satisfaction and perceptions of users through questionnaires.

The study took a case study at Daarul Jannah Cottage - Bandung, West Java. This hotel was taken as a case study because it is located in a religious environment, the Darut Tauhid boarding school. Respondents taken were cottage guests.

## II. RESULTS AND DISCUSSION

In analyzing, some measurement parameters are : awareness, interest, evaluation, trial, and adoption obtained by the user [7-10].

### 3.1 Awareness

The user is aware of the location of the facility. DJC is in an Islamic nuance environment. This will affect the atmosphere of the environment where this facility is located. The existence of conducive worship facilities, the sound of prayer calls (azan) that are clearly heard, and human interaction in the surrounding environment makes users aware of any stimulus that will affect their behavior. Users already know the facilities provided are not the same as conventional hotels. There is no bar and karaoke room, as well as spa and smoking area.

### 3.2 Interest

Users are interested in doing the same thing in accordance with environmental conditions. During prayer times, public facilities at JDC such as restaurants are closed, affecting user behavior. The room is made of wood material. Acoustically not very good, so users treat the room to see the surrounding conditions.

The size of the room in the room on the CDJ exactly matches the activities and needs of the user. The effect is that users feel comfortable and safe. The furniture is arranged according to function and adjusted to its needs with the maximum number of occupants of the room.

The color applied to the CDJ takes the color brown similar with neutral wood, which gives a natural impression. This natural impression affects the calm of the user.

### 3.3 Evaluation

The user weighs whether or not the stimulus received. The condition of the building which consists of two floors with wood material directs user behavior to maintain noise between rooms.

### 3.4 Trial

Users try new behavior. With a conducive atmosphere, users follow to maintain environmental conduciveness.

### 3.5 Adoption

Users have new behaviors according to their knowledge, awareness, and attitude towards the stimulus.

## IV. CONCLUSION

Based on the explanation above, it can be concluded that between interior design and behavior has a relationship. Human behavior can be directed by presenting good and correct designs tailored to their needs. The success of an interior designer is to produce a design that comes from the data of user needs and make it happen through facilities that affect users. In designing a public facility space that carries a special theme, it should be implemented in all aspects of space building. In the case of sharia hotels, it is not only the management that has the concept of sharia, but it is better for all available facilities based on Islamic values that have been regulated in religious rules.

## ACKNOWLEDGMENT

Thanks are given to Daarul Jannah Cottage website who have provide information and data related to this research. Thanks also go to Universitas Komputer Indonesia for giving space to publish this research.

## REFERENCES

- [1] Black,W. International Hotel and Resort Design 2. PBC International.Inc. Hongkong (1991).
- [2] Hana,U.A. Konsep Hotel Syariah dan Implementasinya di Namira Hotel Surabaya. UIN Sunan Ampel Surabaya. Surabaya, (2018).
- [3] Komar,R. Hotel Management. Grasindo. Jakarta (2006).
- [4] Laurens,J. Arsitektur dan Perilaku Manusia. PT Grasindo. Jakarta, (2004).
- [5] Marat,S. Perilaku Manusia. PT Refika Aditama. Bandung, (2006).

- [6] Peraturan Menteri Pariwisata dan Ekonomi Kreatif. Pedoman Penyelenggaraan Usaha Hotel Syariah, No.2, 17/1/2014. (2014).
- [7] Pratomo,A.,Subaktio G. Analisis Konsep Hotel Syariah Pada Hotel Sofyan Jakarta Sebagai Worlds Best Family Friendly Hotel. Jurnal Sains dan terapan Pariwisata. Vol2.No3,p.354-367. STPS. Jakarta, (2017).
- [8] Rohmah,S, Penerapan Nilai-nilai Etika Bisnis Islam di Hotel Madani Syariah Yogyakarta.UIN Sunan Kalijaga. Yogyakarta, (2014).
- [9] Tandal,A. Arsitektur Berwawasan Perilaku (Behaviorisme). Media Matrasain Vo.8 No1. Unsrat., (2011).
- [10] Usmani, S. Feng Shui Rumah Islami. Trans taqwa. Jakarta, (2008)