

## Analysis of Application of Sharia Principles in Improving the Quality of Hospitality and Lodging Consumer Services (Reddoorz Syari'ah U Case Study, Medan issue)

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### Abstract

*Along with the development of the Islamic economy in Indonesia, Currently, many institutions apply sharia principles in carrying out their activities business, one of which is the Syariah Hotel, which is a hotel as usual, which operations and services have adapted to the principles of sharia or Islamic teachings. This research raises the formulation of the problem, namely: how to apply sharia principles at the Medan Sharia Transit Hotel. And this study aims to find out how the application of sharia principles at the Hotel Transit Syariah Medan. This study uses descriptive research with data analysis qualitative, problem-solving procedures investigated by describing, describing the state of the object at present based on the facts looks and as it is with the technique of observation, interviews, and documentation. The results of this study are that the Application of Sharia Principles has been implemented, including the rules and policies of the hotel as a whole. but there are still drawbacks in terms of cleanliness and facilities that need to be improved. And this kind of hotel model is in great demand by the public, especially Muslims because of aspects of comfort, safety, and services provided.*

### Keywords

hotel business; service;  
sharia principles



## I. Introduction

Doing business is not an easy thing and many face challenges to maintain its existence, especially in today's globalization era. There is a hadith that is spread among ordinary people as a motivation to do business or become a trader, "nine out of ten doors of sustenance are in trade". The business has a basic meaning of "the buying and selling of goods and services". The point is buying and selling with good service. According to Straub and Atneer (1994), a business is an organization that carries out production and sales activities of goods and services desired by consumers for profit.

Application is a matter related to practice or implementation while a principle is a fundamental statement or general or individual truth that is used by a person or group as a guide for thinking and acting. Meanwhile, shari'ah comes from the word shari'a which means the road to the source of water, this can also be interpreted as the road to the main source of life.

When a business is linked or based on religious principles as said in the discussion of sharia economics, it is certainly closely related to norms related to the economy in the Islamic system. Because sharia-based economic activity is an economic practice that is conditional on Islamic values that must be guided by the perpetrators in consuming, producing, and doing business.

Islamic business is controlled by the rules of halal and haram both in the way of acquisition and utilization. Meanwhile, the business will design the best possible rules and conditions for running its business. While non-Islamic businesses do not pay attention to halal and haram in planning, implementation, etc. Along with the development of the sharia economy in Indonesia, currently, many institutions are implementing sharia principles in running their business, such as sharia banking, sharia insurance, etc. to the hotel sector also applying sharia principles. As a result, not a few hotels have started to apply sharia principles in carrying out their business operations. The emergence of the Reddoorz hotel in the country lately, of course, is based on the market needs which are sourced from Islamic spiritual offerings, but in practice, sharia hotels have not become an attractive accommodation offer for all groups. Sharia hotels still sound foreign to the public.

From the description of the background of the problem above, several problems can be identified, namely: 1. Hotel Reddoorz has not fully implemented sharia principles. for example, in worship facilities. 2. Lack of emphasis/monitoring on debriefing and planting related to morality or employee manners. 3. Lack of application/training of Islamic values to its employees, for example, routine recitations.

## II. Review of Literature

Business with a sharia-based system is a series of business activities in various forms that are not limited by the amount (quantity) of ownership of their assets (goods/services) including profits but are limited in how to acquire and utilize their assets, there are halal and haram rules. This means that in carrying out a series of business activities, a businessman must lay down the basics of religion as a guide in it.

Application of Sharia Principles:

1. Application According to the Big Indonesian Dictionary, application means the process, method, or act of applying. Meanwhile, according to Pius Abdillah and Danu Prasetya in the Complete Dictionary of the Present Indonesian Language, it means implementation.
2. Principles A principle is a fundamental statement or general or individual truth that is used by a person/group as a guide for thinking or acting.
3. Shari'ah While Shari'ah comes from the root word shari'a which means the road to a water source, this can also be interpreted as a path to the main source of life.

While the term sharia means legislation revealed by Allah SWT through Rasulullah Muhammad SAW for all human beings both regarding matters of worship, morals, food, drink, clothing, and muamalah (interaction between humans in various aspects of life) to achieve happiness in this world and the hereafter. The objectives of Sharia include 1. Educating individuals as members of society to become human beings who are beneficial to their environment. A Muslim becomes a source of goodness which is reflected in his daily attitudes and behavior in their respective environments. On the other hand, a Muslim is not a source of evil. 2. The realization of individual and social benefits that ensure the maintenance of five aspects that are always needed by humans (urgent needs are referred to as a run daruriyyun) to achieve a noble life. The five aspects are religion, reason, property, soul, lineage, or honor.

Sharia hotels are part of a sharia-compliant business. The requirement for a building to stand firm is a solid pillar. If the solid building is a sharia economy, then the pillars are as follows:

a. Ready to Accept Risks The principles of Islamic economics can be used as guidelines by every Muslim in working to support himself and his family, namely accepting the risks associated with his work. The benefits and benefits obtained are also related to the type of work, therefore, there is no benefit/benefit that a person gets without risk. This is the spirit and principle "where there is a benefit, there is a risk" (Al Kharaj bid dhaman). b. Do not hoard In the Islamic economic system, no one is allowed to hoard money. Don't save money without using it. Martinelli (2019) stated that policies that only rely on economic growth are policies that limit the circulation of assets among the rich people. Despite modest progress in some countries, the post-colonial state has been unable to establish rights-based political and economic systems of governance that would facilitate consolidation of state-building and promote economic development (Monga, 2019). Particularly, whether inflation is necessary or harmful form economic growth constitutes the basis of the matter in question (Eden in Wollie, 2018). In other words, Islamic law does not allow cash (Cash) that is idle without being used. Therefore, the government must impose sanctions on those who hoard money by imposing taxes on the cash. Likewise in economic activities, Saud said that the coin economy consists of 2 sides, namely the selling side and the buying side. For this reason, the author offers 3 ways to use money that is allowed according to sharia, namely halal consumption, productive activities/investment, and social welfare c. No Monopoly in the Islamic economic system, it is not allowed for a person, either an individual or a business institution, to do a monopoly. Islam encourages economic competition as the soul of Fastabiqul Khairat. Depreciation, everything in this world is depreciating. Wealth is also depreciated with eternal zakat in this world, only one, namely Allah Subhanahu wata'alla. therefore, Money is just a means of exchange. Money is not a store of value. Money is not a commodity. Commodities have a price, but money does not. d. The Prohibition of Interest in Riba some people argue that the Qur'an only prohibits usury in the form of compound interest and the interest practiced by conventional banks (simple interest) is not usury. However, many scholars say that bank interest is usury. e. The social solidarity of a Muslim towards his fellow human beings can be likened to one body. If one part of the body hurts, the whole body will feel pain too. If a Muslim experiences poverty problems, other Muslims must help the poor by paying zakat, infaq, and sadaqah. Wealth belongs to God. Whatever wealth God has given to humans, is a trust from God. Therefore, humans must maintain this trust by using it to help others.

### III. Research Method

The research approach describes the type/form of research that underlies the research. A study may use one approach or several approaches at once.<sup>29</sup> The research used by the author is a descriptive method with qualitative data analysis, namely problem-solving procedures investigated by describing, describing the current state of the research object based on the facts that appear or as they are. Because the author intends to obtain an in-depth picture of the application of sharia principles at Reddoorz. Hotel Medan.

Place of Research The place of research carried out is at the Reddoorz. Hotel Jln. Student No. 17 Sudirejo 1, Medan. Research Time This research is scheduled for 10 July 20 22.

Data is raw material that needs to be processed to produce information or information, both qualitative and quantitative that shows facts. Based on the source, the data is divided into two parts, namely: Primary data is raw data taken by the researcher himself (not someone else) from the main source for primary data and the data did not exist

before. Data was obtained from the first source through data collection procedures and techniques in the form of interviews, observations, and the use of instruments specifically designed according to their objectives. Primary data acquisition was carried out through interviews with Reddoorz. hotel Medan which includes Managers and employees of Reddoorz. Hotel Medan.

Qualitative data analysis is a research method that produces descriptive data analysis, namely what is stated by the respondent in writing or verbally as well as real behavior, researched and studied as a whole. After the data analysis is complete, the results will be presented descriptively, namely by describing the current state of the object in accordance with the problems studied. From these results then a conclusion is drawn which is the answer to the problems in this study.

## IV. Discussion

### Descriptive Data

The results of the research and discussion are an overview of the results obtained from the research. In analyzing the principles of sharia, the author tries to analyze the application of the principles of sharia at the Reddoorz. Hotel Medan. In accordance with the problems and formulations that have been stated, the data analysis technique used in this study uses descriptive analysis. Descriptive analysis is an analysis by describing the current state of the object of research based on the facts that appear or as they are. In the results of the author's observations, the authors make the results of research and discussion as follows:

- a) Selective rules for couples who will stay. Reddoorz Hotel \_ Medan in carrying out its business activities always applies sharia principles such as not allowing non-muhrim guests to stay. From the results of the author's interview with the Reddoorz Hotel manager, the hotel management enforces applicable rules such as guests who want to check in must show the same identity card / ID card to maintain an Islamic environment in running a sharia-based business. from its business operations and also the existing services Hotel Reddoorz Medan is also very concerned about values such as guest comfort, beauty, obedience to be very important. For this reason, the hotel tries to implement this into a policy. However, there are also still shortcomings in terms of applying sharia principles such as in terms of cleanliness which is still not maintained. In the criteria of sharia hotels, the interior of the hotel must also have an Islamic nuance. And in the author's observations Hotel Reddoorz As in the case of hotel interiors and rooms, there are no pictures or paintings of creatures on every corner of the wall, every room looks neat and clean. In serving customers / hotel visitors, Hotel Reddoorz employees are always friendly and uphold the principles of honesty, openness, and fairness.
- b) Religious facilities and the elimination of prohibited facilities. In the results of the author's interview with the hotel management, Hotel Reddoorz has also provided worship facilities, namely the provision of prayer rooms, and in each guest bedroom the hotel management also provides worship equipment in the form of prayer rugs, the Koran and Qibla directions. In the results of interviews with visitors to Hotel Reddoorz Medan also in providing services they always consider all visitors as brothers, comfort and of course employees meet all the needs that guests want. the friendliness and kinship owned by the employees make guests feel comfortable and at home. Service itself is a pleasant feeling given to visitors, followed by an attitude

of hospitality and ease in meeting needs. Service is provided as an action or attitude of a person or company to provide satisfaction to hotel visitors.

As an industry engaged in services, Hotel Reddoorz Medan is certainly very concerned with the satisfaction of hotel visitors. And from the author's interview to hotel managers, in general the standard facilities provided by sharia hotels are basically the same as conventional hotel facilities, namely rooms, restaurants, and sports facilities. The only difference is that non-muhrim guests are not allowed to stay, there are no discotheques, bars, or alcoholic drinks. One of the factors that need to be considered to achieve hotel visitor satisfaction is the products and services available at Reddoorz. Hotel Medan. And in applying the principles of sharia products and services is the most important thing. in terms of the principle of free will, the hotel may make / innovate on products and services, as long as it does not conflict with Islamic law. While service is included in the principle of akhlakul karimah which means practicing noble character, such as being honest, trustworthy and so on. Generally, visitors will always remember every advantage of the products presented to consumers. If it is considered satisfactory, it will make them not turn to other hotels.

Furthermore, to maintain and maintain Islamic values at Sharia Hotels in Indonesia, the author will describe the stages of analysis in the application of sharia principles in Reddoorz Hotels. Medan in terms of business products, services and management based on sharia principles, namely: 1. Application of sharia principles in terms of Product Assessment Especially for hotels with sharia concepts, sharia principles need to be considered in every product offered to hotel guests must be useful and according to Islamic rules. The author conducts an analysis of the products belonging to Hotel Reddoorz as follows: a. Front office The author found written information located on the hotel wall near the receptionist desk, one of which is that non-muhrim guests are not allowed to make reservations at Reddoorz Hotel Medan. b. Public Toilets The author made observations on hotel public toilets with the results, Reddoorz. Hotel public toilets is in the form of an enclosed bathroom for one person, not a large toilet that can be entered by several people. Weaknesses that appear in the public toilets of Hotel Reddoorz is that there is no difference between male and female toilets, so one bathroom can be used by both men and women. Second, in public toilets there are no bathtubs, soaps, showers, etc. c. Guest Bedroom The author found several things in the guest room, including, Hotel Reddoorz providing prayer rugs and Al-Qur'an facilities in all hotel rooms for guests who want to pray and read the Qur'an in their rooms, no access to pornography and immoral acts is available. For non-muhrim guests who want to meet, please meet them in the lobby or outside the room. d. Guest Bathroom Based on observations made by the author of Hotel Reddoorz has provided complete equipment in the guest bathroom for washing, namely, shower, soap and toilet. In addition, there is also a sink and mirror to clean hands or wash your face and a trash can under the sink to remove dirt in the room. e. Kitchen Based on the author's observations, a special kitchen / pantry that processes halal food and drinks. The kitchens at Reddoorz Hotel are all processed halal food and beverages and are guaranteed halal by the hotel management. f. Worship Room Worship Room (Musholla) Reddoorz Hotel \_ has a worship room on the ground floor, the availability of good and well-maintained prayer equipment and the atmosphere of the place of worship is also considered with bright enough lighting and good air circulation, then the availability of a clean and well-maintained ablution place, installation and drainage in good condition. only there is no separation between men and women in the prayer room both in taking ablution and in the prayer room.



Requirements related to Islamic law: 1. Guests who want to stay overnight must show the same KTP / Identity (Husband and Wife) or marriage book. 2. Musholla facilities, but do not call to prayer every prayer time. 3. Each room is provided with prayer mats and the Qur'an. 4. Do not provide food and alcoholic beverages. 5. No creature decorations/paintings in the hotel area. 6. non-mahram hotel guests should meet guests in the hotel lobby. 7. Do not allow hotel rooms as a means of drug use

## V. Conclusion

### 5.1 Conclusion

Based on the results of research conducted at the Hotel Reddoorz Medan, data analysis and checking the validity of the data obtained from the field, it can be concluded as follows: Hotel Reddoorz has implemented sharia principles including hotel rules and policies as a whole, such as the rules that non-Muslim guests are not allowed to stay, the provision of prayer rooms and worship equipment, does not provide forbidden facilities and the obligation to cover the genitals for all employees of Hotel Reddoorz has been applied to maintain sharia principles in the hotel environment. however, there are still shortcomings in terms of implementing sharia principles such as cleanliness. And the current Reddoorz Hotel facilities are in accordance with sharia, namely still in the form of prayer equipment such as prayer mats and the Qur'an, the provision of prayer rooms and the absence of haram food in the hotel restaurant, for other facilities it has not been maximized. but Hotel Reddoorz can be committed to running a sharia business. in running a sharia-based business, the hotel has taken into account the risks that may occur by applying sharia principles, they believe that a business that is in accordance with Islamic rules will bring goodness and bring blessings. In its management, Reddoorz Hotel also coordinates and integrates all human resources quite well, as evidenced by having and establishing a halal assurance system.

### 5.2 Suggestion

Based on the conclusions, suggestions that can be taken in order to maintain, maintain, and develop sharia-based business activities in the hospitality business at Reddoorz Hotel Medan, the authors can provide several suggestions, including:

1. Improving the quality of hotel products and services must always be prioritized and developed, so that sharia-based hospitality businesses are more attractive to the public and recognized.
2. Improving the service process in order to provide services that are in accordance with the needs and desires of hotel guests staying, including:
  - a. Every time they start work, an initial briefing on preparation and work evaluation is carried out.
  - b. Employee training activities were held so that employees could provide even better service.
3. Qualifications and competencies in the process of recruiting hotel employees or employees should really be considered, so that hotel quality is maintained properly.

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