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Religiosity, Trust, and Customer Satisfaction: A Systematic Review of Revisit Intentions in Sharia-Compliant Hotels

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ABSTRACT

This study looks at how customer satisfaction, trust, and religiosity affect travelers' intentions to return to Sharia-compliant hotels (SHHs), a developing segment of the global hospitality market. The study synthesizes material published between 2019 and 2024 using the PRISMA standards for systematic literature review (SLR). According to the report, one of the main reasons Muslim customers choose SHHs—which provide services in line with Islamic values, such halal meals and prayer areas—is their level of religiosity. The association between satisfaction and intention to return is shown to be mediated by trust, and customer loyalty is fostered by moral conduct and openness. Furthermore, future visits are strongly predicted by customer satisfaction, which is impacted by both functional and spiritual service characteristics. The results highlight the necessity for hotels to match their services with Islamic principles in order to create enduring bonds with its patrons. In order to improve Muslim tourists' experiences, the study ends with a need for more research to hone theoretical frameworks and examine how these elements interact in various cultural contexts

INTRODUCTION

The demand for services based on religious beliefs, especially those that align with Islamic precepts, is rising significantly in the worldwide hotel sector. Due to this, Sharia-compliant hotels (SHHs) have emerged and grown, offering amenities including halal-certified cuisine, places of prayer, gender-segregated spaces, and entertainment that is both non-halal and alcohol-free. Hotels that adhere to sharia law are created to accommodate Muslim tourists' practical, moral, and spiritual demands. In this regard, the desire to return is a significant metric for evaluating client loyalty to services that are both practical and consistent with religious principles (Battour et al., 2018; Samori et al., 2015).

One of the key psychological factors affecting Muslim consumers' purchase decisions is religiosity, which affects both initial selection and post-consumption behaviors including contentment and desire to return. The degree of personal religiosity that is demonstrated by the degree to which one uses religious principles in daily life is known as religiosity, according to (Putri et al., 2019). Religiosity in this context also influences a person's selection for lodging, such as sharia hotels, which provide services in line with sharia standards. According to research, those who are very religious are more likely to favor hotel services that follow sharia law (Sulaiman et al., 2022).

Building long-term loyalty among guests depends in large part on their confidence in the hotel's commitment to Islamic teachings. According to (Mahmoud et al., 2018), establishing and maintaining connections with clients requires trust. According to (Suhartanto et al., 2019), trust is the conviction that the other party will be able to provide for one's requirements in the future. Within the framework of Islamic hotels, trust encompasses not only operational service excellence but also ethical transparency, moral integrity, and client privacy protection. Furthermore, trust also acts as a mediating factor between loyalty and service quality, according to (Rhamdhani & Riptiono, 2023), particularly in the context of Islamic microfinance,

which is comparable to the trust model in Islamic hotels.

In hospitality services, customer pleasure has long been seen as a key determinant of loyalty and inclinations to return. (Abdou et al., 2022) define customer satisfaction as an evaluation of a specific product or service after it has been used. According to (Nuryakin et al., 2023), consumers decide whether to buy or repurchase a product or service by determining whether their experience with it was good. (Albaity & Rahman, 2021) describe satisfaction as the joy or dissatisfaction experienced when a product or service performs in comparison to the user's expectations. In Islamic hotels, both practical factors like cleanliness and comfort and spiritual factors like how well the services align with Islamic principles affect guest pleasure. According to (Anggraeni & Zaerofi, 2024), halal knowledge acts as a moderating variable in the considerable impact that sharia features like halal cuisine and Islamic room design have on the desire to return.

The importance of religion, trust, and contentment in the context of Islamic hotels has been the subject of several research; nevertheless, the results are inconsistent and frequently concentrate on the local setting. Therefore, to fully comprehend how these three factors interact to influence consumers' inclinations to return, a systematic review integrating these data is required. Finding conceptual gaps, developing a theoretical framework, and offering guidance for upcoming empirical studies in sharia-based hotel management are the objectives of this systematic study. It specifically aims to respond to the following queries:

RQ1: How is religiosity defined and quantified in research on the intention to return to Islamic hotels?

RQ2: How does the link between customer pleasure and intentions to return become mediated or moderated by trust?

RQ3: Which theoretical frameworks are most frequently applied to comprehend the behavior of repeat visitors in the Islamic hotel industry?

METHODS

A systematic review using PRISMA (Preferred Reporting Items for Systematic Reviews and Meta Analyses) as a guide is the study's approach. One methodical approach to thoroughly examining and integrating the body of research on a particular subject is the Systematic Literature Review (SLR) process. It entails a methodical search, selection, and critical assessment of pertinent research. (Olvera-fernández et al., 2023; Sosa-díaz et al., 2022). SLRs aim to identify trends, gaps, and future research directions in a field (Kocaman & Melih, 2024). They typically follow established protocols, such as PRISMA, to ensure transparency and reproducibility (Sosa-díaz et al., 2022). SLRs can be applied across various disciplines, including technology integration in education (Luckyardi et al., 2022), innovative pedagogies (Olvera-fernández et

al., 2023), and political marketing (Kocaman & Melih, 2024). The technique allows researchers to provide a comprehensive overview of a topic, identify theoretical perspectives, reveal main themes, and offer recommendations for future research (Kocaman & Melih, 2024; Luckyardi et al., 2022). The following steps are included in the systematic literature review: formulating the research question, carrying out the systematic literature review, looking over and selecting relevant research papers, synthesizing and evaluating the results of your qualitative study, implementing quality control, and writing a summary report.

The purpose of this study is to investigate customer satisfaction, trust, religiosity, and intention to revisit. As a result, before performing a literature search, researchers establish a number of criteria, as shown in table 1 below:

Tabel 1. Keyword Database Article

Criteria	Database	
Keyword	KK1- Sharia-compliant hotel	
	KK2- Islamic hotel	
	KK3- Halal Tourism	
	KK4- Revisit intention	
	KK5- Loyalty	
	KK6- Religiosity	
	KK7- Trust	
	KK8- Customer Satisfaction	
Search engine/database	MP1- Scopus	
	MP2- Emerald	
	MP3- Pro Quest	
	MP4- Google scholar	
	MP5- Web of Science (WoS)	
	MP6- ScienceDirect	
	MP7- Research gate	
Criteria (IC)	Inclusion	IC1- Title, abstract, keywords, and entire text including specific keywords
		IC2- Published in the chosen journal
		IC3- Published in the last five years
		IC4- Journal-formatted article
Criteria (EC)	Exclusion	EC1: The title, abstract, keywords, and complete text do not contain all of the specified keywords.
		EC2-Books, editions, articles, and viewpoints in conversations

Research Question for Literature Review

Table 2. Research Question for Literature Review

Research Question	Purpose
RQ1: How is religiosity defined and quantified in research on the intention to return to Islamic hotels?	Determining the religious beliefs and standards associated with the aim to return to Islamic hotels.
RQ2: How does the link between customer pleasure and intentions to return become mediated or moderated by trust?	Determine how the link between consumer pleasure and plans to return is mediated or moderated by trust.
RQ3: Which theoretical frameworks are most frequently applied to comprehend the behavior of repeat visitors in the Islamic hotel industry?	Determine the theoretical framework that the Islamic-based hotel industry uses to analyze repeat visitation behavior.

Searching for the Literature Review

The next step was to choose an academic database (such as Google Scholar, Science Direct, Pro Quest, Research Gate, or Emerald) to conduct a keyword search and get published publications on customer satisfaction, religion, and trust in relation to revisit intention. Additionally, criteria for inclusion and removal were established to guarantee the article's pertinence.

After identifying 376 articles from the whole extraction, the review goals were developed using the databases that were found. The titles, abstracts, and full texts of the articles were examined once they were gathered. Then, for additional examination, inclusion and exclusion criteria were used. 35 publications were included in this systematic review analysis after duplicates, irrelevant studies, and non-English articles were eliminated.

Screening and Determination of Criteria

The following inclusion criteria were used to help with the search and selection of articles: research in English, full articles published in international journals published in 2019–2024, indexed in the databases used, and articles focusing on religiosity, trust, and satisfaction on revisit intention, as well as

Sharia hotels, Islamic hotels, halal tourism, customer loyalty, or Muslim travelers. The chosen publications were analyzed to gather pertinent data following sample collection. Descriptive analysis and synthesis of the data taken from the articles were conducted in order to learn more about the topics discussed in the meta-synthesis. To improve the quality and relevance of meta-analyses, researchers should consider several key factors, including the originality of the work, comprehensiveness of the database search, and interpretation of results based on evidence levels (Myung, 2023).

Additionally, meta-analyses should address novel questions, provide unique insights, or correct significant errors in prior analyses to be considered for publication in high-impact journals (Berlin et al., 2022). Data extraction, data synthesis, and evaluation of primary study quality. The information needed to solve research difficulties is then gathered by extracting the selected primary study. The assessment of study quality can have an impact on how the synthesis findings are interpreted as well as the conclusions that are chosen to be communicated. Information from particular studies is compiled via data synthesis to address research questions.

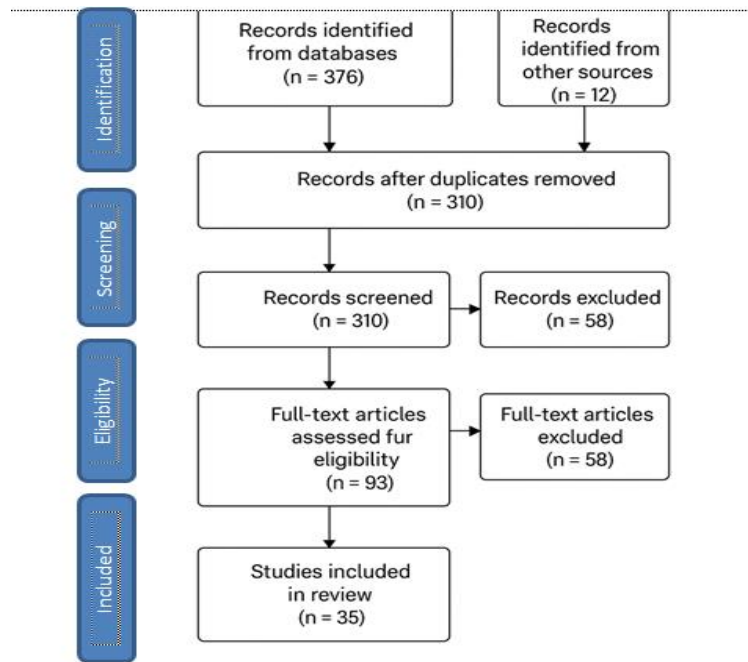


Figure 1. Prisma Flow Diagram Systematic Review

Following the literature search, the researcher used VOSviewer to analyze the link between the keywords identified as illustrated in Figure 2 and the

Mendeley tool to extract the abstractions of the 376 literature to carry out a screening procedure and establish criteria.

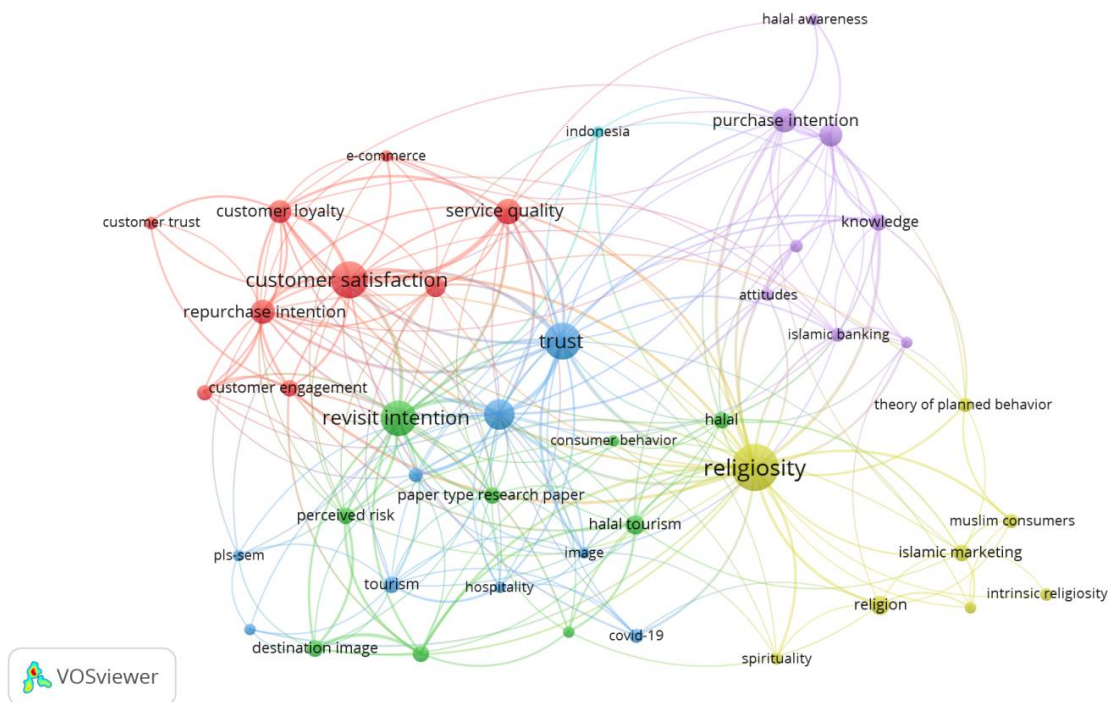


Figure 2. The Relationship Between Keywords through Vosviewer

The association between Intention to Return, halal tourism, and religion, trust, customer satisfaction, destination image, perceived risk, service quality, customer engagement, loyalty, and Muslim

travelers is based on the screening that was done with the aid of VOSviewer. After reviewing the abstracts, the researcher used the inclusion and exclusion criteria listed in Table 3 to filter the literature.

Following this screening method, researchers were able to gather 35 categories of Scopus-indexed journal articles as main data, which were bolstered

by secondary data from books, journals, and other pertinent materials.

Table 3. The Criteria for Inclusion and Exclusion

Journal of research using both large- and small-scale data	
inclusion Criteria	1. Research on customer satisfaction, trust, religion, and intention to revisit 2. Journal articles that are included in the Q1, Q2, Q3, and Q4 Scopus quartiles 3. Research that is irrelevant to consumer happiness, trust, religion, and inclination to return
Exception Criteria	The research uses the illegal drug trade, alcohol, and drug use as examples.

Process Analysis and Synthesis

The criteria-compliant literature will be abstracted and synthesized in accordance with the study issue in order to build customer satisfaction, trust, and religiosity against the intention to revisit.

Quality control

At this point, the researcher applied quality control by looking at a selection of relevant literature over the recent five years (2019–2024) based on Quartile Scopus Q1, Q2, and Q3, as shown in Figure 3.

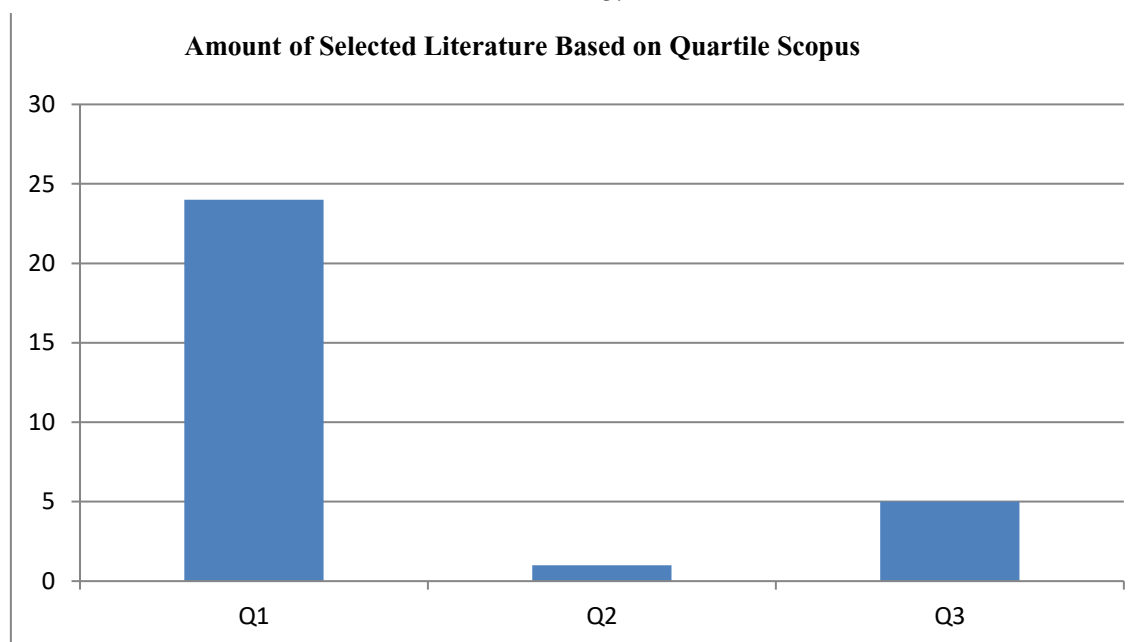


Figure 3. Total Selected Literature Based on Quartile Scopus

The Final Report

The final report, which includes the inclusion and exclusion criteria, aims to present a comprehensive picture of the findings from the analysis and synthesis of the literature. In the results and discussion section, this stage will be completed.

RESULTS AND DISCUSSION

We found 376 studies after eliminating duplicates and reviewing the abstracts. Lastly, 35 papers were examined (Figure 1). The fundamental details and characteristics of the listed research are displayed in Table 4.

Table 4. Characteristics of the Included Studies

No	Author, Year	Title of Article	Journal publisher	Research location	Method
1	(Yan et al., 2021)	Evidence from the hotel sector under quarantine to better understand lodgers' reported happiness and inclinations to return in a situation with restricted services	Service Business	Taiwanese and Chinese mainland hotels are under quarantine	A method for modeling structural equations
2	(Sharipudin & Cheung, 2023)	PosT-sTay evaluation's impact on ewom and hoTel revision in tenTion among Generation Y	Journal of Hospitality & Tourism Research	Gen Y's intention to revisit a hotel	Partial least squares modeling of structural equations (PLS-SEM)
3	(Baghirov et al., 2023)	An expanded model of the individual elements influencing visitor satisfaction and inclination to return in slow-tourism cities	International journal of tourism cities	These three Turkish tourist destinations—Seferihisar, Akyaka, and Gokceada—are visited by both domestic and foreign visitors	SPSS and Smart PLS
4	(Lee et al., 2020)	Examining Theme Park Guests' Satisfaction and Intention to Return: Applying the Experience Economy Model	Journal of Quality Assurance in Hospitality & Tourism	Theme Park	A method for modeling structural equations
5	(Liao et al., 2021)	A framework for destination consumption, attitude, religious participation, contentment, and inclination to return	Journal of Vacation Marketing	Visitors who went to Taiwan's four main Buddhist temples	PLS-SEM, or partial linear square structural equation modeling
6	(Basendwah & Al-sakkaf, 2024)	A thorough mapping analysis of travelers' contentment with the destination's Islamic features	Journal of Islamic Marketing	Islamic attributes of destination (IAD)	Methodical mapping investigation
7	(Perdomo-verdecia et al., 2024)	An fsQCA evaluation of hotel guest satisfaction with regard to service quality	International Journal of Hospitality Management	five-star hotel in Cuba	Fuzzy set Qualitative Comparative Analysis (fsQCA)
8	(Noor et al., 2019)	Customer Contentment with Sharia-Compliant Hotel Operations and Design	Contemporary Management and Science Issues in the Halal Industry	Hotel tourism	SEM—Smart-PLS
9	(Kokkhangplu et al., 2023)	What Determines the Intention of Behavior in Eco-Friendly Hotels? The Functions of Visitors'	Sustainability	Thailand's eco-friendly hotel	Modeling of structural equations (SEM)

10	(Amin et al., 2021)	Satisfaction and Perceived Value: An Analysis of Thailand Affective commitment, social presence, e-trust, and website quality are factors that influence people's intents to book hotels online.	Journal of Hospitality Marketing & Management	hotel website	Smart-PLS
11	(Bastaman et al., 2019)	Investigative Study of Halal Hotel Services: Predicated on Halal Hotel Practices in Three Nations	Advances in Economics, Business and Management Research, Atlantis press	Hotel services that are halal (friendly to Muslims)	Qualitative
12	(Sobari et al., 2018)	The Impact of Marketing Mix and Sharia Compliance on Muslim Travelers' Satisfaction and Intention to Return to Sharia Hotels	Advances in Economics, Business and Management Research, Atlantis press	Local Muslim visitors who have stayed at Indonesian sharia hotels have	Regression analysis and factor analysis
13	(González-mansilla et al., 2019)	Value co-creation's effects on customer satisfaction and hotel brand equity	Tourism Management	Two four-star hotels on the beach that are part of the Iberostar network are located in Playa de Palma de Mallorca in Spain.	SmartPLS
14	(Zulvianti et al., 2023)	Tourist Satisfaction and Religious Belief in Relation to Perceived Environmental Value, Destination Image, and Loyalty	Sustainability	Destinations for halal tourism in West Sumatra	Structural equation modeling (SEM) and partial least squares (PLS)
15	(M. N. Alam et al., 2019)	The Impact of Customer Experience and Sharia Compliance on Muslim Travelers' Satisfaction and Loyalty in Sharia Hotels	Advances in Economics, Business and Management Research, Atlantis Press	Hotels with sharia in Lombok, Indonesia	Modeling Structural Equations (SEM)
16	(Abror, Wardi, et al., 2019)	The moderating influence of religion on the relationship between customer satisfaction and Halal tourism	Asia Pacific Journal of Tourism Research	Muslim visitors to Indonesia's West Sumatra	Modeling Structural Equations (SEM)
17	(Permana & Adam, 2024)	A research conducted in Banda Aceh examined the effects of Islamic characteristics and location perception on visitor happiness and	International Journal of Advanced and Applied Sciences	Tourism in Banda Aceh that is halal.	SmartPLS

		willingness to return in halal travel.			
18	(Rehman et al., 2022)	Moderation Analysis of Religiosity to Understand Revisit Intention towards Kartarpur Temple's Religious Attraction	Sustainability	Kartarpur temple	A quantitative analysis using structural equation modeling based on covariance
19	(Jeaheng et al., 2019)	Halal-friendly hotels: how halal-friendly features affect visitors' purchasing decisions	Journal of Travel and Tourism Marketing	Muslim customer	IBM-SPSS (AMOS 24.0)
20	(Shariff et al., 2021)	An Analysis of Customer Perceptions of Shariah-Compliant Hotels: Evaluating Halal Reliability and Image	Human Resource Management Academic Research Society	Klang Valley hotel services that adhere to Shariah.	technique of quantitative research
21	(Shnyrkova & Predvoditeleva, 2022)	Evidence from Russian visitors about the requirements of Muslim hotel patrons	Journal of Islamic Marketing	Russian Muslim customers	Smartpls
22	(Febriandika & Millatina, 2023)	An integrated model of pricing, location, religion, trust, and satisfaction that models repurchase intention in Sharia hotels	International Journal of Advanced and Applied Sciences	Islamic hotels	Modeling of structural equations (SEM)
23	(Muharam & Asutay, 2022)	Online disclosure policies of hotels that cater to Halal	Journal of Islamic Marketing	halal-friendly hotels	qualitative, however a brief quantitative part is included to finish the data analysis.
24	(Sulaiman et al., 2022)	Religion as a moderator of the effects of Shariah-compliant hotel features on Muslim travelers' inclination to return	Journal of Islamic Marketing	Shariah-compliant hotels visited by Muslim tourists in	Partial Least Squares (PLS).
25	(Wang et al., 2020)	The Impact of Religion on Chinese Consumers' Intention to Make Green Purchases for Green Hotels	Journal of China Tourism Research	Chinese domestic tourists	Structural Equation Modeling and SPSS
26	(Suci et al., 2021)	Muslim-friendly hotel evaluation tool: how will you provide halal food?	Journal of Hospitality Marketing and Management	Muslim-friendly hotels	Partial Least Squares (PLS)
27	(Haque et al., 2019)	Malaysian Muslim Customers' Purchasing Patterns for Shariah-Compliant Hotels	Vidyodaya Journal of Management	Muslim tourists in Kuala Lumpur, Malaysia in particular	Statistical Package for Social Sciences (SPSS) and Structural

28	(Abror et al., 2020)	Word-of-mouth antecedents in marketing for Muslim-friendly travel: the significance of religion	Journal of Islamic Marketing	Muslim-friendly travel to Indonesia's west Sumatra.	Equation Modeling (SEM) SPSS-AMOS 24
29	(Jeaheng et al., 2020)	Effects of Halal-friendly amenities, services, and food and drinks on Muslim tourists' opinions of perceived value, contentment, loyalty, and trust	Journal of Hospitality Marketing & Management	Halal-friendly hotel	IBM-SPSS statistics software
30	(Yusni, 2024)	A conceptual research on how tourists' satisfaction with Muslim-friendly hotels influences Muslims' perceived value toward their intention to return	International Journal of Social Science Research	Muslim-friendly Hotel (MFH) in Malaysia.	Partial Least Squares (PLS)
31	(Saputro et al., 2018)	The Impact of Halal Travel on Client Contentment Muhammad	Advances in Economics, Business and Management Research, Atlantis press	travelers who have traveled to West Sumatra.	Multiple linear regressions
32	(A. Alam et al., 2023)	A theme analysis and word cloud of publications from the Scopus database pertaining to a systematic study of halal hotels	International Journal of Advanced and Applied Sciences	Halal hotels	Systematic review
33	(Sodawan & Hsu, 2022)	Halal-Friendly Features and Muslims' Intention to Visit: Examining the Contributions of Perceived Value and Trust in the Destination	Sustainability	Muslims' visit intention	PLS-SEM
34	(Hasan et al., 2019)	The factors that influence travelers' views about and desire to return to coastal tourism	International journal of culture, tourism and hospitality research	Bangladesh's top three beach spots	A survey that was personally administered was used to gather data.
35	(Printianto et al., 2019)	Applying the principles of Sharia Hotel Concept: Yogyakarta's Unisi Hotel	Advances in Social Science, Education and Humanities Research, atlantis press	The Unisi Hotel is situated in Yogyakarta on Pasar Kembang Street.	Qualitative descriptive

Religiosity

In many studies that look at Muslim consumer behavior, especially when it comes to making purchases that are consistent with Islamic principles, religiosity has become a major theme. According to (Tuhin et al., 2022), religiosity is the degree to which a person's everyday actions indicate their commitment to their faith. Given that more pious customers are more likely to be picky and mindful while selecting halal items, there is a strong correlation between halal consumption behavior and one's degree of religiosity. This result is in line with (Abror et al., 2020), who stress that one of the most powerful factors influencing human behavior, including choices about spending, is religion.

The significance of religion as a factor in influencing consumer choices for halal goods and services has been emphasized by a number of research. (Muslichah et al., 2020), discovered that religious fervor raises halal product awareness. The person who is more religious is more inclined to buy halal items when two people are equally knowledgeable about them. (Suhartanto et al., 2021), who contend that religion and personal religiosity have a major influence on consumer decisions, particularly in industries like food where halal principles are crucial, back up this conclusion.

In addition to the food and beverage industry, religious beliefs also have an impact on service industries such Islamic banking and hotels. According to (Junaidi et al., 2022), religious customers are more aware of and have stronger opinions on Islamic financial practices, proving that religiosity is an integral part of Islamic banking. When it comes to lodging, those who are very religious have a strong preference for sharia-compliant hotels that provide services and operations in line with Islamic standards (Putri et al., 2019; Rafiki et al., 2023). These customers' strong adherence to religious principles influences their decision to select lodgings that facilitate their religious activities, such as worship spaces and halal features.

Theoretically, religiosity includes habit (*amal*) and belief (*iman*), both of which influence consumption. In his analysis of the differences between Western and Islamic conceptions of religiosity, (Junaidi, 2021) points out that in Islam, religiosity is not only a cultural symbol but also a useful framework that influences decisions made in

day-to-day living. Additionally, consumer attitudes, preferences, and perceptions are strongly correlated with religion (Salam et al., 2019). People believe that religion is a strong social institution that has a significant impact on both individual and group behavior (Ahmad et al., 2018; Ustaahmetoğlu, 2020).

According to (Aslam et al., 2023), religion acts as a moral compass by encouraging qualities like tolerance, trust, and interdependence, all of which support moral and responsible consumption. According to (Nurhayati & Hendar, 2020), the degree to which people adhere to and uphold religious principles in their daily lives may be used as a gauge of religiosity. As a result, a thorough grasp of religiosity is crucial, both as a sociological factor and as a psychographic feature that significantly affects Muslim consumer behavior when choosing goods, services, and even economic structures that are consistent with Islamic principles.

Trust

It has long been understood that trust plays a critical role in influencing customer behavior, especially when it comes to value-based buying, uncertainty, and sustained engagement. Consumer trust is defined by (Mursid & Wu, 2022) as the conviction that a supplier of products or services is reliable and would behave in a way that serves the long-term interests of the customer. According to this definition, trust is a relationship asset that is based on dependability and honesty. According to (Usman et al., 2022), trust is also the readiness of an individual to take on risk in the presence of favorable expectations regarding the intentions or actions of another party, particularly in situations where there is ambiguity and dependency.

In the hotel industry, which is defined by intangible, experience-based offerings, trust is essential. (Aldulaimi et al., 2024) assert that a key factor in the industry's longevity and long-term performance is the trust that exists between consumers and service providers. Perceptions of honesty and integrity in business connections are the foundation for trust.

Repurchase intentions, brand loyalty, and trust are all strongly correlated, according to earlier research. Trust is a crucial factor in business contacts and influences decisions to make repeat purchases, according to (Quoquab et al., 2020). Additionally, trust improves the relationship between customers

and service providers (Li et al., 2020). Consumers that have a high degree of trust are more likely to be brand loyal and form enduring bonds with the business. The propensity of a person to depend on a reliable source is known as trust, and it is established via mutually beneficial, long-lasting relationships, fair pricing, and opinions about the worth of a product.

Customer Satisfaction

In marketing literature, one of the most extensively researched ideas is customer satisfaction. The emotional reaction that follows the use of a product or service is referred to as customer satisfaction (Ali & Raza, 2017). Similarly, (Bello et al., 2021) characterize satisfaction as a customer's overall evaluation, whether favorable or unfavorable, of their buying experience based on their whole engagement with a certain product or service provider. Particularly pertinent in the hotel and tourist industries, (Rahman et al., 2019) stress that satisfaction may be seen as a psychological state that reflects sentiments of pleasure or contentment toward the products and services provided.

The idea that customer expectations and the actual performance of the product or service obtained are compared to form satisfaction is a recurrent subject in the literature. This is further supported by (Permana & Adam, 2024), who define customer satisfaction as the consumer's assessment of whether a good or service has fulfilled their requirements and expectations. Additionally, future behavior, including repeat business, is strongly predicted by customer happiness. Consumers frequently rely their decisions to buy or repurchase on whether their prior experience was satisfying, according to (Nuryakin et al., 2023). By comparing pre-consumption expectations with post-consumption performance, (Han et al., 2020) contend that contentment is a person's evaluative summary of their consumption experience.

Customer satisfaction in the travel and hospitality industry is frequently linked to both emotive and cognitive reactions to encounters. Tourist pleasure, according to (Abror, Patrisia, et al., 2019), is a cognitive-affective state that results from a person's trip. This is especially true for hotels that adhere to Sharia law, where client satisfaction is impacted by both the caliber of services and how well they reflect Islamic principles. According to (Saputro et al., 2018), a number of measures,

including overall satisfaction, satisfaction dimensions, expectation confirmation, intention to revisit, desire to refer, and customer discontent, may be used to gauge customer satisfaction. Customers are more inclined to express pleasure when they are happy with what they have gotten.

Revisit Intention

The term "revisit intention" describes a customer's propensity to utilize a service or product again after having a good experience with it. Understanding the likelihood that visitors will return is one of the most important components of consumer behavior, according to (Halimi et al., 2022), as it can be used to forecast future consumption and greatly enhance the sustainability of businesses. Customers' opinions and assessments of the goods and services they have already used are reflected in their intention to revisit. Essentially, revisit intention encourages someone to use a good or service they formerly liked again.

According to (Isa et al., 2020), revisit intention in the context of tourism refers to a traveler's propensity to return to a certain location in the future. Time limits, desire, and the general caliber of the prior experience are some of the variables that affect this purpose. According to (Koc et al., 2024), revisit intention is also a measure of a person's willingness to utilize a service frequently and is strongly associated with behavioral motivation. Returning tourists are an attractive market group for many places since they are more likely to stay longer, have more reasonable expectations, report better levels of satisfaction, and spread the word about the destination (Zhang et al., 2018). Additionally, retaining established clients requires less promotion than attracting new ones.

This knowledge is extended into consumer repurchase behavior by (Yao et al., 2020), who point out that revisit intention characterizes the probability that travelers would return to a certain location to partake in leisure activities. According to (Febriandika & Millatina, 2023), revisit intention is the desire of a customer to repurchase a good or service as a result of their prior experience. (Sulaiman et al., 2022) use a two-square technique to uncover important elements impacting revisit intention in the context of Sharia hotels. According to their research, halal food and drink availability and other Sharia-compliant features are important factors that influence return business.

CONCLUSION

In this systematic analysis, the roles of customer happiness, trust, and religiosity are examined in relation to the desire to return to Sharia-compliant hotels (SHHs). It draws attention to the growing need, especially in the hospitality sector, for services that are consistent with Islamic principles. The market for hotels that adhere to Sharia law has grown significantly as Muslim tourists look for lodging that meets both their practical and spiritual demands. With implications for management and marketing tactics, the analysis analyzes the ways in which religion, trust, and contentment influence customer loyalty and the desire to return to these hotels.

When it comes to choosing services that align with Islamic principles, Muslim clients' behavior is significantly impacted by their degree of religiosity. This study emphasizes that customers who are more religiously oriented are more likely to favor Sharia-compliant hotels, where their religious beliefs are honored by providing halal meals, prayer areas, and other amenities that are in keeping with their beliefs. The review summarizes the body of research that shows how religion affects both initial purchase decisions and the link between customer happiness and service quality assessments.

In the context of Islamic hotels, trust becomes an important mediator between contentment and inclinations to return. The evaluation demonstrates how trust, which is based on moral behavior, dependable service, and openness, has a big influence on client loyalty. It has been demonstrated that having faith in the hotel's adherence to Islamic values raises overall satisfaction and increases the possibility that guests would return. This result is consistent with more extensive studies conducted in the hotel sector, where repeat business and enduring client relationships are frequently associated with consumer trust.

Another important factor influencing the inclination to return is customer pleasure, as described in the review. According to the study, both practical and spiritual factors, such as the comfort, cleanliness, and conformity of services with Islamic principles, affect guest satisfaction at Sharia-

compliant hotels. The evaluation also emphasizes how future repurchase intentions are strongly correlated with customer satisfaction, which is a measure of the hotel experience. Customer happiness is an important factor in the longevity of a business as happy patrons are more likely to make repeat visits, spread good word of mouth, and enhance the hotel's image.

The review concludes by pointing up the need for more empirical study to provide a more thorough comprehension of the relationships among religion, trust, contentment, and desire to return in the setting of Islamic hotels. Future research should examine how these elements interact in various cultural and geographical contexts, according to the report, which also calls for improving current theoretical frameworks. By filling in the gaps found, the hospitality sector may improve its services and better serve the increasing number of Muslim tourists looking for services that adhere to their faith.

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