

The Relationship Between Halal Service Quality Evaluation and Hotel Price

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ABSTRACT

The purpose of this work is to examine the relationship between the quality of halal service and hotel rates. Due to their unique requirements for halal services, Muslim tourist groups have recently gained prominence in the increasingly globalized tourism industry. In order to tackle this, the study delves into the hotel industry's connection to halal services, highlighting the importance of catering to Islamic beliefs through food and lodging. The next step is to examine Muslim travellers' habits in depth to find out what they look for in halal services while they're away and what influences their purchasing choices. This study builds an all-inclusive halal service quality rating system that includes aspects like facilities, meals, service attitude, and religious assistance. Its purpose is to objectively measure how well hotels meet the specific demands of Muslim tourists. We investigate the correlation between the quality of halal service and hotel rates and verify that our assessment system is effective via empirical research. In highly competitive tourist markets, where providing high-quality halal services could become a key differentiator, the results show that hotels' pricing power is greatly enhanced by improvements to the quality of their halal services. Furthermore, the study shows that market conditions and hotel placement reduce the impact of halal service quality on hotel rates. Prices are especially affected by the quality of halal service in markets where there are more Muslim visitors and hotels that advertise themselves as Muslim-friendly. Important takeaways for hotel management include the possibility that enhancing halal service optimization could result in higher price elasticity and better profitability. In conclusion, this study shows that hotels can charge more for halal services, which is a good sign that the hospitality industry could do more to accommodate Muslim tourists. Theoretically and pragmatically, these finding aids hotel businesses in planning and improving their service offerings, and it helps tourism managers and legislators understand the Muslim tourism market and promote diverse tourism services.

Keyword: Halal Service; Hotel Pricing; Impact Factors; Muslim Tourists; Service Quality

INTRODUCTION

The hotel business is experiencing a period of intense rivalry due to the rapid growth of the tourism industry and the spread of globalization. The key for hotels to strengthen their competitiveness in this setting is market segmentation and differentiated services. There is a potential for the hotel sector that cannot be overlooked due to the tremendous rise of the Muslim tourist base, particularly their increasing share of worldwide travel spending. A major development area for the hotel sector is halal services, as the World Muslim tourism Index research predicts that the Muslim tourism market will continue to increase in the future years. Thus, it is imperative that tourism managers and policymakers comprehend this new market, adjust to it, and encourage the diverse development of tourism services by conducting an extensive study of the effect of halal service quality on hotel rates. This study will also aid hotel companies in developing effective marketing strategies. Halal services, which are distinct from non-halal services, encompass a wide range of activities, including food preparation, lodging, and entertainment, and are in accordance with Islamic Sharia law. In addition to more conventional hotel amenities like cleanliness and location, Muslim travellers place a premium on halal meals, a prayer room, and staff members with the appropriate religious understanding when making their hotel reservation. New management problems and expectations for service quality are arising from these specific consumption demands in the hotel business. Hotels may assist Muslims find and stay at their establishments by learning about and catering to their specific needs; doing so will also help them stand out from the competition. There is a dynamic relationship between service quality and price, and studying how halal service quality affects hotel rates can provide light on this relationship. There is a positive association between hotel pricing and service quality, according to previous research. However, this relationship could change depending on the market. This study empirically shows that in highly competitive markets with relatively high proportions of Muslim tourists or hotels that promote themselves as Muslim-friendly, the importance of halal service quality in improving pricing power of hotels is more prominent. This research has important implications for hoteliers. It suggests that by upgrading halal services, they can increase pricing elasticity and ultimately boost profitability. Customers' expectations of service quality are on the rise, thus businesses in the hospitality sector need to be creative to meet their needs. The management of hotel service quality is especially crucial during specific periods like the epidemic, as it directly impacts customers' sense of security and contentment. A hotel can acquire a pricing advantage by differentiating itself from the competition by creating a safe and comfortable atmosphere for its guests.

Not only does this study provide theoretical exploration value, but it also has crucial guiding relevance for hotel management practice about the impact of halal service quality on hotel costs. In order to distinguish out in the increasingly competitive tourism sector, hotels can have a better understanding of Muslim tourists' needs by revealing this relationship. This will allow them to increase service quality and achieve differentiated competition. Additionally, it offers policymakers and tourism managers a fresh viewpoint from which to enhance tourist goods and services and foster the industry's long-term growth.

LITERATURE REVIEW

Halal service and hotel industry

Muslim travellers who adhere to Islamic law (Shariah) can take advantage of specialized services called halal services. The hotel's commitment to Shariah compliance and the unique demands of Muslim guests extends beyond mere catering satisfaction and into every facet of the establishment. Extreme care and reverence for religious customs are on display in the description and features of halal services.

The following are among the most essential halal services:

Provision of food: Providing a diet that complies with Shariah (the Islamic law code of conduct), which includes avoiding pork and alcoholic drinks and following certain protocols when slaughtering and preparing meals. Also, halal eateries typically don't use any cutlery or other equipment that could potentially come into contact with non-halal ingredients or alcohol.

Hotel policy: No alcoholic drinks, non-halal food, or entertainment equipment should be present in guest rooms

because these things go against Islamic beliefs. Muslims staying at the hotel also have access to prayer rooms (Misjahad) and a compass indicating the direction of Mecca (Kaaba).

Hotel amenities: In order to maintain gender segregation, it may be necessary to use public facilities such as swimming pools and gyms in blocks. To further accommodate Muslim women, some hotels may include beauty salons that are exclusively for them.

Service attitude: Hotel employees are educated about Islam and are taught to respect the customs and beliefs of Muslim tourists, including the fasting month of Ramadan and the prohibition of food and drink in public places. Hotel staff may be able to put you in touch with groups that provide religious activities like prayer groups or lectures, and they may also be able to provide you with information on local mosques and restaurants that welcome Muslims.

To maintain consistency throughout the supply chain, the hotel uses supply chain management to make sure that all of the food, drinks, and other supplies come from halal certified suppliers.

Comprehensiveness, detail, and personalization are hallmarks of halal services. In addition to providing a safe place to sleep, hotels should try to learn about and accommodate Muslim guests' religious and cultural practices. In order to stand out in the market, particularly among Muslim tourists, this one-of-a-kind service model demands that the hotel demonstrate respect and care for Muslim travellers in every aspect of its design and operation. Hotels can differentiate themselves from the competition and appeal to Muslim clients by providing high-quality halal services. Simultaneously, this service model has the potential to boost the hotel's image and propel it into the more upscale market. Thus, in order to investigate the effect of halal service on hotel rates, it is essential to first comprehend what halal service is and how it is defined.

Application of halal services in the hospitality industry

The hotel sector is adapting to the trend of globalization and diversification of the market by offering halal services, which is becoming more common. Hotels have started to pay attention to the Muslim tourism industry and provide halal services to accommodate this niche demographic as it continues to rise in prominence. Incorporating halal services into a hotel's operations encompasses every facet of the business, from service procedures and employee education to advertising campaigns. To guarantee conformity with halal regulations, hotels pour a lot of money into hardware facilities. Halal restaurants, complete with specialized utensils and stovetops, and prayer rooms, are part of this. Providing these amenities not only meets the fundamental requirements of Muslim tourists, but it also boosts the hotel's reputation and increases its saleability. For a more private and serene religious experience, several five-star hotels even offer dedicated prayer rooms.

In order to provide halal services, the hotel must invest much in software services. Hotels must teach their employees thoroughly so that they can not only answer guests' questions about Islam but also address concerns about halal services, such as how to recognize halal cuisine and accommodate guests' fasting schedules. When hiring and training new employees, hotels frequently ask guests about their religious and cultural backgrounds to ensure they are respectful of Muslim guests' beliefs and practices. Also, the marketing and customer service of hotels include halal components. To further inform its target market about its services, a hotel may team up with organizations that specialize in halal tourism, such as travel agents or the Muslim community. Hotels will also go out of their way to accommodate Muslims by providing religious activities with financial backing, tailoring tour packages to specific Muslim needs, and implementing Muslim-friendly practices like special catering during Ramadan.

Additionally, hotels are modifying their supply chain management practices to provide Muslim guests with products that adhere to Sharia law. The purity of food and services is guaranteed by following halal certification criteria throughout the whole food production process, from sourcing and storage of materials to cooking. Not only does this help the hotel's halal service stand out from the competition, but it also strengthens its grip on the supply chain.

The implementation of halal service in the hospitality sector is characterized by a thorough and methodical

approach that encompasses all aspects of hotel management, not just the enhancement of physical infrastructure and the optimization of digital services. The hotel is able to recruit Muslim guests, increase its brand value, and attain a higher pricing placement with the use of this comprehensive application strategy. As a result, hoteliers can benefit from a deeper understanding of the halal service strategy, increased market competitiveness, and higher profits by conducting an in-depth analysis of the industry's halal service applications.

Analysis of Muslim tourists' behavior

Global distribution and consumption characteristics of Muslim tourists

More than 1.6 billion people call themselves Muslims; this makes them almost 23% of the worldwide population and gives them considerable influence in the travel industry. The Muslim travel industry is booming, with over 200 million Muslim tourists anticipated to go abroad by 2025, according to the World Muslim Travel Index. Muslim travellers make up a large portion of the world's travel population; their influence extends from Southeast Asian countries like Malaysia and Indonesia to European ones like Turkey, Middle Eastern ones like Saudi Arabia and the United Arab Emirates, and North African ones like Morocco.

Muslim travellers have quite distinct purchasing habits compared to non-Muslim tourists. Particularly when picking vacation spots and lodgings, their religious views and cultural customs can have a significant impact on their purchasing selections. Pilgrimage locations like Mecca and Medina, as well as resorts that welcome Muslim guests, are popular choices for Muslim tourists looking for halal food and religious amenities. Hotels that provide excellent halal services are more likely to attract their business because of their stringent standards for travel safety and cleanliness.

Hotel guests who practice Islam are prepared to pay a premium for accommodations that meet their religious requirements. To illustrate the point, even if the hotel is rather pricey, people might be more likely to pick for it if it offers halal food and prayer facilities. Research has demonstrated that Muslim travellers prioritize hotels' religious facilities and catering services over more conventional hotel amenities like gyms or swimming pools. Therefore, hotels that provide excellent halal services may have an advantage in attracting Muslim guests and keeping their money.

Seasonal considerations significantly influence Muslim visitors' purchasing habits, particularly when planning trips around religious festivals. For instance, hotels are able to raise costs during the yearly Hajj and Eid al-Fitr seasons due to the enormous number of Muslim tourists visiting certain locations. Hoteliers may feel pressured to enhance their halal offerings outside of peak holiday seasons in order to accommodate an influx of Muslim guests.

Halal services have become increasingly essential in the hospitality business due to the increasing number of Muslim travellers. These travellers' spending decisions are greatly impacted by their religion and culture. When hotels offer high-quality halal services, they not only appeal to a specific demographic but also give themselves a price advantage, which is particularly useful during busy travel times and in certain markets. In order for the hotel sector to create marketing strategies that effectively target Muslim tourists and improve service quality, it is crucial to understand their global distribution and consumption habits.

Muslim tourists' demand for hotel services

Muslim travellers prioritize the hotel's ability to accommodate their cultural and religious needs above and above the standard amenities when making their reservation. Their consumption decisions are influenced by these specific needs, which serve as their primary evaluation criteria for hotel services. First and foremost, halal eating options have surpassed all others as the primary concern of Muslim tourists when selecting a hotel. Hotels are expected to provide cuisine that complies with Shariah law, which means that it is devoid of pork and alcohol, and that it is prepared and cooked according to prescribed standards. When evaluating the hotel's service, they looked closely at its food and drink options, including its halal restaurants and its specialized dinnerware and kitchens. No one can deny the need for prayer facilities among Muslim travellers. In order to do their daily prayers while traveling, they anticipate that hotels will have prayer rooms available, complete with clean prayer mats and compasses to show the way to Mecca. Their happiness with the hotel and their propensity to book again are

influenced by the comprehensiveness and use of these amenities.

When booking a hotel, it is important to keep in mind the special needs of Muslim guests. They would prefer not to have any alcoholic drinks, non-halal food, or recreational facilities in their rooms because these things go against Islamic principles. Also, they could think that hotels should take religious sensibilities into account when making decisions, including not stocking media with explicit sexual content. There may be a demand for specialized services, such as beauty salons that cater primarily to women, for Muslim female travellers. When it comes to hotel options, Muslim guests also consider service attitude. In order to show respect and appreciation for Islam, hotel workers are expected to refrain from eating or drinking in public during Ramadan and be knowledgeable about religious events and halal tourist destinations. To ensure that Muslim travellers are satisfied, hotel staff must undergo professional training and demonstrate cultural sensitivity.

Muslim guests can also consider the hotel's religious outreach programs while deciding on a rating. Among these activities may be the provision of religious lectures, the organization of group prayer sessions, or Islamic travel assistance. More Muslim guests will feel at home and more connected to the hotel's religious and cultural traditions thanks to these extra services, which will increase their pleasure and loyalty. Muslim travellers often look for hotels near mosques or places of worship, as well as those that cater to Muslims when making reservations. Muslim pilgrims may choose their lodgings based on how close they are to the holy location.

Hotel guests who identify as Muslims have more complex needs than just a place to sleep and food; they also expect their hosts to respect their faith and culture. Hotels can gain greater market positioning and pricing power by catering to Muslim customers' specific needs and providing differentiated halal services. This will help them attract and keep Muslim clients. Thus, in order for hotels to acquire a competitive edge in the long run, they need to create and provide services that are specifically tailored to the demands of Muslim travellers.

The impact of halal services on Muslim tourists' choices

The extent and quality of halal services are important considerations for Muslim guests when booking accommodations. Halal services are often seen by Muslim travellers as the most important aspect of a hotel, perhaps more so than conventional amenities like comfort and convenience. This is especially shown in their real spending habits; for example, they are prepared to pay a premium for hotels that provide excellent halal services, even if the total cost of these hotels is higher. The availability of Shariah-compliant food, the cleanliness of the tableware, the strictness of the operating method, and the overall atmosphere of the catering service are all aspects of halal eating that Muslim visitors prioritize when making booking decisions. Muslim travellers are more likely to book rooms at hotels that provide halal-certified restaurants, separate cooking areas, and Muslim-friendly dinnerware, as these amenities show that the establishment cares about its Muslim guests. An additional crucial consideration for Muslim tourists is the arrangement and upkeep of prayer facilities. In order for them to be able to keep up with their religious practices while on the road, they anticipate that the hotel will furnish a clean, peaceful, and easily accessible area for prayer. How well the prayer room is equipped—including having halal mats and compasses available and easy to find—will directly affect the hotel's reputation and the level of happiness felt by Muslim guests.

For Muslim guests, hotel accommodations are equally significant. They request that the rooms be devoid of any amenity that goes against Islamic principles, such as alcoholic drinks, non-halal cuisine, or entertainment facilities. The hotel's efforts to reduce noise and protect guests' privacy, as well as its amenities tailored to Muslim women, such as its beauty salons reserved exclusively for them, may also be factors of concern. How satisfied Muslim tourists are with their hotel stays is highly dependent on the service attitude and religious knowledge of the hotel employees. Staff members are expected to possess a basic understanding of Islam, honour the dietary restrictions and Ramadan conduct code of Muslim clients, and furnish them with pertinent details regarding religious events and landmarks. Hotel employees who have received cultural sensitivity training and professional development can go a long way in making Muslim guests feel more at home and boosting their loyalty.

To further appeal to Muslim customers, the hotel offers religious support activities including group worship, religious lectures, or travel advice. By going above and above to accommodate Muslim clients, the hotel shows

that it cares about their religious and cultural demands, which in turn increases the hotel's referral and word-of-mouth business. When selecting a hotel, Muslim travellers often think about the area around it, including how close it is to mosques or restaurants and shops that cater to Muslims. These factors affect how people rate the hotel and whether they would book it again for future vacations. Muslim travellers' hotel selection is heavily influenced by the comprehensiveness and quality of halal services. Apart from catering to the fundamental requirements of their Muslim clientele, hotels can set themselves apart from the competition by establishing a distinct reputation for halal services. In a cutthroat industry, where providing top-notch halal services could win over Muslim clients, give the hotel more leverage when setting prices, and ultimately lead to more profits in the long run, this unique service approach is a lifesaver. The importance of halal services to Muslim tourists cannot be overstated. In order to stay ahead in the increasingly globalized tourism business, hoteliers must constantly develop and enhance the quality of halal services to suit the profound demands of this population.

Evaluation system of halal service quality

Halal service quality requirements

Meeting the fundamental needs of Muslim travellers is just the beginning of how halal services demonstrate their commitment to quality; they also pay close attention to detail and show profound respect for religious traditions. Hotels that offer halal services must adhere to these standards, which are most noticeable in the following areas:

Food and drink purification: The hotel's dining establishments must adhere rigidly to Sharia law and provide guests with halal-certified options, including pork-free goods and alcoholic drinks. In accordance with the principles of Sharia law, the food must be pure and lawful at all times; this includes the ingredients, the cooking process, and the use of the catering facilities. Hotels may also be obligated to provide special mealtimes to meet Muslims' fasting rituals.

Hotel rooms should be designated for prayer (Misjahad), and guests should be provided with clean prayer mats and compasses that point in the direction of Mecca so that Muslims can easily worship every day. The prayer room ought to be in a peaceful, easily accessible area that respects the personal space of Muslims. If guests have special religious needs, the hotel may be able to supply them with literature and information.

A hotel room should not include any non-Islamic elements, such as alcoholic drinks, non-halal cuisine, or entertainment amenities, out of respect for the accommodation environment. It is expected that hotels maintain a clean environment and, in order to accommodate Muslim female tourists, they may be compelled to establish designated places for women. Hotel employees are obligated to undergo training in order to comprehend the fundamental principles of Islam and to honour the faith and practices of Muslim guests. When serving Muslim customers, employees must adhere to all Islamic rules, including fasting throughout Ramadan and not eating or drinking in public. Concurrently, they must be able to cater to the specific requirements of Muslim tourists by providing resources like halal travel advice and details on local religious events.

Supply chain compliance: All of the hotel's vendors must adhere to halal standards and guarantee that their operations are Shariah compatible, beginning with the procurement of ingredients and ending with the preparation of food. All of the hotel's services must adhere to halal standards, which includes the cuisine, cleaning, and other supplies.

Streamlining the whole thing: the hotel's operating policies, marketing, and customer service are all part of the halal service, not just the catering and religious infrastructure. In order to make Muslim guests feel welcome and cared for in every way, hotels should check that their services are in line with their halal promise.

The hotel's halal services will not only cater to the practical demands of Muslim travellers but will also prioritize upholding the integrity of Islamic teachings, thanks to these quality requirements. Meeting these stringent requirements gives the hotel a leg up in the pricing game by giving it a distinct reputation in the industry. To succeed in the long run, hotels need to differentiate themselves from the competition by providing top-notch halal services. This will help them win over Muslim guests, keep them as clients, and develop their business profitably. Thus, in order to win over Muslim tourists and earn their loyalty, hotels must fully grasp and adhere to these

quality standards when planning and delivering halal services.

Halal service quality evaluation indicators

In order to measure how well hotels cater to Muslim guests, it is necessary to establish a set of objective and actionable evaluation indicators as part of any thorough halal service quality evaluation system. There are four categories into which these indications fall: physical space, cuisine and drink, customer service stance, and spiritual backing. A comprehensive analysis of all aspects is presented here:

Facilities

Considerations for prayer room quality include its tidiness, size, seclusion, compass bearing accuracy, and availability of prayer supplies. Beverages, non-halal food, and entertainment options should not be present in the room. Additionally, there should be clean prayer mats and washing facilities provided for religious purposes. If there are separate areas for women, you should evaluate their convenience and comfort. Considerations for Muslim guests include the hotel's proximity to places of worship and other Muslim-friendly amenities, such as halal eateries and shopping districts.

Dining

Make sure the hotel's restaurant is halal certified to make sure the products, methods of preparation, and food suppliers are all in accordance with Shariah law. The extensive menu offers a range of halal eating alternatives to cater to all tastes and dietary preferences. Ivan (Iftar) and Sukhor (iftar) that are pre-prepared may be available throughout Ramadan, as may other catering sessions and special services. The proper usage and maintenance of tableware: Make sure that the catering services and dinnerware are suitable for Muslim clients, including offering specific cooking gear and tableware.

Service attitude

Employee education: This metric assesses the degree to which hotel employees have learned the fundamentals of Islam and are sensitive to the needs of Muslim guests. Service conduct: keep an eye on how the employees treat Muslim tourists, making sure they don't overtly eat or drink during Ramadan if they are Muslim. Be sure the hotel personnel can give you up-to-date information on religious events and halal travel tips if you ask them about it.

Religious Support

The hotel's ability to accommodate Muslim guests' religious needs, including the availability of prayer rooms, religious lectures, and group worship, is an important consideration. In the event that the hotel offers particular services, including individualized meals or activities, on significant Muslim holidays, this pertains to religious festivals. Can the customer service representatives show respect for Muslim passengers' religious traditions when handling their needs? This is an important question about religious sensitivity in customer service. The purpose of these evaluation indicators is to assess the hotel's halal service performance in all its glory, from the finer points of its software services to the state of its hardware. Hoteliers can optimize their positioning in the Muslim tourism market by quantifying these factors, which will help them determine the direction of improvement and increase the quality of services. Also, these metrics let customers know how good a hotel is at catering to halal guests, so they can pick the right hotel for their needs. In order for hotels to stay ahead of the competition, improve their price positioning by offering high-quality halal services, and eventually achieve profitable development, these indicators must be continuously monitored and improved.

The impact of Halal service quality on hotel prices

Empirical research design

The correlation between halal service quality and hotel pricing is investigated in this empirical analytic study. We followed these procedures when we designed the study to make sure it was accurate and valid: Using surveys and in-depth interviews, we gathered information on the happiness of Muslim travellers. A system for assessing the quality of halal services, considering factors like facilities, catering, service attitude, and religious support, will be constructed using the collected data. To put a number on how satisfied tourists are with different services, we will employ traditional scale assessment tools like the Likert scale or the Likert 5-point scale. Additionally, in

order to make sure the evaluation system is thorough and applicable, we will conduct interviews with visitors to learn about their unique requirements and expectations.

In order to guarantee that the research results are representative, we picked a sample of hotels in well-known Muslim tourism spots worldwide. The hotels in the sample included a range of grades and types. A plethora of operational data, such as halal service input, market positioning, lodging rates, and occupancy rates, would be requested from these establishments. Our ability to determine how much halal service quality has affected hotel rates depends on these numbers. Once data collecting is finished, we will use statistical methods to clean and pre-process the data so it is consistent and of high quality. Next, we will use a multiple linear regression model to examine the relationship between halal service quality and hotel prices. The model will account for moderating variables like competitive environment and hotel positioning, which include factors like the proportion of Muslim tourists in the market and whether the hotel actively positions itself as Muslim-friendly. This allows us to investigate how various market conditions influence hotel pricing strategies in relation to the enhancement of halal service quality. Additionally, we will alter the model parameters in order to perform a sensitivity analysis, which will allow us to determine whether or not the effect of halal service quality on hotel rates remains constant under various conditions. While doing so, we will use robustness tests to rule out the possibility of outliers and data bias influencing the study's findings.

Experts in the field will examine our study design, data processing, and analysis procedures using a double-blind review method to assure the study's objectivity. Our study results will be able to withstand peer assessment if we do this. We anticipate that by implementing these stringent study methods, we will be able to shed light on the correlation between halal service quality and hotel costs, as well as the ways in which market conditions and hotel positioning impact this correlation. The results will help hotel owners maximize profits by advising them on how to improve price elasticity and halal service optimization. The results will also be useful for policymakers and tourism managers in their pursuit of policies and initiatives that better serve the Muslim tourism market and encourage the diverse growth of tourism services.

Data collection and analysis

The backbone of any empirical study is data collecting and analysis. To lay the groundwork for further investigation into how halal service quality affects hotel rates, this study uses a systematic approach to data collection to guarantee its validity and dependability. When gathering information, a hybrid strategy involving surveys and in-depth interviews was used. To objectively analyse the level of satisfaction with the hotel's halal services, encompassing issues like facilities, catering, service attitude, and religious support, a questionnaire was distributed to a significant number of Muslim travellers. The reliability and comparability of the assessment indicators were guaranteed by use traditional scale measurement techniques, like the Likert scale. Also, while building the halal service quality rating system, in-depth interviews are useful for revealing visitors' subjective feelings, specific demands, and expectations.

To ensure that the study's findings are applicable globally, we used a representative sample of hotels from the Muslim tourist sector. These hotels included a range of hotel kinds and grades. In order to examine how many aspects impacted the hotels' pricing approach, we requested extensive operational data from them, such as their investment in halal service facilities, market positioning, hotel prices, occupancy rates, etc. Statistical approaches were used to clean and standardize the acquired data during data pre-processing. This was done to eliminate the impact of outliers and biases and to ensure data quality. To measure the correlation between hotel pricing and the quality of halal service, we integrated and collected data to build a multivariate linear regression model. The model considers the price of the hotel as the dependent variable and all aspects of the quality of the halal service as the independent variable. Additionally, we accounted for potential confounding factors by including market environment (e.g., the percentage of Muslim tourists in the area) and hotel positioning (e.g., if the hotel promotes itself as being welcoming to Muslims) as moderating variables.

Through a sensitivity analysis, we investigated the stability of the effect of halal service quality on hotel pricing under various scenarios by modifying the model parameters. This allowed us to verify the model's robustness. To

further guarantee that the study's findings were not impacted by outliers, we also included a robustness test. This added confidence to the conclusions. The research process adhered to the principle of scientific rigor. To ensure the results were reliable and the methods used were scientific, we used a double-blind review method. Experts in the field were invited to peer review the study design, data processing, and analysis methods. Our overarching goal in doing this data analysis is to shed light on the dynamics of the relationship between halal service quality and hotel pricing strategies in various market situations and hotel positioning, and to provide a comprehensive picture of this relationship. Based on these results, hotels will be better able to tailor their halal offerings to increase price elasticity, which will boost their profitability and competitiveness. The results will also be useful for policymakers and tourism managers in their pursuit of diversifying and developing the tourism services market in a way that better meets the needs of Muslim tourists.

FINDINGS AND DISCUSSION

1.1. Reliability

Reliability has been recognized as the extent to which the observed variable assesses the true value without error (Hair et al., 2020). That is, reliability measures whether a number of items or observed variables assess the same latent construct. According to Awang, Afthanorhan and Asri in (2015), reliability of a measurement model can be measured with internal reliability, composite reliability (CR), and average variance extracted (AVE). Particularly, internal reliability can be measured with Cronbach's alpha, and when Cronbach's alpha is over 0.70, it implies internal consistency of the item (Hair et al., 2020). According to the following Table 1, Cronbach's alpha coefficient of all constructs is over 0.7, implying achieving the internal reliability. In addition, composite reliability (CR) is the measurement of reliability and internal consistency for an underlying construct. According to the following Table 1, all constructs' CR values are over 0.6, implying achieving composite reliability of all constructs. Besides, researchers suggested that the rule of thumb is AVE value over 0.5 for any construct (Hair et al., 2020). According to the following Table 1, reliability of the current measurement model has achieved. The following Table 1 shows that the value of composite reliability (CR) was between 0.846 and 0.961, which are above the threshold of 0.7. Besides, the value of average variance explained (AVE) was above 0.50, indicating acceptable. Thus, the scale used showed an acceptable level of reliability.

Table 1: Construct Validity and Reliability

variable	item	Factor load	CR	AVE	Cronbach's Alpha
TA	TA 2	0.814	0.885	0.657	0.884
	TA 3	0.813			
	TA 5	0.812			
	TA 6	0.803			
RE	RE 1	0.752	0.903	0.65	0.902
	RE 2	0.735			
	RE 3	0.865			
	RE 4	0.849			
RS	RE 5	0.823	0.886	0.61	0.884
	RS 1	0.883			
	RS 2	0.793			
	RS 3	0.742			
AS	RS 4	0.728	0.892	0.674	0.891
	RS 5	0.748			
	AS 1	0.88			
	AS 3	0.79			
EM	AS 4	0.801	0.886	0.61	0.882
	AS 5	0.809			
	EM 1	0.726			
	EM 3	0.738			

	EM 4	0.805			
	EM 5	0.897			
	EM 6	0.726			
	HP1	0.76			
	HP 2	0.731			
HP	HP 3	0.778	0.869	0.569	0.869
	HP 4	0.748			
	HP 5	0.755			

Discriminant Validity

Discriminant validity can be measured through the value of AVE of each construct against squared correlations between the constructs in the study model. Normally, according to Hair et al.(2010), a construct has sufficient discriminate validity if the square root the AVE is over the correlations among the constructs. The following Table 2 illustrates that the square root of AVE for each construct exceeds each of the correlations between constructs, implying sufficient discriminant validity for all constructs. According to Kline (2011), if the values of correlations between latent variables less than the threshold of 0.85, and the squared correlation was below the square root of the AVE by indicators, good discriminant validity between constructs can be inferred. Therefore, the model can proceed for further analysis of hypotheses testing.

Table 2: Discriminant Validity

	TA	RE	RS	AS	EM	HP
TA	0.811					
RE	.524**	0.806				
RS	.375**	.367**	0.781			
AS	.368**	.396**	.548**	0.821		
EM	.358**	.400**	.539**	.506**	7.810	
HP	.384**	.389**	.531**	.517**	.535**	0.754

The following Table 3 illustrates descriptive statistics for each construct included in the study model. For socioeconomic characteristics, the mean score is 3.649 (SD=1.032); For Tangibility, the mean score is 3.541 (SD=1.031); For Reliability, the mean score is 3.760 (SD=0.866); For Responsiveness, the mean score is 3.676 (SD=1.074); For Assurance, the mean score is 3.656 (SD=1.061); For Empathy, the mean score is 3.769 (SD = 0.966); For Hotel Price, Concerning standard deviation, all constructs values are less than 1, indicating consistency of responses.

Table 3: Descriptive Statistics of the Constructs

	N	Minimum	Maximum	Mean	Std. Deviation
TA	452	1.00	5.00	3.649	1.032
RE	452	1.00	5.00	3.541	1.031
RS	452	1.10	5.00	3.595	0.901
AS	452	1.00	5.00	3.760	0.866
EM	452	1.00	5.00	3.676	1.074
HP	452	1.20	5.00	3.656	1.061

According to Hair et al. (2010), path analysis tests the fitness of the measurement model through demonstrating specific statistics of the relationship between the independent variables and dependent variables. Path analysis,

which is also known as structural model evaluation, focuses on the overall model fit, size, direction, as well as significance of the hypothesized parameter estimates. Normally, as was discussed in the previous section, the relative chi-square value is suggested to be below 5.0. The values of GFI, AGFI, CFI, IFI, as well as TLI are supposed to be over 0.90. According to Byner, Matthias and Ding in (2019), RMSEA and RMR are recommended to be less than 0.08, indicating a good fit. Besides, Hair et al. (2010) also underscore that the overall structural model fit can be guaranteed when any three to four indices mentioned above meet the required threshold, implying proceeding to further analysis of hypothesis testing. The goodness-of-fit indices of the current model were calculated with maximum likelihood (ML) method. As is illustrated in the figure below, the $df=1.341$, $GFI=0.879$, $AGFI=0.868$, $CFI=0.971$, more than the threshold of 0.90. $RMSEA=0.028$, which also meets the threshold.

Table 4: Goodness-of-fit Indices

indicators	Ideal value	data	result
CMIN	—	1758.346	—
DF	—	1311	—
CMIN/DF	<3	1.341	accepted
RMR	<0.08	0.045	accepted
GFI	>0.8	0.879	accepted
AGFI	>0.8	0.868	accepted
IFI	>0.9	0.972	accepted
TLI	>0.9	0.970	accepted
CFI	>0.9	0.971	accepted
RMSEA	<0.08	0.028	accepted

To conclude, the current structural model fits the goodness-of-fitness indices and can proceed to further hypothesis testing. Accordingly, unstandardized and standardized regression wights under the structural model were demonstrated in Table 5 below.

Table 5: The Structural Model of the Study with Standardized Regression Weights

Path			Standardized Coefficient	Standardized Coefficient	S.E.	C.R.	P	hypo
HP	<---	TA	0.203	0.221	0.106	2.092	0.036	supported
HP	<---	RE	0.492	0.531	0.077	6.894	***	supported
HP	<---	RS	0.185	0.194	0.093	2.096	0.026	supported
HP	<---	AS	0.422	0.441	0.077	5.693	***	supported
HP	<---	EM	0.263	0.294	0.093	3.196	***	supported

1.1. Structural Model for Each Dimension

In order to investigate influencing factors within each independent variable, namely, factors of each dimension, SEM is conducted through maximum likelihood method analysis with AMOS, the goodness-of-fit indices of the current model were calculated with maximum likelihood (ML) method. As is illustrated in the figure below, the $df=1.349$, $GFI=0.880$, $AGFI=0.867$, $CFI=0.971$, more than the threshold of 0.90. $RMSEA=0.028$, which also meets the threshold.

Table 6: Goodness-of-fit Indices

indicator	Ideal value	data	result
CMIN	——	1738.726	——
DF	——	1289	——
CMIN/DF	<3	1.349	accepted
RMR	<0.08	0.043	accepted
GFI	>0.8	0.880	accepted
AGFI	>0.8	0.867	accepted
IFI	>0.9	0.972	accepted
TLI	>0.9	0.969	accepted
CFI	>0.9	0.971	accepted
RMSEA	<0.08	0.028	accepted

CONCLUSION

We discovered that the impact of halal service quality on hotel rates is substantial and multifaceted after finishing the data collecting and analysis for the empirical investigation. First, as anticipated, we found that hotels' rates did go up once they started offering high-quality halal services. This proves that halal services play a significant role in hotels' pricing strategies. Hotel prices are positively correlated with halal service quality in the dimensions of facilities, catering, service attitude, and religious support, according to the multiple linear regression model. This suggests that hotels' investments in these areas can be seen in their prices. The market conditions and the hotel's positioning, however, govern this relationship, which turns out to be non-linear upon closer inspection. A higher correlation between halal service quality and hotel rates in Muslim-majority regions (e.g., Southeast Asia and the Middle East) indicates that hotels in these regions must work harder to meet the demands of their Muslim guests if they want to stand out from the crowd. Hotel pricing in markets with a smaller Muslim population are nevertheless affected by halal services, although to a lesser extent. This could be because halal services are unique selling points for hotels and appeal to a subset of Muslim travellers. We discovered that the effect of halal service quality on price was especially significant for hotels that promoted themselves as Muslim-friendly. These hotels have increased their profits by appealing to a wider Muslim clientele and charging higher rates for their rooms by highlighting their halal features. Hotels are able to achieve price benefits by targeting certain market segments using this positioning strategy.

Note that the correlation between hotel rates and the quality of halal services has been altered by the competitive landscape. Hotels in a competitive market may base their rates less on the quality of their halal services and more on things like how customers perceive their brand, their marketing approach, or their physical location. Still, hotels may differentiate themselves in these sectors and win over loyal clients by providing high-quality halal services. Through the optimization of halal services, hotels can enhance operational efficiency and charge higher prices. Our research also shows that higher-quality halal services boost hotel occupancy and customer satisfaction. Here is a chance for hotels to boost their competitiveness in the market, increase operational effectiveness, and optimize their service mix. We also learned during our conversation that halal service quality has an effect that is not independent of the other hotel service quality. Hotels shouldn't limit themselves to halal service optimization; they should aim to improve service quality across the board, including customer service, sanitation, and facility upkeep, since these factors all contribute to a hotel's pricing power. However, it's important to keep in mind that hotels still have to think about things like economic situations and tourist seasons, which might impact customer price sensitivity, even though halal services can greatly enhance costs.

This study shows that market conditions and hotel placement minimize the impact of halal service quality on hotel costs, which is substantial. These results have significant ramifications for the hospitality industry, which could think about offering halal services to boost pricing elasticity and profits. Additionally, tourism managers and policymakers can use the data as a roadmap to better understand the Muslim tourism industry and create policies that cater to their demands in order to diversify and sustainably develop tourism services. How to best position and develop halal services to increase their beneficial effect on hotel rates is an area that could use more investigation in future studies.

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