

MOTIVATION CONSUMER DECISION MAKING IN CHOOSING ISLAMIC HOTEL (STUDY ON HOTEL PESONNA GRESIK)

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ABSTRACT

Indonesia is a country with the largest Muslim population in the world and has abundant natural and cultural potential that is no less interesting. One way to advance Indonesian tourism can be taken by approaching or placing it within the framework of Islamic sharia. Today's sharia tourism is not only religious tourism such as places of worship, tombs of the guardians, but sharia hotels are now also included in sharia tourism. Along with the development of the sharia economy in Indonesia, sharia hotels are now also slowly increasing and increasingly in demand by visitors with different goals and reasons in expressing why choosing sharia hotels. Hotel Pesonna Gresik is one of the 3 star hotels owned by PT. PEGADAIAN (Persero), which is the first sharia hotel in Gresik that carries sharia principles as provisions for hotel management. This study examines whether the sharia label motivates visitors to choose to stay overnight or to use the facilities at the Hotel Pesonna Gresik. This research is a qualitative research method through a field research approach using two types of data sources, namely primary data and secondary data obtained using interviews and documentation. The data obtained were collected categorically and then put together into a series of continuous conclusions. From the results of research conducted in the field, some visitors to Hotel Pesonna Gresik do not know that Hotel Pesonna Gresik is a sharia hotel. Most of the informants chose Hotel Pesonna Gresik because they needed work, not because Hotel Pesonna Gresik had a sharia label.

Keywords: *Hotel Pesonna Gresik, Sharia Hotel, Consumer Motivation.*