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Sharia Hospitality in Bandung: How Consumer Perception Shapes Visit Intention

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Abstract

This research is motivated by the continued growth of Indonesian tourism, with the hotel sector as its main pillar. Demand for sharia investment will increase along with the growth of the Muslim population in Indonesia. The purpose of this study is to determine whether there is an influence of price perception, brand perception, and perceived value on the intention to visit sharia hotels in Bandung. The method used in this study is a quantitative research method with a descriptive and verification analysis approach to test the truth of a hypothesis test to determine a significant relationship. Data were collected by distributing research instruments to predetermined respondents and interviews. Respondents used in this study were 186 respondents with the criteria of consumers who have used sharia hotel services in Bandung. The sampling technique used was purposive sampling. In testing the classical assumptions, the research data were normally distributed and there was no heteroscedasticity or multicollinearity. The results showed that price perception had a partial effect on visit intention, followed by brand perception, and then the value perception. Simultaneous calculations revealed that price perception, brand perception, and value perception affected visit intention at Sharia hotels in Bandung.

Keywords: Price_Perception; Brand_Perception; Value_Perception; Visit_Intention

1. Introduction

Tourism is a continuously growing sector in Indonesia, with the hotel industry a key contributor. As the number of domestic and international tourists increases, the demand for accommodations that align with the cultural and religious preferences of the community also increases. In Indonesia, where the majority of the population is Muslim, the presence of sharia-compliant hotels provides an accommodation alternative that not only offers comfort but also complies with sharia principles [1] .

Tourism and the hotel sector serve as important pillars of the regional economy. The global and national trend of Muslim travelers presents significant opportunities for the development of sharia-compliant hotels that offer services in accordance with Islamic values [2]. Indonesia has even received recognition in the Global Muslim Travel Index (GMTI), further enhancing the appeal of developing Muslim-friendly tourism services.

Quantitatively, the potential of the Muslim tourist segment in Indonesia is enormous. Domestic Muslim tourist trips are projected to reach 353.8 million by 2024, while international Muslim tourist arrivals are projected to reach 24 million (IDX Channel, 2023). These figures demonstrate the vast market for halal tourism products and services, including sharia-compliant hotels.

Bandung, as one of the main tourist destinations on Java Island, offers diverse attractions, ranging from natural attractions and culinary delights to shopping and educational opportunities. As interest from Muslim tourists increases, several hotels in Bandung have begun implementing sharia-compliant concepts and obtaining halal certification. As of September 2024, approximately 11 sharia-compliant hotels in Bandung have received halal certification

from relevant institutions (Bandung Culture and Tourism Office, 2024). In terms of industry performance, BPS data (2025) shows that the combined Room Occupancy Rate (TPK) for hotels (starred and non-starred) in West Java reached 37.88% in February 2025, with the ROR for star-rated hotels at 45.51%. This figure indicates room for increased occupancy, including opportunities for sharia-compliant hotels to expand their market share if they are able to attract consumer interest.

Conceptually, consumer perception plays a crucial role in the decision-making process (visit intention). Perceptions regarding prayer facilities, guaranteed halal food, alcohol-free policies, an Islamic atmosphere, and integrity of Sharia compliance will shape the hotel's image in consumers' minds. Previous research has shown that perceived value, halal image, and Islamic attributes significantly influence tourists' perceived value, satisfaction, and revisit intention [3], [4]. Previous research has shown that perceived value significantly influences visit intention, while brand perception has no significant effect on visit intention, and price perception significantly influences visit intention [5]. In other words, the more positive consumers' perceptions of Sharia-compliant hotels, the higher their intention to visit.

However, despite the enormous market potential and the growing number of Sharia-compliant hotels in Bandung, empirical research specifically examining the influence of consumer perceptions on intention to visit Sharia-compliant hotels in Bandung remains limited. Most previous studies have focused primarily on the general image of halal destinations, the concept of green halal tourism, or halal attributes in restaurants and tourist destinations [6], [7]. Quantitative research on consumer perceptions as an independent variable influencing intention to visit specifically in the context of Sharia-compliant hotels in Bandung, is relatively rare. Furthermore, the lack of uniform operational standards for Sharia-compliant hotels also contributes to differences in public perception.

Based on these conditions, this research is crucial to examine how consumer perceptions, including perceptions of value, brand, and price, influence intention to visit Sharia-compliant hotels in Bandung. The results are expected to provide academic contributions by addressing gaps in the literature, as well as practical contributions by providing strategic recommendations for Sharia-compliant hotel managers in designing marketing strategies and improving service quality.

2. Methodology

This study employed a quantitative approach with a survey method, using questionnaires and supported by interviews to strengthen the research findings. The quantitative approach was chosen because this study aimed to examine the influence of price perception, brand perception, and value perception on the intention to visit Sharia-compliant hotels in Bandung. Primary data was obtained through a questionnaire with a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) structured based on indicators for each research variable. Interviews with several respondents served as supporting data to gain a deeper understanding of consumers' reasons for determining their intention to visit Sharia-compliant hotels. The study population consisted of consumers who had used Sharia-compliant hotel services in Bandung, with a sample size of 186 respondents obtained using the Slovin formula with a 5% margin of error. The sampling technique used was purposive sampling with the criteria of respondents who have

at least stayed or visited a sharia hotel in Bandung. The data analysis technique used was multiple linear regression to determine the effect of independent variables consisting of price perception, brand perception, and value perception on the dependent variable, namely the intention to visit. The analysis was carried out using Statistical Package for the Social Sciences (SPSS) version 26 software, with the stages of research instrument testing (validity and reliability tests), classical assumption tests (normality, multicollinearity, and heteroscedasticity tests), and hypothesis testing (t-test, F-test, and coefficient of determination). With this research method, it is expected to obtain valid and reliable results in explaining the influence of price, brand, and value perceptions on consumers' intention to visit sharia hotels in Bandung.

3. Result and Discussion

This study employed a quantitative approach, generating numerical data. SPSS version 26 software was used to analyze the collected data. This study aimed to analyze the influence of price perception, brand perception, and perceived value on visit intention.

Data were collected using questionnaires and interviews. The questionnaires and interviews were distributed online through social media. The questionnaires were distributed to 186 respondents, targeting consumers or potential consumers who had visited a Sharia-compliant hotel at least once, and all consumers or visitors who had used Sharia-compliant hotel services (either staying overnight or using certain facilities). The following data on respondent characteristics is presented in Table 1.

Table 1
Respondent characteristic

N	Respondent characteristic	Amount	Persentage
1	Gender		
	a. Male	84	45%
	b. Female	102	55%
	Total	**186**	**100%**
2	Age		
	a. < 20	23	12%
	b. 20 – 29 year	24	13%
	c. 30 – 39 year	40	22%
	d. 40 – 49 year	46	25%
	e. ≥ 50 year	53	28%
	Total	**186**	**100%**
3	Work		
	a. Student/Students	23	12%
	b. Government	49	26%
	c. employees	52	28%
	d. Private employees	62	33%
	e. Businessman	**186**	**100%**
	Total		
4	Montly Expenses		
	a. < Rp. 500.000	66	35%
	b. Rp. 500.000 – Rp. 2.000.000	57	31%
	c. Rp. 2.000.000 – Rp.3.000.000	38	20%

	d. > Rp. 3.000.000	25	13%
	Total	**186**	**100%**
5	Purpose of Visiting a Sharia Hotel		
	a. Staying	64	34%
	b. Event/Meetings	63	34%
	c. Religious Tourism	59	32%
	Total	**186**	**100%**

Source: Data processed by researchers 2025

Instrument Validity and Reliability Test Results

a. Validity

In this study, the validity of the indicators was analyzed using df (degrees of freedom) with the formula df = n-2, where n = the number of samples. Therefore, the df used was 186-2 = 184 with an alpha of 5%, resulting in a table r value of 0.1439. If the calculated r (for each item, as seen in the Corrected Item - Total Correlation column) is greater than the table r and the r value is positive, then the statement item is considered valid.

Table 2
Price Perception Validity Test Result (X1)

No. Item	r count	r table	Information
Item 1	0,694	0,1439	Valid
Item 2	0,632	0,1439	Valid
Item 3	0,755	0,1439	Valid
Item 4	0,740	0,1439	Valid

Source: Data processed by researchers in SPSS 26, 2025

Based on the test in table.2, it is known that the calculated r value of all price perception variable indicators is greater than the r table value, namely (item_1) 0.694 > 0.1439, (item_2) 0.632 > 0.1439, (item_3) 0.755 > 0.1439, (item_2) 0.740 > 0.1439. Therefore, it can be concluded that all indicators of the items used in this study are valid.

Table 3
Brand Perception Validity Test Results (X2)

No. Item	r count	r table	Information
Item 1	0,699	0,1439	Valid
Item 2	0,746	0,1439	Valid
Item 3	0,715	0,1439	Valid
Item 4	0,637	0,1439	Valid

Source: Data processed by researchers in SPSS 26, 2025

Based on the test in table.3, it is known that the calculated r value of all brand perception variable indicators is greater than the r table value, namely (item_1) 0.699 > 0.1439, (item_2) 0.746 > 0.1439, (item_3) 0.715 > 0.1439, (item_4) 0.637 > 0.1439. Therefore, it can be concluded that all indicators of the items used in this study are valid.

Table 4
Perceived Value Validity Test Result (X3)

No. Item	r count	r table	Information
Item 1	0,656	0,1439	Valid

Item 2	0,609	0,1439	Valid
Item 3	0,725	0,1439	Valid
Item 4	0,737	0,1439	Valid

Source: Data processed by researchers in SPSS 26, 2025

Based on the test in table.4, it is known that the calculated r value of all indicators of the value perception variable is greater than the r table value, namely (item_1) 0.656 > 0.1439, (item_2) 0.609 > 0.1439, (item_3) 0.725 > 0.1439, (item_4) 0.737 > 0.1439. Therefore, it can be concluded that all indicators of the items used in this study are valid.

Table 5
Visit Intention Validity Test Result (Y)

No. Item	r count	r table	Information
Item 1	0,569	0,1439	Valid
Item 2	0,608	0,1439	Valid
Item 3	0,555	0,1439	Valid
Item 4	0,666	0,1439	Valid
Item 5	0,576	0,1439	Valid
Item 6	0,546	0,1439	Valid
Item 7	0,587	0,1439	Valid
Item 8	0,722	0,1439	Valid

Source: Data processed by researchers in SPSS 26, 2025

Based on the test in table.5, it is known that the calculated r value of all indicators of the visiting intention variable is greater than the r table value, namely (item_1) 0.569 > 0.1439, (item_2) 0.608 > 0.1439, (item_3) 0.555 > 0.1439, (item_4) 0.666 > 0.1439, (item_5) 0.576 > 0.1439, (item_6) 0.546 > 0.1439, (item_7) 0.587 > 0.1439, (item_8) 0.722 > 0.1439. Therefore, it can be concluded that all indicators of the items used in this study are valid.

b. Reliability

Table 6
Price Perception Reliability Test Results (X1)
Reliability Statistics

Cronbach's Alpha	N of Items
.661	4

Source: Data processed by researchers in SPSS 26, 2025

Based on the test in table 6, it is known that the Cronbach's Alpha value of the price perception variable is greater than 0.60, namely 0.661 > 0.60, this means that the price perception variable is reliable.

Table 7
Brand Perception Reliability Test Results (X2)
Reliability Statistics

Cronbach's Alpha	N of Items
.653	4

Source: Data processed by researchers in SPSS 26, 2025

Based on the test in table 7, it is known that the Cronbach's Alpha value of the brand perception variable is greater than 0.60, namely 0.653 > 0.60, this means that the brand perception variable is reliable.

Table 8
Results of the Perceived Value Reliability Test (X3)
Reliability Statistics

Cronbach's Alpha	N of Items
.619	4

Source: Data processed by researchers in SPSS 26, 2025

Berdasarkan pengujian pada tabel.9, diketahui bahwa nilai Cronbach's Alpha variabel persepsi nilai besar dari 0,60 yaitu 0,619 > 0,60, ini berarti variabel persepsi nilai reliabel.

Table 9
Results of the Reliability Test of Visit Intention (Y)
Reliability Statistics

Cronbach's Alpha	N of Items
.752	8

Source: Data processed by researchers in SPSS 26, 2025

Based on the test in table 10, it is known that the Cronbach's Alpha value of the visiting intention variable is greater than 0.60, namely 0.752 > 0.60, this means that the visiting intention variable is reliable.

Classical Assumption Test Results

The One-Sample Kolmogorov-Smirnov normality test for the classical assumption test yielded a Kolmogorov-Smirnov significance value, with an asymp sig.(2-tailed) value greater than 0.05, at 0.200. Therefore, the data obtained were normally distributed. Multicollinearity was then tested for tolerance and Variance Inflation Factor (VIF) values. Multicollinearity is indicated by a tolerance value ≥ 0.01 or a VIF ≤ 10. The test results revealed that the tolerance value for the price perception variable was 0.259 ≥ 0.01. The tolerance value for the brand perception variable was 0.303 ≥ 0.01. And the tolerance value for the value perception variable was 0.344 ≥ 0.01. These results indicate that there is no multicollinearity among the independent variables. Likewise with the VIF value of each independent variable, for the VIF value of the price perception variable is 3.868 ≤ 10. The VIF value of the brand perception variable is 3.305 ≤ 10. And the VIF value of the value perception variable is 3.908 ≤ 10. This means that there is no multicollinearity between the independent variables. So it can be interpreted that in this study there is no strong correlation between the independent variables, and this regression model can be tolerated. The next stage is the heteroscedasticity test, the results of the glejser test on the heteroscedasticity test get a significance value for each variable with a residual greater than 0.05. The significance of the price perception variable is 0.715; the brand perception variable is 0.452; and the value perception variable is 0.655. So it can be interpreted that there is no heteroscedasticity problem.

Data Analysis Results

a. Multiple Linear Regression Analysis Results

Table 10.
Multiple Linear Regression Test Results
Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	4.482	.705		6.359	.000
Persepsi Harga	.372	.077	.225	4.800	.000
Persepsi Merek	.673	.073	.399	9.190	.000
Persepsi Nilai	.683	.070	.399	9.820	.000

a. Dependent Variable: Niat Berkunjung

Source: Data processed by researchers in SPSS 26, 2025

From Table 10, the following regression equation is obtained: Y = 4.482 + 0.372 X1 + 0.673 X2 + 0.683 X3. (1) The regression equation can be explained as follows:

a = a constant of 4.482 indicates that if the values of the price perception, brand perception, and value perception variables are held constant, then the intention to visit will increase by 4.483.
b1 = Price perception regression coefficient of 0.372, meaning that if the price perception variable increases by one unit, the intention to visit will increase by 0.372 units.
b2 = Brand perception regression coefficient of 0.673, meaning that if the brand perception variable increases by one unit, the intention to visit will increase by 0.673 units.
b3 = Value perception regression coefficient of 0.683, meaning that if the price perception variable increases by one unit, the intention to visit will increase by 0.683 units.

b. Results of the Coefficient of Determination Analysis

Table 11
Results of the Coefficient of Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.947[a]	.896	.895	1.493

a. Predictors: (Constant), Persepsi Nilai, Persepsi Merek, Persepsi Harga

Source: Data processed by researchers in SPSS 26, 2025

Table 11 explains that the value of the correlation/relationship R is 0.947 and the percentage of the influence of the independent variable on the dependent variable is called the coefficient of determination which is the result of squaring R. From this output, the coefficient of determination (R2) is 0.896, which means that the influence of the independent variable (price perception, brand perception, value perception) on the dependent variable (intention to visit) is 89.6%, while the remainder is influenced by other variables by 11.4%.

Hypothesis Test Results

a. t-Test

The t-test was used to examine the significance of the relationship between the variables of price perception, brand perception, perceived value, and intention to visit. It examined

whether the independent variables significantly influenced the dependent variable separately or partially. Based on the partial test results (t-test) for the variables of price perception, brand perception, perceived value, and intention to visit, the following results were obtained:

Table 12. t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.482	.705		6.359	.000
	Persepsi Harga	.372	.077	.225	4.800	.000
	Persepsi Merek	.673	.073	.399	9.190	.000
	Persepsi Nilai	.683	.070	.399	9.820	.000

a. Dependent Variable: Niat Berkunjung

Source: Data processed by researchers in SPSS 26, 2025

Table 12 shows the results of the partial test (t test) or the calculated t value for the price perception variable (X1) of 4,800> t table 1,653 with a significance of 0.000 <0.05 or 5%, so H0 is rejected and Ha is accepted. So there is a positive influence between price perception on the intention to visit sharia hotels in Bandung. Then the brand perception variable (X2) shows a calculated t value of 9,190> t table 1,653 with a significance value of 0.000 <0.05 or 5%, so H0 is rejected and Ha is accepted. So there is a positive influence between brand perception on the intention to visit sharia hotels in Bandung. Furthermore, the value perception variable (X3) shows a calculated t value of 9,820> t table 1,653 with a significance value of 0.000 <0.05 or 5%, so H0 is rejected and Ha is accepted. Therefore, there is a positive influence between perceived value and intention to visit Sharia hotels in Bandung.

b. F Test

Table 13. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3511.091	3	1170.364	525.243	.000[b]
	Residual	405.538	182	2.228		
	Total	3916.629	185			

a. Dependent Variable: Niat Berkunjung

b. Predictors: (Constant), Persepsi Nilai, Persepsi Merek, Persepsi Harga

Source: Data processed by researchers in SPSS 26, 2025

Table 13 shows the results of the simultaneous test (F test). The ANOVA or F test yielded a calculated F value of 525.243 > F table 2.42 with a significance value of 0.000 < 0.05 or 5%. Therefore, H0 is rejected and Ha is accepted. This means that price perception, brand perception, and perceived value simultaneously and significantly influence the intention to visit Sharia-compliant hotels in Bandung.

Interview Results

Based on interviews with 50 respondents, it was found that, in general, room prices and services at Sharia-compliant hotels were considered appropriate for the facilities provided. Respondents considered the prices offered to be quite affordable with adequate service quality, particularly in terms of cleanliness, room comfort, and the friendliness of the hotel staff. When compared to other similar hotels, most respondents stated that Sharia-compliant hotel prices were relatively competitive and reasonable, even considered more economical because, in addition to standard hotel facilities, these hotels also offer added value in the form of implementation of Sharia principles, a more tranquil atmosphere, and guaranteed halal food. In terms of security and trust in services, respondents felt comfortable and confident in the quality of sharia-compliant hotels. Prominent factors were the implementation of sharia-compliant standards, such as the separation of certain facilities, the provision of halal-compliant services, and the professional and friendly attitude of the staff. This fostered a sense of trust and satisfaction among guests. Furthermore, the majority of respondents stated that they planned to return to a sharia-compliant hotel in the future. Reasons cited included satisfaction with the service, reasonable prices, and the serene and religious atmosphere offered by the hotel. Several respondents also emphasized that sharia-compliant hotels are one of their primary choices when searching for accommodation, as they are perceived as providing comfort while also aligning with their religious values.

3.1. Result

The results of the price perception validity test (X1) show that the calculated r value of all price perception variable indicators is greater than the r table value, namely (item_1) 0.694 > 0.1439, (item_2) 0.632 > 0.1439, (item_3) 0.755 > 0.1439, (item_2) 0.740 > 0.1439. Therefore, it can be concluded that all indicators of the items used in this study are valid. The results of the brand perception validity test (X2) show that the calculated r value of all brand perception variable indicators is greater than the r table value, namely (item_1) 0.699 > 0.1439, (item_2) 0.746 > 0.1439, (item_3) 0.715 > 0.1439, (item_4) 0.637 > 0.1439. Therefore, it can be concluded that all indicators of the items used in this study are valid. The results of the validity test of the value perception (X3) show that the calculated r value of all indicators of the value perception variable is greater than the r table value, namely (item_1) 0.656 > 0.1439, (item_2) 0.609 > 0.1439, (item_3) 0.725 > 0.1439, (item_4) 0.737 > 0.1439. Therefore, it can be concluded that all indicators of the items used in this study are valid. The results of the validity test of the intention to visit (Y) show that the calculated r value of all indicators of the intention to visit variable is greater than the r table value, namely (item_1) 0.569 > 0.1439, (item_2) 0.608 > 0.1439, (item_3) 0.555 > 0.1439, (item_4) 0.666 > 0.1439, (item_5) 0.576 > 0.1439, (item_6) 0.546 > 0.1439, (item_7) 0.587 > 0.1439, (item_8) 0.722 > 0.1439. Therefore, it can be concluded that all indicators of the items used in this study are valid.

The results of the price perception reliability test (X1) show that the Cronbach's Alpha value of the price perception variable is greater than 0.60, namely 0.661 > 0.60, this means that the price perception variable is reliable. The results of the brand perception reliability test (X2) show that the Cronbach's Alpha value of the brand perception variable is greater than 0.60, namely 0.653 > 0.60, this means that the brand perception variable is reliable. The results of the value perception reliability test (X3) show that the Cronbach's Alpha value of the value perception variable is greater than 0.60, namely 0.619 > 0.60, this means that the value perception variable is reliable. The results of the reliability test of the intention to visit (Y) show that the Cronbach's Alpha value of the intention to visit variable is greater than 0.60, namely 0.752 > 0.60, this means that the intention to visit variable is reliable.

The One-Sample Kolmogorov-Smirnov normality test for the classical assumption test yielded a Kolmogorov-Smirnov significance value, with an asymp sig.(2-tailed) value greater than 0.05, at 0.200. Therefore, the data obtained were normally distributed. Multicollinearity was then tested for tolerance and Variance Inflation Factor (VIF) values. Multicollinearity is indicated by a tolerance value ≥ 0.01 or a VIF ≤ 10. The test results revealed that the tolerance value for the price perception variable was 0.259 ≥ 0.01. The tolerance value for the brand perception variable was 0.303 ≥ 0.01. And the tolerance value for the value perception variable was 0.344 ≥ 0.01. These results indicate that there is no multicollinearity among the independent variables. Likewise with the VIF value of each independent variable, for the VIF value of the price perception variable is 3.868 ≤ 10. The VIF value of the brand perception variable is 3.305 ≤ 10. And the VIF value of the value perception variable is 3.908 ≤ 10. This means that there is no multicollinearity between the independent variables. So it can be interpreted that in this study there is no strong correlation between the independent variables, and this regression model can be tolerated. The next stage is the heteroscedasticity test, the results of the glejser test on the heteroscedasticity test get a significance value for each variable with a residual greater than 0.05. The significance of the price perception variable is 0.715; the brand perception variable is 0.452; and the value perception variable is 0.655. So it can be interpreted that there is no heteroscedasticity problem. regression equation is obtained:

Y = 4.482 + 0.372 X1 + 0.673 X2 + 0.683 X3.

The regression equation can be explained as follows:
a = a constant of 4.482 indicates that if the values of the price perception, brand perception, and value perception variables are held constant, then the intention to visit will increase by 4.483.
b1 = Price perception regression coefficient of 0.372, meaning that if the price perception variable increases by one unit, the intention to visit will increase by 0.372 units.
b2 = Brand perception regression coefficient of 0.673, meaning that if the brand perception variable increases by one unit, the intention to visit will increase by 0.673 units.
b3 = Value perception regression coefficient of 0.683, meaning that if the price perception variable increases by one unit, the intention to visit will increase by 0.683 units.

The results of the coefficient of determination test explain that the magnitude of the correlation/relationship value R is 0.947 and the percentage of the influence of the independent variable on the dependent variable is called the coefficient of determination which is the result of squaring R. From this output, the coefficient of determination (R2) is 0.896, which means that the influence of the independent variable (price perception, brand perception, value

perception) on the dependent variable (intention to visit) is 89.6%, while the remainder is influenced by other variables by 11.4%.

The t-test results show the partial test results (t-test) or the calculated t-value for the price perception variable (X1) of 4,800> t table 1,653 with a significance of 0.000 <0.05 or 5%, so H0 is rejected and Ha is accepted. So there is a positive influence between price perception on the intention to visit sharia hotels in Bandung. Then the brand perception variable (X2) shows a calculated t-value of 9,190> t table 1,653 with a significance value of 0.000 <0.05 or 5%, so H0 is rejected and Ha is accepted. So there is a positive influence between brand perception on the intention to visit sharia hotels in Bandung. Furthermore, the value perception variable (X3) shows a calculated t-value of 9,820> t table 1,653 with a significance value of 0.000 <0.05 or 5%, so H0 is rejected and Ha is accepted. So there is a positive influence between perceived value on intention to visit sharia hotels in Bandung.

The results of the F test show the results of the simultaneous test (F test) that the Anova test or F test obtained a calculated F value of 525.243 > F table 2.42 with a significance value of 0.000 < 0.05 or 5%, so H0 is rejected and Ha is accepted, which means that price perception, brand perception, and value perception have a simultaneous and significant effect on the intention to visit sharia hotels in Bandung.

3.2. Discussion

The Influence of Price Perception on Revisit Intention at Sharia Hotels in Bandung

Hypothesis testing using SPSS version 26 yielded a t-value of 4.800 > t-table 1.653, with a significance level of 0.000 < 0.05, indicating a significant effect of price perception on revisit intention. Therefore, statistical data analysis indicates that price perception has a positive and significant effect on revisit intention. These results align with previous research [8], [9], [10] which found that price perception significantly influences revisit intention.

The Influence of Brand Perception on Visit Intention at Sharia Hotels in Bandung

Hypothesis testing using SPSS version 26 yielded a t-value of 9.190 > t-table 1.653, with a significance value of 0.000 < 0.05, indicating that brand perception significantly influences visit intention. Therefore, statistical data analysis indicates that brand perception has a positive and significant effect on visit intention. This finding aligns with previous research by [5], which found that brand perception significantly influences visit intention.

The Influence of Perceived Value on Revisit Intention

Hypothesis testing using SPSS version 26 yielded a t-value of 9.820 > t-table 1.653, with a significance value of 0.000 < 0.05, indicating a significant influence of perceived value on revisit intention. Therefore, statistical data analysis indicates that perceived value has a positive and significant influence on revisit intention. This finding aligns with previous research by [11] which found that perceived value significantly influences revisit intention.

The Influence of Perceived Price, Brand Perception, and Perceived Value on Revisit Intention

test in the F-Coefficient test table was 525.243 > F-table 2.42. Therefore, Ha is accepted, indicating that perceived price, brand perception, and perceived value simultaneously and significantly influence revisit intention at Sharia hotels in Bandung.

4. Conclusion

Based on the above research results, it can be concluded that price perception positively influences intention to visit Sharia hotels. Furthermore, brand perception positively influences intention to visit Sharia hotels. Furthermore, the value perception positively influences intention to visit Sharia hotels in Bandung. For further research, it is recommended to add other variables such as service quality, satisfaction, or promotions for more comprehensive results. Research subjects could also be recruited from Sharia hotels outside Bandung for more representative findings. Furthermore, a larger and more diverse sample size would increase the validity of the research results, as would considering moderating variables such as religious affiliation to enrich the analysis.

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6. Reference

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