

ABSTRAK

Dika Restu Nurfitria (1229220025): *Pengaruh Brand Image, Layanan, Dan Harga Terhadap Minat Wisatawan Dalam Memilih Hotel Syariah Di Kabupaten Majalengka*

Perkembangan sektor pariwisata di Kabupaten Majalengka yang semakin pesat mendorong peningkatan kebutuhan akan akomodasi yang sesuai dengan preferensi wisatawan, termasuk hotel syariah. Meningkatnya jumlah hotel syariah di Kabupaten Majalengka menyebabkan persaingan yang semakin ketat sehingga pengelola hotel perlu memahami faktor-faktor yang memengaruhi minat wisatawan dalam memilih hotel syariah. Dalam penelitian ini, faktor yang dikaji meliputi *brand image*, layanan, dan harga sebagai variabel yang diduga memengaruhi minat wisatawan.

Penelitian ini bertujuan untuk menganalisis pengaruh *brand image*, layanan, dan harga terhadap minat wisatawan dalam memilih hotel syariah di Kabupaten Majalengka, baik secara parsial pada masing-masing variabel maupun berdasarkan kemampuan model penelitian dalam menjelaskan minat wisatawan.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif asosiatif. Data diperoleh melalui penyebaran kuesioner kepada wisatawan yang pernah menginap atau memiliki pengetahuan mengenai hotel syariah di Kabupaten Majalengka. Sampel penelitian ditentukan sesuai dengan karakteristik responden yang telah ditetapkan, kemudian data dianalisis menggunakan pendekatan *Structural Equation Modeling-Partial Least Square (SEM-PLS)*.

Analisis *SEM-PLS* digunakan untuk menguji validitas dan reliabilitas instrumen penelitian serta menguji pengaruh *brand image*, layanan, dan harga terhadap minat wisatawan dalam memilih hotel syariah di Kabupaten Majalengka. Pengujian dilakukan melalui analisis model pengukuran (*outer model*) dan model struktural (*inner model*) untuk memperoleh hubungan antarvariabel secara empiris.

Hasil penelitian menunjukkan bahwa secara parsial *brand image* berpengaruh positif dan signifikan terhadap minat wisatawan dalam memilih hotel syariah di Kabupaten Majalengka. Sementara itu, layanan dan harga berpengaruh positif, tetapi tidak signifikan terhadap minat wisatawan. Model penelitian secara keseluruhan mampu menjelaskan variasi minat wisatawan sebesar 75,9%, sedangkan 24,1% dipengaruhi oleh faktor lain di luar model penelitian. Hasil penelitian menunjukkan bahwa *brand image* merupakan faktor yang paling berperan dalam meningkatkan minat wisatawan, sedangkan layanan dan harga belum menjadi faktor penentu secara individual. Temuan ini diharapkan dapat menjadi masukan bagi pengelola hotel syariah untuk memperkuat citra merek serta meningkatkan daya saing hotel syariah di Kabupaten Majalengka.

Kata Kunci: *Brand Image, Layanan, Harga, Minat Wisatawan, Hotel Syariah.*

ABSTRACT

Dika Restu Nurfitria (1229220025): The influence of brand image, service and price on the choice of Syariah hotels by tourists in Majalengka County

The rapid development of the tourism sector in Majalengka Regency has increased the demand for accommodation that meets tourists' preferences, including Sharia hotels. The growing number of Sharia hotels in the region has intensified competition among accommodation providers, requiring hotel managers to understand the factors that influence tourists' intention to choose Sharia hotels. In this study, brand image, service, and price are considered the main factors that may influence tourists' intention to select Sharia hotels.

This study aims to analyze the influence of brand image, service, and price on tourists' intention to choose Sharia hotels in Majalengka Regency. Specifically, the study examines the partial effect of each independent variable on tourists' intention and evaluates the explanatory power of the research model.

This research employed a quantitative method with a descriptive-associative approach. The data were collected through questionnaires distributed to tourists who had stayed at or were familiar with Sharia hotels in Majalengka Regency. The sample was determined based on predefined respondent characteristics, and the collected data were subsequently analyzed to examine the relationships among the research variables.

Data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach. This method was employed to assess the validity and reliability of the research instrument and to examine the effects of brand image, service, and price on tourists' intention to choose Sharia hotels in Majalengka Regency. The analysis included both the measurement model (outer model) and the structural model (inner model) to empirically evaluate the relationships among the variables.

The findings reveal that, partially, brand image has a positive and significant effect on tourists' intention to choose Sharia hotels in Majalengka Regency. Meanwhile, service and price have positive but insignificant effects on tourists' intention. The research model explains 75.9% of the variance in tourists' intention, while the remaining 24.1% is explained by other variables outside the research model. These findings indicate that brand image is the primary factor influencing tourists' intention to choose Sharia hotels, whereas service and price are not significant determinants when considered individually. The results are expected to provide valuable insights for Sharia hotel managers in strengthening their brand image and enhancing the competitiveness of Sharia hotels in Majalengka Regency.

Keywords: Brand Image, Service Quality, Price, Tourist Interest, Sharia Hotel.