

# Impact of Halal Certification on Guest Satisfaction at the Restaurant Grand Sawit Hotel Samarinda

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## ABSTRACT

Grand Sawit Hotel Is a hotel with sharia management located in Samarinda, with various facilities that meet the classification and qualifications (DSN-MUI). One of the adequate facilities for guest satisfaction is a restaurant, which provides food and drinks that guest need. The author's research aimed to find halal certification on the joy of guests who visited the Grand Sawit Hotel Restaurant Samarinda. The methodology used by the author in this study is multiple linear regression analysis, classical assumption test, coefficient of determination, t-test or known as partial test and f test or known as a simultaneous test. The F test proves that hygiene of sanitation simultaneously has a significant value of  $0.000 < 0.05$ , and on the t-test or partially the halal product variable has a significance value of  $0.000 < 0.05$ , the sanitation hygiene variable has a value of  $0.001 < 0.05$ . Partially and simultaneously, there is a significant and positive influence on guest satisfaction. The R Square value of 0.209 explains that the independent variable can influence the dependent variable by 20.9%. The last conclusion was that 79.1% were defined by various other variables outside of the research carried out.

**Keywords:** Halal Certification; Restaurant; Guest Satisfaction; Sharia Hotel

## 1. INTRODUCTION

The concept of a sharia hotel is relatively new, but not a few Indonesian people who are Muslim are interested in the hotel. It began with the entry of the banking industry, which was quite successful by embedding the sharia label in the realm of management and operations in Indonesia. The entrance and development of banks using a sharia basis, when in 1993 a sharia-based hotel business emerged in various parts of Indonesia [1]. According to Janitra [1], Sharia has a unique characteristic, and Sharia is comprehensive and universal. The universal meaning itself holds meaning if Sharia can be implemented by every individual, with various locations and multiple times. Hotels with a sharia basis in their implementation need to make adjustments to their business activities that are guided by pre-defined Islamic law, the adjustments made must meet the qualifications and classifications that have been designed

and determined by the National Sharia Council-Indonesian Ulema Council (DSN-MUI) regarding the standardization of sharia hotels, as well as guided by the parameters that have been set, therefore a hotel can be categorized as a sharia hotel [1].

One of the departments that help improve hotel services, namely, Food and Beverage Product, which is included in the department that serves a variety of drinks and food needed by hotel guests, where this department has a very crucial role when serving various foods starting from the raw material process. until served as food [2]. Halal food and beverage products are a significant issue for followers of the Islamic religion. Followers of the *Islah* religion are required to consume halal drinks and food. Various Islamic laws have determined how to meet their food needs which have been contained and regulated in the Muslim holy book, namely: The Qur'an is precisely in *Surah Al-Maidah* verse 88 to verse 89. It explains that food categorized as

halal is all types of food, except those specifically said to be prohibited or forbidden foods and are acts that violate Islamic law.

Hotel Grand Sawit Samarinda is one of the hotels that applies the concept of Sharia in its management with hospitality service standards based on Islamic law. In addition, the existing restaurants provide halal food and drinks while maintaining Islamic laws. With Islamic nuances and values, Hotel Grand Sawit is required to continue to provide optimal service and comfort to hotel guests who stay and use its services. If the user receives a service that follows his expectations, then the quality of the service provided falls into the category of satisfactory service. If the perceived service is more than the user's expectations, it can be said that the service quality is in the excellent and good category [3]. While according to [4]. Guest comfort and satisfaction other than coming from the hotel's services in terms of food and drinks provided to guests must also be following Islamic Sharia so that the guests of Grand Sawit Hotel who are Muslim who are staying and using the services at the hotel do not need to be afraid and worried about the food and drinks provided.

## 2. METHOD

Associative research is the approach used in this research [5]. according to [6], The sample is an element of the accumulation and features of the population. If we have studied the model, it also describes and applies to the entire population. In the research carried out by the author using the proportional random sampling technique, this technique is used if the elements/members

studied are not homogeneous and have proportional strata. This study took 100 people as respondents to represent the existing population to test the hypothesis. The sample of this study is consumers who use food and beverage services at the Grand Sawit Hotel Samarinda. These steps are based on participation and the effectiveness of the intervention assessed by pre and post design. The collected data were analysed in SPSS version 21 software using descriptive analysis and t-test. All items in the questionnaire utilize a five-point Likert Scale in its measurement. The Likert scale starts with a score of 1, which defines the statement "strongly disagrees", to the last score of 5, representing the statement "strongly agrees". After that, the data obtained were analysed by using multiple regression analysis.

## 3. RESULT AND DISCUSSION

### 3.1. Demographic Profile of Respondents

Table 1 scores a descriptive analysis of The demographic profile of the respondent. Guest consumers who use food and beverage services provided or served by the Grand Sawit Hotel restaurant Samarinda, with male types of Kalinin 53%, and women 47%, and the majority of respondents aged above 31 years, i.e. 76.0%, followed by ages 21 to 30 years 20.0% and 15 to 20 years 4.0%, occupations using food and beverage services at Grand Sawit Hotel Restaurant Samarinda 45.0% respondents are civil servants, 45.0% are self-employed/entrepreneurs, while students are 10%, and for education level, most of the respondents have a high school diploma 10.0%, followed by diploma 30.0% each and undergraduate 60.0%.

**Table 1** Descriptive Analysis of Demographic Profile of Respondents.

No	Variables	Frequency	Percentage (%)
1	<b>Age</b>		
	15-20 Years	4	4
	21-30 Years	20	20
	31 years and over	76	76
2	<b>Gender</b>		
	Man	53	53
	Woman	47	47
3	<b>Education</b>		
	high school	10	10
	Diploma	30	30
	Bachelor	60	60
4	<b>Work</b>		
	PNS/POLRI/TNI	45	45
	Entrepreneur/Entrepreneur	45	45
	Student/student	10	10

### 3.2. Description of Research Variable Category

Table 2 illustrates if most of the respondents gave responses agree. A statement gets the most significant percentage, found in the information of staff's religious

status with a rate (55.9%). In the second question, most consumers at the Grand Palm Samarinda hotel agree that the spiritual level of the kitchen staff guarantees the provision of food and drinks at the Grand Sawit Samarinda Hotel.

**Table 2** Descriptive analysis of research variables Halal Certification

Question	SS		S		RR		TS		STS		TOTAL	
	F	%	F	%	F	%	F	%	F	%	F	%
Halal food and beverage products	38	40.9	49	52.7	6	6.5	0	0	0	0	93	100
Staff Religious Status	19	20.4	52	55.9	18	19.4	1	1.1	3	3.2	93	100
Do not produce containing alcohol	39	41.9	41	44.1	11	11.8	1	1.1	1	1.1	93	100
Using Halal Ingredients	43	46.2	43	46.2	7	7.5	0	0	0	0	93	100

Description: F = Frequency, SS = Strongly Agree, S = Agree, RR = Doubtful, TS = Disagree, STS = Strongly Disagree.

Table 3 shows if most respondents give an agreed response. A statement gets the most significant number, found in the first statement with a percentage (52.7%). In

the first question, the customers of Grand Sawit Hotel Samarinda agreed that they were satisfied when their staff handled problems quickly and precisely.

**Table 3** Descriptive analysis of research variables Guest Satisfaction

Question	SS		S		RR		TS		STS		TOTAL	
	F	%	F	%	F	%	F	%	F	%	F	%
Satisfied when the staff handles the problem	33	35.5	49	52.7	10	10.8	1	1.1	0	0	93	100
Buy at the hotel to rate the service	18	19.4	44	47.3	18	19.4	10	10.8	3	3.2	93	100
Y.3	11	11.8	25	26.9	31	33.3	20	21.5	6	6.5	93	100

Description: F = Frequency, SS = Strongly Agree, S = Agree, RR = Doubtful, TS = Disagree, STS = Strongly Disagree.

### 3.3. Multiple linear regression analysis

Table 4 shows the calculation results of multiple linear regression; the impact of halal certification on customer satisfaction at the Grand Sawit Hotel Samarinda restaurant can be interpreted. The constant value ( $\alpha$ ) = 2.655 can be analysed if all the independent variables (Halal certification) is analysed as not changing (continuous). Guest satisfaction at the Grand Sawit Hotel Samarinda is 2,655, or in hundreds of people, the constant value is the result of the regression multiple

linear regression. Here, the continuous 2.655 means that it positively affects guest satisfaction. The regression coefficient for halal certification ( $b1X1$ ) = 0.499, meaning that if the halal certification is positive, halal accreditation positively influences guest satisfaction at the Grand Sawit Hotel Samarinda. If the halal certification changes by 1%, guest satisfaction at the Grand Sawit Hotel Samarinda will change. Likewise, if the Halal Certification increases by 1%, the total guest satisfaction will increase by 0.499 per cent.

**Table 4** Multiple linear regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig
	B	SD Error	Beta			
1 (Constant)	2,655	1,727			1m537	.128
Halal Certification	.499	.102	.458		4,909	.000

a. Dependent Variable: Guest Satisfaction

## 4. CONCLUSION

The impact of halal certification can provide satisfaction to hotel guests at Grand Palm Samarinda by 0.791 or by 79.1%. This is evidenced by guest satisfaction in using Grand Palm Samarinda hotel is determined by halal certification. Based on the results of the research, it can be stated if the food and drinks served to follow Islamic law and use halal ingredients as referred to in [7] derived from pigs, blood, carrion, and animal variants whose slaughter method is not followed Islamic provisions or Sharia and does not contain alcohol or

ethanol. Personal hygiene, food, utensils, and the kitchen have a mutual influence on each other. This can be seen in the personal relationship with the work climate, and the processed products will be interconnected and impact serving quality food.

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