THE INFLUENCE OF SHARIA HOTEL LITERACY, SERVICE AND PROMOTION ON CONSUMERS' DECISIONS TO USE SHARIA HOTEL SERVICES IN MEDAN CITY, WITH RELIGIOSITY AS AN INTERVENING VARIABLE

Riyan Pradesyah[1]
AL Bara[2]

[1, 2] Universitas Muhammadiyah Sumatera Utara
(e-mail: riyanpradesyah@umsu.ac.id)

Abstract: This study aims to see the direct and indirect influence between the variables of sharia hotel literacy, service and promotion on consumers' decisions to use sharia hotel services in the city of Medan, with riligiusity as an intervening variable. This research was conducted in medan city, using Smart PLS analysis tool. As for the results obtained, itdoes nothave a significant influence on the decision of consumers to use sharia hotel services. This is evidenced by the t-static results obtained, namely 0.417<1.96 and the p*values* results of 0.667>0.05. Itdoes nothave a significant effect on the decision of consumers to use sharia hotel services. This is evidenced by the t-static results obtained, namely 0.671<1.96 and the p*values* results of 0.502>0.05. There is a significant influence of promotion on consumers' decisions to use sharia hotel services. This is evidenced by the t-static results obtained, namely 3.416>1.96 and the p values result of 0.00 1<0.05. There is a significant influence of religiosity on consumers' decisions to use sharia hotel services. This is evidenced by the t-static results obtained, namely 3. 258>1.96 and p*values* result 0.001<0.05. Sharia hotel literacy has an indirect influence on consumers' decisions to use sharia hotel services, with religiosity as an intervening variable. Services do not have an indirect influence on consumers' decisions to use sharia hotel services, with religiosity as an intervening variable. Service does not have an indirect influence on consumers' decisions to use sharia hotel services, with religiosity as an intervening variable

Keywords: *Sharia Hotel Literacy, Service, Promotion, Consumer Decisions, Religiosity*

Introduction

The development of the Islamiceconomy today continues to be in the spotlight for the community, where it can be seen the increasing development of Islamic economic indicators that have emerged in the midst of society. In Indonesia, the development of the Islamic economy is usually seen using only one indicator, namely Islamic financial institutions. Speaking of Islamic economics, it usually does not cover the name of Islamic banking (Abdul Hadi Ismail, Khairunnisa, Riyan Pradesyah, 2023). If you look at the development of Islamic financial institutions in Indonesia, then of course we will see an increase that continues to occur, both the number of offices, Islamic commercial banks, and Islamic people's credit banks. This development is certainly a proud thing for Muslims, where sharia principles used in financial institutions can be accepted by the wider community. The existence of this development, of course, will maintain the ecosystem that exists in the Islamic economy, be it halal fashion, halal food, sharia hotels, sharia insurance, and halal tourism.

In Indoesia today, it is not only Islamic banking that is in the spotlight of the public, but also sharia hotels. The development of Islamic hotels in the midst of society continues to experience growth, although this growth is not as good as the growth of Islamic financial institutions. Currently, many investors are trying to develop sharia hotels, because they are considered to be able to meet the needs of the community, and tourists. The development of sharia hotels in the midst of society is also a demand from foreign tourists who come to Indonesia, because many tourists who come to Indonesia are Muslim tourists, therefore investors can read this, so that many investors are competing to develop sharia hotels in Indonesia (Bara & Pradesyah, 2021) . The development of sharia hotels is of course inseparable from the name of service, which is an indicator of community assessment before deciding to choose a hotel (Furqan Uki, 2022). Service is not only someone who provides information related to regulations during a stay at the hotel, but also friendly and comfortable information when someone is at the hotel. Service must certainly be considered for hoteliers, because in this case what the public buys is comfort when resting at the hotel.

In addition to services, sharia hotels of course also have to do promotions related to what they have, and what is the difference between sharia hotels and conventional hotels. The existence of this will certainly support the community in choosing sharia hotels. The more often they promote, the more often people hear about sharia hotels. Therefore, it is necessary for sharia hotels to promote to the public, in order to introduce sharia hotels in the community. The existence of this promotion, of course, will also support public literacy related to sharia hotels, thus the public understands sharia hotels, and is not a taboo, it remains a public understanding related to sharia hotels.

Literature Review

The previous research taken and presented in this study was sourced from journals, as for journals taken or described in theoretical studies starting from the author's name, title, year of publication of the journal, the method used, and the results obtained. The previous research taken from several journals is as follows:

First, (Madalena et al., 2022) conducted a study entitled "Factors Influencing Consumer Desires in Choosing Sharia Hotels Yogyakarta". They conducted the study in 2022. The purpose of this study is to find out what most influences consumers in choosing Yogyakarta sharia hotels from the three variables of facility factors, service factors, and price factors to consumers' decisions in choosing Yogyakarta sharia hotels. In order to provide knowledge and benefits to the halal industry in Indonesia to be more developed and developed. This research approach uses quantitative primary data types using validity tests and reliability tests, then uses *the smirnov kolgomornov* normality test, and uses the T test Coefficients, Summary Model Test, and multiple regression tests. In the Coefficients of the T test The results of this study showed that there was no significant influence on the facility and price variables but there was a significant influence on the service variables on consumer decisions with a value of $0.000 < 0.05$ or T count 5.141 which means that > from the T value of the table 2.055 then Ho was accepted and Ha was rejected. The summary model test results showed that there was an effect between X1,X2, X3 against Y of 0.557 or 55.7%.

Second, (Dafiq et al., 2022) conducted a study entitled "The influence of financial literacy, digital *literacy, digital marketing*, *brand image* and *word of mouth* on generation z's interest in Islamic banks". They conducted the study in 2022. This study aims to examine the influence of financial literacy, digital literacy, digital marketing, brand image and word of mouth on generation z's interest in Islamic banks (case study in Wonorejo village). Researchers used primary data obtained from the distribution of questionnaires to students and students in

Wonorejo village, Sumbergempol District, Tulungagung Regency with a total sample of 94 respondents. The research method uses a quantitative approach and PLS analysis techniques with the help of the Smart PLS application version 3.0. The results of the study show that financial literacy, digital marketing and word of mouth have a significant influence on generation z's interest in Islamic banks. Meanwhile, digital literacy and brand image do not have a significant effect on generation z's interest in Islamic banks.

      Third, (Suminto et al., 2020) conducted a study entitled "Level of Islamic Economic Literacy of Students in Economic Activities". They conducted the study in 2020. The purpose of this study is to determine the understanding and knowledge of Islamic economics by Islamic economics students and the extent of students' ability to implement Islamic economic science in each of their economic activities. The method used in this research is qualitative research using a type of phenomonological approach. This data was obtained from the results of interviews and observations derived from primary and skunder data. The result of this study is that class B islamic economics students in the third semester have mastered sharia economics material well because they get a score above 3.50. second, students are able to use their knowledge in more technical terms, and are able to be implemented in real life based on student knowledge and understanding.

      Fourth, (Salim et al., 2022) conducted a study entitled "The Influence of Islamic Financial Literacy, Islamic Branding, and Religiosity on Student Decisions in Using Sharia Banking Services: A Study on FAI Students of Ibn Khaldun University Bogor Batch 2017-2018". They conducted the study in 2022. This study aims to determine the influence of Islamic financial literacy, Islamic branding, and religiosity on students' decisions in using Islamic banking services. The dependent variables in the study are student decisions, while the independent variables are Islamic financial literacy, Islamic branding, and religiosity. The data in this study was collected through a questionnaire distributed to active FAI students of the 2017-2018 batch who had transacted using Islamic banks. The research method used is quantitative. The population in this study was active FAI students from the class of 2017-2018 who had transacted using Islamic banks, with data collected totaling 100 respondents. The data analysis tool used in this study used the Partial Least Square (PLS) approach. The results of this study show that there is a positive and significant influence of the Islamic financial literacy variable, Islamic branding on students' decisions to use Islamic banking services, while the religiosity variable has a positive but not significant effect on students' decisions in using Islamic banking services.

      Fifth, (Lestari, 2019) conducted a study entitled "The Effect of Islamic Banking Student Literacy Level on Financial Inclusion of Islamic Banking Products in E_Commerce Transactions". They conducted research in 2019. This study aims to see the level of financial inclusion of Islamic banking students using products from Islamic banking in e-commerce transactions. instrument testing carried out to determine the quality of the instruments used in the study using classical assumption tests, normality tests, Autocorrelation Tests, and heteroskedasticity tests, data analysis techniques of this study used simple regression analysis techniques, with a population of 362 students and 78 samples, inferred from each increase in financial literacy of Islamic banking students influencing student decision behavior using Islamic banking products in e_commerce transactions.

      Sixth, (Pradesyah, 2020) conducted a study entitled "Analysis of the MUI Supervision System for Sharia Hotels in Medan City". They conducted the study in 2020. The purpose of this study is to find out how the supervision system carried out by the Indonesian Ulema Council (MUI) on Sharia Hotels in Medan City. The research conducted is qualitative research with a descriptive approach. Where the method used to get maximum results, must use an in-depth

interview *to* the Indonesian Ulema Council (MUI) in Medan, as well as conduct observations and documentation. The data analysis technique used in this study was an interview. Based on the results of the discussion, that the Ulema CouncilIndonesia conducts surveillance in different ways, according to the classification or class of the hotel. So if the hotel gets a class or Hilal-1, supervision will be carried out by the Minister / Governor / Mayor / DSNMUI himself, but if the hotel gets a group or hilal-2, then the MUI will show the Sharia Supervisory Board at the hotel. To obtain the group that has been determined by the MUI, the hotel before conducting operations must submit a request for approval to the DSN MUI, and the application for certificate registration made by the hotel to the DSN-MUI, then the DSN-MUI delegates the audit of the Halal assurance system (SJH) to LPPOM MUI, and determines the audit results of the Halal Guarantee System, with a decision whether it is feasible or not feasible

the hotel uses a Sharia label on the hotel that will operate.

Seventh, (Aqdilla & Pradesyah, 2022) conducted a study entitled "Analysis of Factors Affecting Service Quality at PT. Pos Indondesia (Persero) North Sumatra". They conducted the study in 2022. The purpose of this study is to determine the factors that affect the quality of service at PT. Pos Indonesia (Persero) North Sumatra. The sample in this study was 100 employees at PT. Pos Indonesia (Persero) North Sumatra. This study was collected through a dynamically processed questionnaire using multiple regression. Then a reward test is carried out which is used in the validity test using Corrected Item Total and a reliability test used by Cronbach Alpha. To test the hypothesis in this study. This study used a t test, an f test, and a determination test. The results in this study showed that there was a positive and significant influence of the reward variable variable on the salary variable indicated by the calculation (7.891) > ttabel (1.660) with a significant value of 0.000 < 0.05, the positive and significant influence of the salary variable on the Service Quality variable was shown by counting (7.247) > t table (1.660) with a significance value of 0.000 < 0.05, and simultaneously showed that the reward, salary and quality Service of Service are indicated by the value of Fhitung (189.572) > ftabel (3.08) with a significant rate of 0.000. Furthermore, the value of R square is 0.796 or 7.96%. The rest were influenced by variables that were not studied in this study.

Eighth, (Novianti et al., 2018) conducted a study entitled "Customer Satisfaction Mediates the Effect of Service Quality and Promotion on Customer Loyalty". They conducted research in 2018. This study aims to test the effect of service quality and promotion directly on customer satisfaction and customer loyalty. This research also examines the effect of service quality and promotion indirectly on customer loyalty through customer satisfaction. The study was conducted on 175 customers of Cikarang Medika Farma Pharmacy who were taken using a *simple random sampling* technique and given a questionnaire of 72 statements with a Likert Scale to measure responses to research variables. After testing validity and reliability, as well as prerequisite tests, were conducted *path analysis tests* using Lisrel 8.80 software. The results showed that there was a significant direct influence between service quality and promotion on customer satisfaction as well as on customer loyalty. Service quality also has a positive and significant indirect influence on customer loyalty through customer satisfaction. Promotions have a positive and significant indirect influence on customer loyalty through customer satisfaction.

Ninth, (Erinawati & Syafarudin, 2021) conducted an examination with the title "The Effect of Service Quality, Price, Promotion on Decisions". They conducted research in 2021. The world of education in Indonesia is currently experiencing very rapid development, this can be seen from the number of vocational high schools that are opened, competition in getting students continues to occur, on the one hand the community is increasingly having choices but on the other hand there are many vocational high schools that exclude quality, for vocational

high schools that feel qualified and experienced installing quite expensive costs but then the problem of difficulty in getting students becomes new problem. This study aims to test and analyze service quality, respondents of this research used 100 samples of respondents, a tool used in this study using the PLS (Partial Least Square) analysis method. The results of the analysis of this study are the influence of service quality, price, promotion on decision making.

Tenth, (Bayu, 2018) conducted a study entitled "The Effect of Service Quality and Sales Promotion of Grabcar Services on Customer Satisfaction (Case Study on Tourists in Yogyakarta)". He conducted research in 2018. This study aims to test the effect of service quality and sales promotion on customer satisfaction. This research was conducted along Jalan Malioboro Yogyakarta. The data used in this study are primary data. The method used to obtain primary data by distributing questionnaires, and asking respondents to fill out those questionnaires. The sample selection method to be used is non-probability sampling consisting of 100 people from all GrabCar users along Jalan Malioboro Yogyakarta. In this study the validity will be tested with a factor analysis tool obtained with the help of the SPSS 18 program. The hypothesis was tested using the Structural Equation Model (SEM). This research found that service quality and sales promotion have a positive effect on customer satisfaction.

Method

This research is a research with a quantitative approach, the analytical tool used is SmarPLS. The hypothesis tests used in this study are as follows:

1. Literacy (X1) has no direct significant influence on Consumer Decisions (Y), meaning that H_0 is accepted and H_a is rejected.
2. Literacy (X1) has a significant direct influence on Religiosity (Z), meaning that H_0 is rejected and H_a is accepted.
3. Service (X2) has no direct significant effect on Consumer Decisions (Y), meaning H_0 is accepted and H_a is rejected.
4. Service (X2) has no direct significant effect on Religiosity (Z), meaning that H_0 is accepted and H_a is rejected.
5. Promotion (X3) has a significant direct influence on Consumer Decisions (Y), meaning that H_0 is rejected and H_a is accepted.
6. Promotion (X3) has no direct significant influence on Religiosity (Z), meaning that H_0 is accepted and H_a is rejected.
7. Religiosity (Z) has a significant direct influence on Consumer Decisions (Y), meaning that H_0 is rejected and H_a is accepted.
8. Literacy (X1) has an indirectly significant influence on Consumer Decisions (Y) through Religiosity (Z) as an intervening variable, meaning that H_a is accepted and H_0 is rejected.
9. Service (X2) has no indirectly significant influence on Consumer Decisions (Y) through Religiosity (Z) as an intervening variable, meaning that H_0 is accepted and H_a is rejected.
10. Promotion (X3) has no indirectly significant influence on Consumer Decisions (Y) through Religiosity (Z) as an intervening variable meaning that H_0 is accepted and H_a is rejected.

Result and Discussion

1. Convergent Validity

Convergent validity aims to measure consistency between indicators of variable measurement results and theoretical concepts that explain the existence of indicators from the test of these variables. For decision making, the Composite *Reability* value > 0.7, it can be

declared valid. Sealin that, to complement or prove that there is a relationship between the indicator and the structure, can be judged from the AVE value > 0.5. The results obtained in data processing from this study are as follows:

Table 1

Test the validity and reability of constructs

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CONSUMER DECISIONS	0,924	0,929	0,946	0,816
LITERACY	0,809	0,857	0,885	0,719
SERVICE	0,649	0,686	0,848	0,736
PROMOTION	0,895	0,906	0,919	0,654
RELIGIOSITY	0,734	0,740	0,849	0,651

Source: Data processed by researchers with SmartPLS, 2023

The criteria for validity and reliability can be seen from the *Average Variance Extracted* (AVE) value of each variable. Variables can be said to have high reliability if the *composite reliability* value is above 0.7 and AVE is above 0.5. Based on table 1, it is stated that all variables meet composite reliability because their values are above the number set, which is above 0.7 and already meets the real criteria. Here is the outer model test structure using the SmartPLS analysis tool.
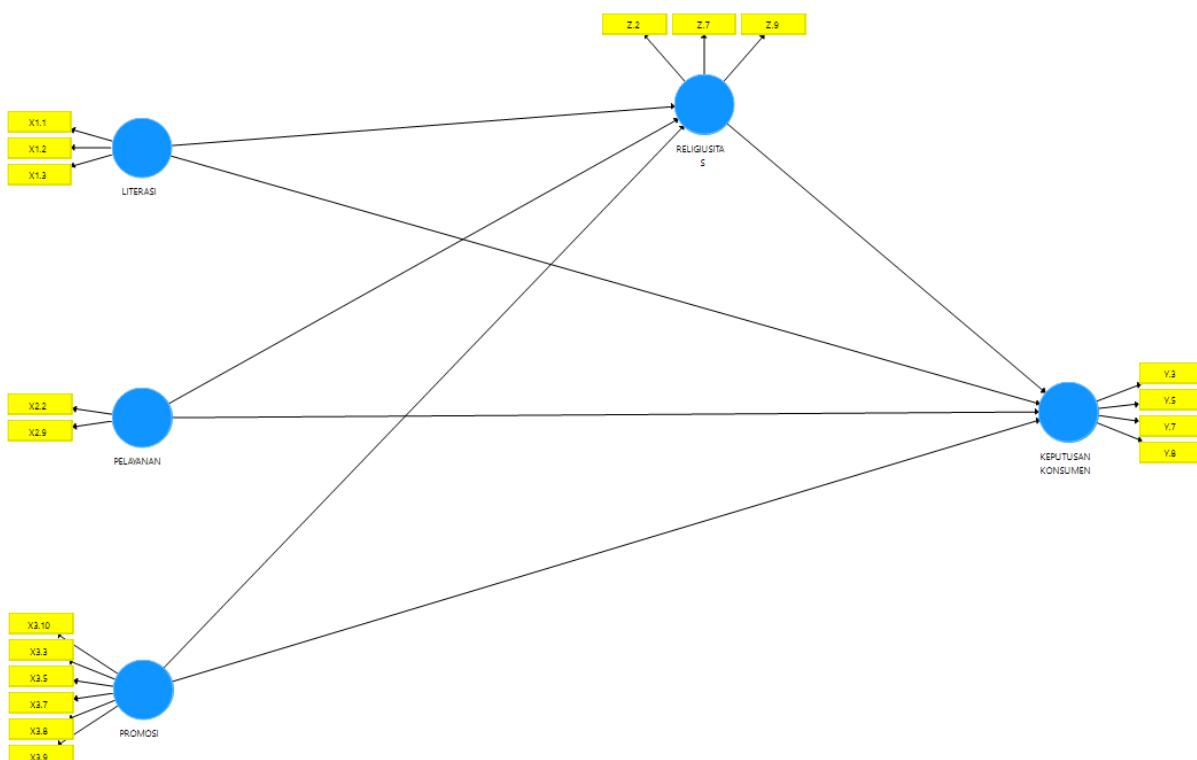
Figure 2. Model Structure

From the results of the analysis that has been carried out, it can be shown that as many as 18 of the entire variable have a value greater than 0.7 to see the value of the loading factor, the construct data of Literacy (X1), Service (X2), Promotion (X3), Religiosity (Z) and Consumer Decisions (Y) can be seen in the following table:

Table 2

Load Factor Value Construct variables Literacy (X1), Service (X2), Promotion (X3), Religiosity (Z) and Consumer Decisions (Y)

	CONSUMER DECISIONS	LITERACY	SERVICE	PROMOTION	RELIGIOSITY
X1.1		0,808			
X1.2		0,846			
X1.3		0,889			
X2.2			0,901		
X2.9			0,813		
X3.10				0,825	
X3.3				0,783	
X3.5				0,772	
X3.7				0,809	
X3.8				0,823	
X3.9				0,836	
Y.3	0,874				
Y.5	0,941				
Y.7	0,878				
Y.8	0,917				
Z.2					0,818
Z.7					0,804
Z.9					0,800

Source: Data processed by researchers with SmartPLS, 2023

From the results of the analysis that has been carried out in table 2, it shows that all variables of Literacy (X1), Service (X2), Promotion (X3), Religiosity (Z) and Consumer Decisions (Y) have loading factor values above 0.7. The estimation results can be seen in the following figure:
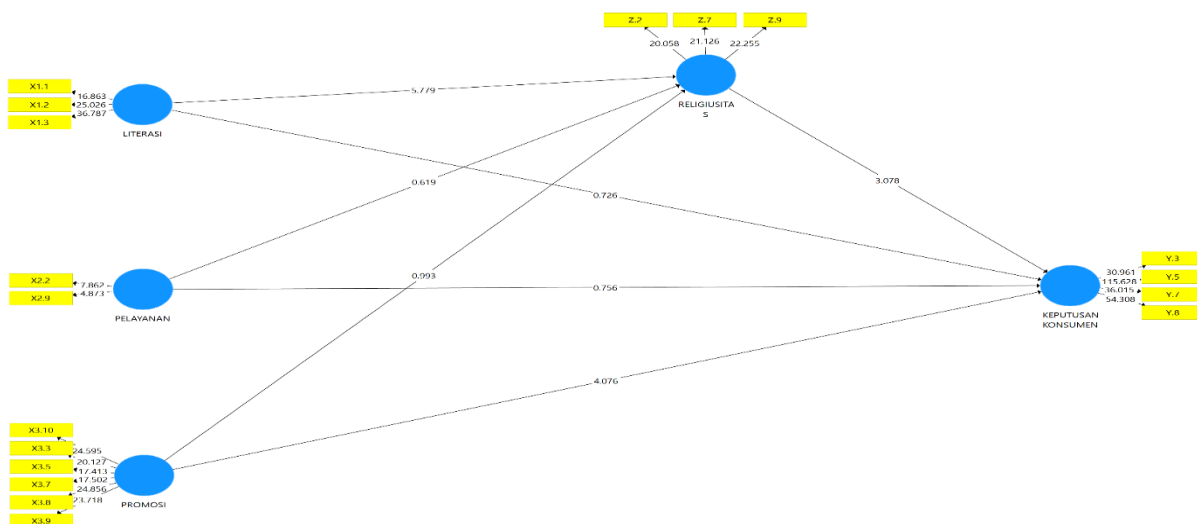
Figure 2. Model Structure Assessment Results

A. Discriminant Validity

Discriminant validity is the degree of differentiation of an indicator in measuring the constructs of an instrument. To test discriminant validity can be done by checking the value of cross loading , namely the correlation coefficient of the indicator to the associated construct (loading) compared to the correlation coefficient with other constructs (cross loading). The Cross Loading values of the variables Literacy (X1), Service (X2), Promotion (X3), Religiosity (Z) and Consumer Decisions (Y) can be seen in the following table:

Table 3

Cross Loading Value

	CONSUMER DECISIONS	LITERACY	SERVICE	PROMOTION	RELIGIOSITY
X1.1		0,808			
X1.2		0,846			
X1.3		0,889			
X2.2			0,901		
X2.9			0,813		
X3.10				0,825	
X3.3				0,783	
X3.5				0,772	
X3.7				0,809	
X3.8				0,823	
X3.9				0,836	
Y.3	0,874				
Y.5	0,941				
Y.7	0,878				
Y.8	0,917				
Z.2					0,818
Z.7					0,804
Z.9					0,800

Source: Data processed by researchers with SmartPLS, 2023

From Table 3 above, it can be seen that the Cross Loading Output obtained by each latent variable is greater than 0.7, it shows that each latent variable has been said to be valid.

B. Composite Reabillity

Furthermore, a construct reliability test was also carried out which was measured by the composite reliability criteria of the indicators that measured the variables. Variables that can be expressed reliabel if the composite reliability value is above 0.7. Cronbach's Alpha SmartPLS output is presented in the table below.

Table 4
Composite Reability Value

	Composite Reliability	Average Variance Extracted (AVE)
Consumer decisions	**0,946**	**0,816**
Literacy	**0,885**	**0,719**
Service	**0,848**	**0,736**
Promotion	**0,919**	**0,654**
Religiosity	**0,849**	**0,651**

Source: Data processed by researchers with SmartPLS, 2023

From Table 4, it can be seen that the value of the composite reliability output obtained by each latent variable is greater than 0.7, which shows that each of the latent variables has been said to be reliable.

C. R-Square

The coefficient of determination (R-Square) is a number that shows the magnitude of the contribution of the influence that exogenous latent variables have on endogenous latent variables and the influence that exogenous latent variables exert on endogenous latent variables using intervening variables. R-Squares values of 0.67, 0.33 and 0.19 indicate a strong, moderate and weak model. Based on the results of the tests performed, the following results were obtained:

Table 5
R-Squares

	R Square
CONSUMER DECISIONS	0,094
RELIGIOSITY	0,181

Source: Data processed by researchers with SmartPLS, 2023

From the results of R-Squares in Table 5, it shows that the influence exerted by exogenous latent variables on endogenous latent variables is 0.094, n ilai explains that the variables Literacy, Service, and Promotion affect the Consumer Decision variable by 9.4%. And the remaining 90.6% was influenced by other variables outside of the variables in this study. Meanwhile, the influence given by exogenous latent variables on endogenous latent variables using intervening variables of 0.181, n ilai explained that the variables of Literacy, Service, and Promotion affect the variable of Consumer Decisions with Religiosity of 18.1%. And the remaining 90.9% was influenced by other variables outside of the variables in this study.

D. Uji Hipotesis

Based on the data that has been carried out, the results can be used to answer the hypothesis in this study. To conclude whether the hypothesis is accepted or rejected, a p-value value is used at significance $\alpha = 5\%$ or 0.05. If p-value< 0.05 then H_0 is rejected and H_a is accepted meaning there is an influence. Conversely, if p-value>0.05 then H_0 is accepted and H_a is rejected meaning there is no effect.

Table 6

T-Statistics and P-Values Directly

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
LITERACY -> CONSUMER DECISIONS	-0,030	-0,034	0,071	0,417	**0,677**
LITERACY -> RELIGIOSITY	0,398	0,402	0,069	5,722	**0,000**
SERVICE -> CONSUMER DECISIONS	0,046	0,053	0,069	0,671	**0,502**
MINISTRY -> RELIGIOSITY	0,034	0,035	0,058	0,585	**0,559**
PROMOTIONS -> CONSUMER DECISIONS	0,237	0,240	0,069	3,416	**0,001**
PROMOTION OF RELIGIOSITY >	0,064	0,071	0,058	1,101	**0,271**
RELIGIOSITY -> CONSUMER DECISIONS	-0,208	-0,213	0,064	3,258	**0,001**

Source: Data processed by researchers with SmartPLS, 2023

Based on the presentation of data in the table above, it can be seen that from the 7 hypothesesfrom the analysis carried out directly , namely:
1.   Literacy (X1) has no direct significant influence on Consumer Decisions (Y), meaning that H_0 is accepted and H_a is rejected.
2.   Literacy (X1) has a significant direct influence on Religiosity (Z), meaning that H_0 is rejected and H_a is accepted.
3.   Service (X2) has no direct significant effect on Consumer Decisions (Y), meaning H_0 is accepted and H_a is rejected.
4.   Service (X2) has no direct significant effect on Religiosity (Z), meaning that H_0 is accepted and H_a is rejected.
5.   Promotion (X3) has a significant direct influence on Consumer Decisions (Y), meaning that H_0 is rejected and H_a is accepted.
6.   Promotion (X3) has no direct significant influence on Religiosity (Z), meaning that H_0 is accepted and H_a is rejected.
7.   Religiosity (Z) has a significant direct influence on Consumer Decisions (Y), meaning that H_0 is rejected and H_a is accepted.

Then obtained the results of the hypothesis test indirectly or through intervening variables, can be seen in the following table:

Table 7

T-Statistics and P-Values Indirectly

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
LITERACY -> RELIGIOSITY -> CONSUMER DECISIONS	-0,083	-0,086	0,030	2,785	**0,006**

SERVICE -> RELIGIOSITY -> CONSUMER DECISIONS	-0,007	-0,008	0,013	0,535	**0,593**
PROMOTION -> RELIGIOSITY -> CONSUMER DECISIONS	-0,013	-0,016	0,015	0,906	**0,365**

Source: Data processed by researchers with SmartPLS, 2023

Based on the presentation of data in the table above, it can be seen that from the 3 hypothesesfrom the analysis carried out directly , namely:
1.   Literacy (X1) has an indirectly significant influence on Consumer Decisions (Y) through Religiosity (Z) as an intervening variable, meaning that H_a is accepted and H_0 is rejected.
2.   Service (X2) has no indirectly significant influence on Consumer Decisions (Y) through Religiosity (Z) as an intervening variable, meaning that H_0 is accepted and H_a is rejected.
3.   Promotion (X3) has no indirectly significant influence on Consumer Decisions (Y) through Religiosity (Z) as an intervening variable meaning that H_0 is accepted and H_a is rejected.

Conclusion

Based on the results of the data analysis carried out, the following conclusions can be obtained:
1.   There is no significant influence of literacy on consumers' decisions to use sharia hotel services. This is evidenced by the t-static results obtained, namely 0.417<1.96 and the p values results of 0.667>0.05.
2.   There is a significant influence of literacy on religiosity. This is evidenced by the t-static results obtained, namely 5,722>1.96 and the results of p*values* 0.000<0.05
3.   There is no significant influence of service on consumers' decisions to use sharia hotel services. This is evidenced by the t-static results obtained, namely 0.671<1.96 and the p values results of 0.502>0.05
4.   There was no significant influence of service on religiosity. This is evidenced by the t-static results obtained, namely 0.585<1.96 and the p*values* results of 0.559>0.05
5.   There is a significant influence of promotion on consumers' decisions to use sharia hotel services. This is evidenced by the t-static results obtained, namely 3,416>1.96 and p values results of 0.001<0.05
6.   There was no significant promotional influence on religiosity. This is evidenced by the t-static results obtained, namely 1,101<1.96 and p*values* results of 0.271>0.05
7.   There is a significant influence of religiosity on consumers' decisions to use sharia hotel services. This is evidenced by the t-static results obtained, namely 3,258>1.96 and p values results of 0.001<0.05
8. Sharia hotel literacy has an indirect influence on consumers' decisions to use sharia hotel services, with religiosity as an intervening variable. This is evidenced by *the P Values* value of 0.006 < 0.05.
9. Services do not have an indirect influence on consumers' decisions to use sharia hotel services, with religiosity as an intervening variable. This is evidenced by *the P Values* of 0.593 > 0.05.
10. Services do not have an indirect influence on consumers' decisions to use sharia hotel services, with religiosity as an intervening variable. This is evidenced by *the P Values* value of 0.365 > 0.05.

References
Abdul Hadi Ismail, Khairunnisa, Riyan Pradesyah, A. B. (2023). SUPPORT SYSTEM

LEMBAGA KEUANGAN SYARIAH DALAM PENGEMBANGAN UMKM HALAL KOTA MEDAN. *Jurnal Akuntansi Dan Pajak*, *23*(02), 1–14. https://jurnal.stie-aas.ac.id/index.php/jap/article/view/6401

Aqdilla, T. M., & Pradesyah, R. (2022). Analisis Faktor-Faktor Yang Mempengaruhi Kualitas Pelayanan Pada PT. Pos Indondesia (Persero) Sumatera Utara. *JURNAL MANAJEMEN AKUNTANSI (JUMSI)*, *2*(4), 827–848.

Bara, A. L., & Pradesyah, R. (2021). Analisis Restrukturisasi Bagi UMKM Di Masa Pandemi. *Seminar Nasional Teknologi Edukasi ...*, 318–322. https://ceredindonesia.or.id/index.php/sintesa/article/view/325/0%0Ahttps://ceredindonesia.or.id/index.php/sintesa/article/download/325/337

Bayu, D. C. (2018). Pengaruh Kualitas Pelayanan dan Promosi Penjualan Jasa Grabcar Terhadap Kepuasan Pelanggan (Studi Kasus Pada Wisatawan di Yogyakarta). *Perspektif*, *16*(1), 1–6.

Dafiq, B. I., Hidayati, A. N., & Habib, M. A. F. (2022). Pengaruh literasi keuangan, literasi digital, digital marketing, brand image dan word of mouth terhadap minat generasi z pada bank syariah. *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, *4*(11), 4971–4982. https://doi.org/10.32670/fairvalue.v4i11.1856

Erinawati, F., & Syafarudin, A. (2021). Pengaruh Kualitas Pelayanan, Harga, Promosi Terhadap Keputusan. *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen Dan Kewirausahaan*, *1*(1), 136.

Furqan Uki, R. P. (2022). *Pengaruh Kualitas Pelayanan Dan Good Corporate Govermance (GCG) terhadap Minat Transaksi di Bank Islam (Studi Kasus di Bandar Park Land, Slangor, Malaysia)*. *4*, 1349–1358.

Lestari, N. M. (2019). Pengaruh Tingkat Literasi Mahasiswa Perbankan Syahriah Terhadap Inklusi Keuangan Produk Perbankan Syahriah Dalam Transaksi E_Commerce | Jurnal Ekonomi Islam. *Jurnal Ekonomi Islam Fakultas Agama Islam UHAMKA*, *10*(2), 208–226.

Madalena, S., Kosim, A. M., & Sutisna, S. (2022). Faktor-Faktor Yang Mempengaruhi Keinginan Konsumen Dalam Memilih Hotel Syariah Yogyakarta. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, *3*(6), 1008–1015. https://doi.org/10.47467/elmal.v3i6.1196

Novianti, N., Endri, E., & Darlius, D. (2018). Kepuasan Pelanggan Memediasi Pengaruh Kualitas Pelayanan Dan Promosi Terhadap Loyalitas Pelanggan. *Mix: Jurnal Ilmiah Manajemen*, *8*(1), 90. https://doi.org/10.22441/mix.2018.v8i1.006

Pradesyah, R. (2020). Analisis Sistem Pengawasan MUI Terhadap Hotel Syariah Di Kota Medan. *AGHNIYA: Jurnal Ekonomi Islam*, *2*(1). https://doi.org/10.30596/aghniya.v2i1.3746

Salim, F., Arif, S., & Devi, A. (2022). Pengaruh Literasi Keuangan Syariah, Islamic Branding, dan Religiusitas Terhadap Keputusan Mahasiswa dalam Menggunakan Jasa Perbankan Syariah: Studi Pada Mahasiswa FAI Universitas Ibn Khaldun Bogor Angkatan 2017-2018. *El-Mal-Jurnal Kajian Ekonomi & Bisnis Islam*, *5*(2), 226–244.

Suminto, Fahmi, M. F., & Mutafarida, B. (2020). Tingkat Literasi Ekonomi Syariah Mahasiswa Dalam Kegiatan Ekonomi. *JPEKA: Jurnal Pendidikan Ekonomi, Manajemen Dan Keuangan*, *4*(1), 31–44. https://doi.org/10.26740/jpeka.v4n1.p31-44