

THE INFLUENCE OF SHARIA HOSPITALITY SERVICE ON INCREASING CUSTOMER VISITS AT COFFEE SHOP

Mona Ramadhani^{a,1}

Sitti Nikmah Marzuki^{b,2}

Jumriani^{c,3}

^{a, b, c}Fakultas Ekonomi dan Bisnis Islam, Institut Agama Islam Negeri Bone, Indonesia

Email: monaramadhani88@gmail.com¹; nikmah.marzuki@gmail.com²; jumrianisafar@gmail.com³

ABSTRACT

This study aims to examine the effect of Sharia Hospitality Service on increasing customer visit intentions at Narama Coffee Shop Watampone. The background of this research is driven by the growing competition in the coffee shop industry, which requires business actors to provide not only high-quality services but also distinctive values based on Sharia principles. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 100 customers of Narama Coffee Shop. The data were analyzed using descriptive and inferential statistical techniques with the assistance of SmartPLS software. The findings reveal that Sharia Hospitality Service has a positive and significant effect on increasing customer visit intentions. Service dimensions such as tangibles, reliability, responsiveness, assurance, and empathy were found to enhance customer satisfaction, strengthen customer loyalty, and encourage revisit intention. These results support the Service Quality Theory and Disconfirmation Theory, which explain that customer satisfaction is formed through the alignment between customer expectations and the actual performance of the service received.

Keywords:

Sharia Hospitality Service, Service Quality, Customer Visit Intention, and Customer Loyalty

Correspondence:

Name : Mona Ramadhani

E-mail : monaramadhani88@gmail.com

1. INTRODUCTION

In the midst of increasingly competitive business dynamics, the sustainability of a business is highly dependent on its ability to attract and retain customers. Customers are no longer merely viewed as buyers of products or services, but rather as strategic assets that determine business growth and continuity. Therefore, understanding customer needs, preferences, and behavioral patterns has become an essential foundation for designing effective marketing strategies (Kamila & Siddiq, 2022).

Customer satisfaction can be achieved through the integration of product quality, competitive pricing, comfortable atmosphere, and excellent service quality. Recent developments in modern business also indicate that superior service quality significantly

contributes to creating positive customer experiences, which ultimately influence customer loyalty and revisit intention.

Within the coffee shop industry, hospitality service plays a strategic role in establishing emotional engagement between business owners and customers. Hospitality service is not solely associated with professional and efficient service delivery, but also with the ability to create comfort, appreciation, and memorable experiences for customers. In recent years, the concept of Sharia Hospitality Service has emerged as an alternative service approach that integrates Islamic ethical values such as honesty, responsibility, politeness, and mutual respect in customer interactions (Pawennari et al., 2021). This approach is increasingly relevant alongside the growing awareness among Muslim consumers regarding the importance of services that comply with Islamic principles. Beyond economic benefits, Sharia-based hospitality service also embodies spiritual and social values capable of strengthening customer trust and long-term loyalty toward a business institution.

The transformation of lifestyle patterns among Millennials and Generation Z has also accelerated the development of coffee shops in various regions, including Watampone. Coffee shops are no longer perceived merely as places to consume beverages, but have evolved into social spaces for interaction, discussion, work, and self-expression. Such developments encourage business actors to continuously innovate in improving service quality in order to remain competitive within a rapidly expanding market environment. One example is Narama Coffee Shop, which has implemented a Sharia-based hospitality service concept emphasizing Islamic values such as politeness, cleanliness, honesty in transactions, and the provision of worship facilities for customers (Hafiz et al., 2024). This concept has become a differentiation strategy that strengthens customer satisfaction and enhances revisit intention amidst intense competition among coffee shop businesses.

Previous studies have demonstrated that hospitality service significantly influences customer satisfaction and loyalty across various sectors, including hospitality, healthcare, and public service institutions. However, studies specifically examining the influence of Sharia Hospitality Service within the coffee shop sector remain limited, particularly in relation to customer revisit behavior (Pasianus & Kana, 2021).

Therefore, this study aims to analyze the influence of Sharia Hospitality Service on increasing customer visits at Narama Coffee Shop. This research adopts the Service Quality Model and Disconfirmation Theory as the primary theoretical frameworks to explain how service quality based on Islamic principles can generate customer satisfaction, loyalty, and revisit intention. Consequently, this study is expected to contribute to the development of Sharia marketing literature and provide practical insights into hospitality strategies for Islamic-based culinary small and medium enterprises.

2. LITERATURE REVIEW

In discussing Sharia Hospitality Service to enhance customer visits, this study adopts two major theoretical frameworks, namely the Service Quality Model and the Disconfirmation Theory. These theories are not only employed as the foundation for determining the research variables, but also serve as the basis for hypothesis development and the interpretation of research findings. The explanations of these two theories are presented as follows:

2.1 Service Quality Model Theory

The Service Quality Model or SERVQUAL, developed by Parasuraman, Zeithaml, and Berry, explains customer perceptions of service quality through the relationship between expectations and actual service performance (Laksono et al., 2020). This theory emphasizes five dimensions: tangibles, reliability, responsiveness, assurance, and empathy, which are widely applied to evaluate customer satisfaction, loyalty, and service effectiveness across various industries.

2.2 Disconfirmation Theory

Disconfirmation Theory, proposed by Oliver, explains that customer satisfaction emerges from the comparison between initial expectations and perceived service performance. Positive disconfirmation occurs when service exceeds expectations, while negative disconfirmation arises when service falls below expectations (Pawennari et al., 2021). This theory highlights satisfaction, revisit intention, and positive word-of-mouth as indicators influencing long-term customer loyalty and behavioral intention.

3. RESEARCH METHODS

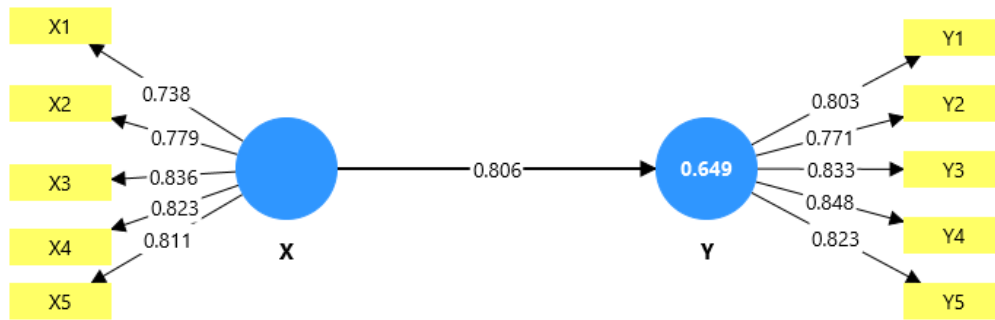
This study employs a quantitative explanatory approach to empirically examine the influence of Sharia Hospitality Service on increasing customer visits at Narama Coffee Shop. Data were collected through questionnaire distribution to customers who had experienced the coffee shop's Sharia-based services (Iqbal, 2025). The study utilized a Likert scale to measure respondents' perceptions regarding two major variables, namely Sharia Hospitality Service as the independent variable and customer visit intensity as the dependent variable. The research was conducted intensively for three months during 2025 at Narama Coffee Shop, located on Jl. Jendral Sudirman, Tanete Riattang District, Bone Regency, South Sulawesi. The explanatory nature of this research aims to investigate causal relationships between variables and evaluate how Islamic-based hospitality practices contribute to customer loyalty and revisit intention (Supriyaningsih & Loin, 2026).

The population of this study consisted of all customers who had visited Narama Coffee Shop, while the sample was selected using the accidental sampling technique, involving respondents who were encountered directly and voluntarily agreed to complete the questionnaire. The study adopted two variables, namely Sharia Hospitality Service and

increased customer visits, measured through indicators derived from the Service Quality Model and Disconfirmation Theory. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of the SmartPLS application. The analysis focused on evaluating the *R*-square values and path coefficients to determine the strength and direction of relationships among latent variables, including tangibles, reliability, responsiveness, assurance, empathy, revisit intention, and customer recommendation behavior (Nuraini et al., 2026).

4. RESULT

Figure 4.1
Measurement Model Testing Results



Source: Primary data (questionnaire) processed using SmartPLS 4, 2026.

The measurement model presented in the figure was evaluated to assess the validity and reliability of the indicators in representing the latent constructs of Sharia Hospitality Service (X) and Customer Visit Enhancement (Y). This study employed a reflective measurement model; therefore, the evaluation primarily focused on examining outer loading values, convergent validity, and construct reliability.

Furthermore, the explanation of the measurement model evaluation results illustrated in Figure 4.2 can be described as follows:

Table 4.1
Validity and Reliability Testing Results

Items	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Sharia Hospitality Service (X)	0.858	0.863	0.898	0.637
Customer Visit Enhancement (Y)	0.874	0.877	0.909	0.666

Source: Primary data (questionnaire) processed using SmartPLS 4, 2026.

The reliability and validity testing results indicate that all constructs in this study met the required measurement criteria. The Sharia Hospitality Service (X) variable obtained a Cronbach's Alpha value of 0.858, Composite Reliability (rho_a) of 0.863, Composite

Reliability (ρ_c) of 0.898, and an Average Variance Extracted (AVE) value of 0.637. Meanwhile, the Customer Visit Enhancement (Y) variable showed a Cronbach's Alpha value of 0.874, Composite Reliability (ρ_a) of 0.877, Composite Reliability (ρ_c) of 0.909, and an AVE value of 0.666. These findings demonstrate that all variables possess strong internal consistency reliability and satisfactory convergent validity, as all reliability coefficients exceeded 0.70 and AVE values were above the recommended threshold of 0.50.

Table 4.2
Outer Loading Results

Variable/Indicator	Sharia Hospitality Service (X)	Customer Visit Enhancement (Y)
X1	0.738	
X2	0.779	
X3	0.836	
X4	0.823	
X5	0.811	
Y1		0.803
Y2		0.771
Y3		0.833
Y4		0.848
Y5		0.823

Source: Primary data (questionnaire) processed using SmartPLS 4, 2026.

The outer loading results indicate that all indicators used in this study fulfilled the convergent validity requirements, as each loading factor exceeded the recommended threshold of 0.70. In the Sharia Hospitality Service (X) construct, indicator X1 obtained a loading value of 0.738, X2 was 0.779, X3 reached 0.836, X4 showed 0.823, and X5 recorded 0.811.

Meanwhile, within the Customer Visit Enhancement (Y) construct, indicator Y1 produced a loading value of 0.803, Y2 was 0.771, Y3 reached 0.833, Y4 showed the highest value at 0.848, and Y5 obtained 0.823. These findings demonstrate that all indicators strongly represent their respective latent constructs and are considered valid for further SEM-PLS analysis using SmartPLS.

Table 4.3
R-Square and Adjusted R-Square Results

Items	R-square	R-square adjusted
Sharia Hospitality Service (Y)	0.649	0.646

Source: Primary data (questionnaire) processed using SmartPLS 4, 2026.

The R -square value of 0.649 and the adjusted R -square value of 0.646 indicate that the Sharia Hospitality Service variable explains 64.9% of the variance in customer visit enhancement. These findings demonstrate that the model has substantial explanatory power, while the remaining 35.1% is influenced by other variables outside the research model.

Table 4.4
F-Square Results

Items	X	Y
Sharia Hospitality Service (X)		1.850
Customer Visit Enhancement (Y)		

Source: Primary data (questionnaire) processed using SmartPLS 4, 2026.

The effect size (f -square) results indicate that Sharia Hospitality Service (X) has a substantial influence on Customer Visit Enhancement (Y), with an effect size value of 1.850. This value exceeds the recommended threshold of 0.35, demonstrating that the contribution of the independent variable to the dependent variable is categorized as strong within the SEM-PLS model analysis.

Table 4.5
SEM-PLS: Direct Effect Testing Results

Relationship / Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Sharia Hospitality Service (X) → Customer Visit Enhancement (Y)	0.806	0.790	0.059	13.754	0.000

Source: Primary data (questionnaire) processed using SmartPLS 4, 2026.

The SEM-PLS direct effect testing results demonstrate that Sharia Hospitality Service (X) has a positive and significant influence on Customer Visit Enhancement (Y). This relationship is reflected in the original sample coefficient value of 0.806, indicating a strong positive effect between the two variables.

The sample mean value of 0.790 further confirms the consistency of the relationship, while the standard deviation value of 0.059 indicates relatively low estimation error. Moreover, the t -statistics value of 13.754 exceeds the critical threshold of 1.96, and the p -value of 0.000 is below 0.05, confirming that the hypothesis is statistically accepted and significant within the SEM-PLS analysis model.

Table 4.6
Summary of Hypothesis Testing Results

Causal Relationship	Hypothesis	Analysis Result	Description
Direct Effect			
Sharia Hospitality Service (X) → Customer Visit Enhancement (Y)	Significant	Significant	Supported

Source: Primary data (questionnaire) processed using SmartPLS 4, 2026

The hypothesis testing results demonstrate that Sharia Hospitality Service (X) has a statistically significant effect on Customer Visit Enhancement (Y). This finding is supported by a *t*-statistics value of 13.754, which substantially exceeds the critical threshold of 1.96, as well as a *p*-value of 0.000 (<0.05). These results confirm the existence of a strong empirical relationship between Sharia-based hospitality practices and increased customer revisit intensity. Furthermore, the path coefficient value of 0.806 indicates a very strong positive relationship, implying that the implementation of Islamic service values such as honesty, politeness, responsibility, and empathy significantly encourages customers to revisit the coffee shop repeatedly (Nursafitri & Udayana, 2023).

From the perspective of the Service Quality Model, these findings emphasize that perceived service quality constitutes a primary determinant of customer satisfaction and loyalty formation. The implementation of Sharia Hospitality Service through dimensions such as reliability, responsiveness, assurance, empathy, and tangibles enhances customers' perceptions regarding service excellence. Consequently, customers develop stronger behavioral intentions to revisit the coffee shop as a manifestation of loyalty. This finding is consistent with previous studies highlighting that customer satisfaction emerges when service performance successfully fulfills customer expectations (Primasari et al., 2021). Therefore, service quality based on ethical and spiritual values can effectively strengthen revisit behavior and customer retention in the hospitality industry.

In addition, the findings are also aligned with the Expectation–Disconfirmation Theory, which explains that customer satisfaction occurs when actual service performance meets or exceeds initial expectations. Within this context, Sharia Hospitality Service generates positive disconfirmation because customers perceive the service experience as exceeding their anticipated standards. As a result, customers demonstrate stronger intentions to revisit and recommend the coffee shop to others (Irawan, 2025). The significant statistical relationship identified in this study confirms that Islamic-based service practices are capable of producing meaningful customer experiences that positively influence revisit intention, loyalty, and long-term customer engagement within the competitive coffee shop industry environment.

Conceptually, this study confirms that Sharia Hospitality Service is not merely a normative religious concept, but also a strategic business instrument capable of influencing consumer behavior directly. The integration of ethical, spiritual, and professional service

values creates a unique customer experience that enhances emotional attachment and customer trust. This finding is further strengthened by Islamic principles emphasizing politeness, fairness, kindness, and convenience in human interaction, as reflected in several Qur'anic teachings (Muh Sigit Nur Agung 2025). Therefore, hospitality services grounded in Islamic values contribute not only to customer satisfaction but also to sustainable business competitiveness by increasing customer revisit frequency and reinforcing long-term loyalty among coffee shop consumers.

5. CONCLUSION AND SUGGESTIONS

The findings indicate that Islamic hospitality service has a positive and significant effect on increasing customer visit frequency. The original sample value of 0.806 with a T-statistic of 13.754 demonstrates a strong relationship between the variables. The implementation of Islamic values such as *ihsan*, *amanah*, hospitality, and ease of service enhances perceived service quality. This improvement leads to higher customer satisfaction, loyalty, and repeat visits. Theoretically, the results support the Service Quality Model and Disconfirmation Theory, where service performance that exceeds customer expectations generates positive disconfirmation, ultimately driving sustained customer behavior and continuous customer engagement.

Business managers are advised to strengthen the integration of Islamic values into standard operating procedures to ensure consistent and ethically grounded service delivery. Human resource development should be enhanced through regular service excellence training, focusing on communication skills, empathy, and responsiveness. Performance evaluation systems should also be aligned with service quality indicators to maintain service consistency. In addition, customer retention strategies need to be optimized through loyalty programs, structured feedback mechanisms, and service innovations that emphasize convenience and comfort. These efforts are expected to sustain existing customers while attracting new customers through positive word-of-mouth and improved service experiences.

REFERENCES

- Hafiz, M., Mairiza, D., & Meilany, M. (2024). Tren Inovasi Bisnis Syariah: Menggali Potensi Pasar Dan Etika Berbisnis. *Multidisciplinary Journal Of Religion And Social Sciences*, 1(2), 50–57. <https://doi.org/10.69693/Mjrs.V1i2.93>
- Iqbal, M. (2025). Pengaruh Mobile Service Quality Dan Customer Relationship Management Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Coffe Faste Berdasarkan Perspektif Bisnis Islam. *Jurnal Media Akademik (Jma)*, 3(7).
- Irawan, I. C. (2025). Peran Kualitas Layanan, Kepuasan, Dan Loyalitas Pelanggan Dalam Membangun Niat Belanja Ulang. *Solusi*, 23(4).

- Kamila, M., & Siddiq, M. R. (2022). The Impact Of Digital Economics On Economic Growth In Indonesia. *Fara'id And Wealth Management*, 2(1).
- Laksono, F. A., Wijoyo, S. H., & Perdanakusuma, A. R. (2020). Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Dan Loyalitas Pengguna Mytelkomsel Dengan Menggunakan Model E-Service Quality Dan E-Recovery Service Quality (Studi Kasus: Pengguna Aplikasi Mytelkomsel Malang). *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 4(2), 541–549.
- Muh Sigit Nur Agung, M. U. H. S. N. U. R. A. (2025). *Strategi Peningkatan Loyalitas Pelanggan Melalui Penggunaan Sosial Media Pada Zero Café*.
- Nuraini, S., Huda, N., & Roni, Y. (2026). Hubungan Stres Terhadap Kualitas Tidur Pada Keluarga Yang Merawat Penderita Kanker Payudara. *Borneo Nursing Journal (Bnj)*, 8(2), 1313–1320.
- Nursafitri, I., & Udayana, I. B. N. (2023). Time Effect Of Disconfirmation Pada Marketplace Shopee Di Yogyakarta. *Reslaj: Religion Education Social Laa Roiba Journal*, 5(3), 1096–1114.
- Pasianus, O., & Kana, A. A. (2021). Pengaruh Kualitas Layanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Sebagai Variabel Intervening Pada Swalayan Pamella Enam Yogyakarta. *Cakrawangsa Bisnis: Jurnal Ilmiah Mahasiswa*, 2(2), 197.
- Pawennari, A., Afiah, I. N., Verawati, V., Nusran, M., & Arham, M. F. (2021). Analisis Kualitas Layanan Bank Syariah Dengan Menggunakan Metode Servqual Dan Importance Performance Analysis (Ipa) Di Makassar. *International Journal Mathla'ul Anwar Of Halal Issues*, 1(2), 11–17. <https://doi.org/10.30653/ijma.202112.17>
- Primasari, D., Farida, N., & Kartini, A. (2021). Analisis Model Keputusan Berkunjung Ulang Terhadap Loyalitas Pelanggan. *Higeia (Journal Of Public Health Research And Development)*, 5(2).
- Supriyaningsih, O., & Loin, U. P. (2026). Pengaruh Harga, Kualitas Pelayanan Dan Kepuasan Pengguna Terhadap Loyalitas Pelanggan Dalam Perspektif Manajemen Bisnis Syariah: Studi Pada Loin Sport Kota Bandar Lampung. *Journal Of Islamic Economics And Finance*, 2(1), 76–91.