

To cite this article: Savitri Hendradewi*,Filma Festivalia, Irfal, Gratia WirataLaksmi and Ariawan Aryapranata (2025). Analysis of Reddoorz Syariah Development in Jakarta. International Journal of Education, Business and Economics Research (IJEBER) 5 (3): 284-292

ANALYSIS OF REDDOORZ SYARIAH DEVELOPMENT IN JAKARTA

Savitri Hendradewi*,Filma Festivalia, Irfal, Gratia WirataLaksmi and Ariawan Aryapranata

Trisakti Institute of Tourism, Jakarta, Indonesia

<https://doi.org/10.59822/IJEBER.2025.5313>

ABSTRACT

Reddoorz Syariah is an innovation in the hotel industry that integrates Sharia principles in its services and facilities, thus providing a solution for Muslim tourists who are looking for halal hotels. As an economic and tourism centre, Jakarta has excellent potential for developing Sharia hotels, which align with the increasing demand for accommodation by Islamic teachings. This research aims to analyze the factors that encourage the development of Reddoorz Syariah in Jakarta, as well as the challenges and opportunities faced in implementing Sharia principles. The research results show that increasing Muslim tourists' awareness of the importance of halal hotels and easy access via digital platforms are the main factors driving the development of Reddoorz Syariah. This hotel has succeeded in implementing sharia principles well, such as the exclusion of men's and women's facilities, the prohibition of alcohol, and the use of halal food. However, the biggest challenge faced is maintaining consistent implementation of Sharia principles in all hotel branches, considering the differences in religious backgrounds and diverse staff understanding. Marketing strategies that utilize digital technology, such as applications and websites, are very effective in expanding market reach, but educational efforts are still needed to increase public understanding of the sharia hotel concept. In conclusion, Reddoorz Syariah has excellent potential to develop in Jakarta, but it must focus on staff training, internal supervision, and market education to maintain consistent service quality.

KEYWORDS: - Reddoorz sharia, halal tourism, implementation of sharia.

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Published Online: May 2025

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1.0 INTRODUCTION

The hotel industry in Indonesia has experienced significant changes in recent years, in line with technological developments and consumer preferences; one emerging trend is increased interest in hotels that offer services by Sharia principles (Setianingsih&Nursaidah, 2023). This phenomenon

answers the needs of the Muslim market segment, who want comfortable accommodation and their religious values (Supaijo et al., 2023). Reddoorz, one of the largest hotel chains in Indonesia, has responded to this request by launching Reddoorz Syariah in several big cities, including Jakarta.

Reddoorz Syariah is an innovative concept combining affordable hotels with Sharia principles, including discounts on men's and women's facilities, a ban on alcohol, and attention to private parts (Sembiring&Amalia, 2023). With a focus on providing the needs of the Muslim market, this hotel aims to provide a sense of comfort and security for guests who want to stay while paying attention to religious values (Pratiwi&Hutabarat, 2024). Amid the rapid growth of Indonesia's tourism and economic sectors, especially Jakarta, Reddoorz Syariah has become an alternative that is increasingly popular with local and international tourists.

Jakarta, as the nation's capital, has a strategic role in the development of the hotel industry in Indonesia; as a centre for business, government and tourism, Jakarta continues to experience a large number of visitors from both within and outside the country (Akbar et al., 2024). With various investment options, sharia-based hotels such as Reddoorz Syariah are starting to find their place in the market (Rusydiana& Rai, 2021). The demand for Muslim-friendly accommodation in Jakarta is increasing, along with changes in tourist patterns that prioritize comfort and convenience with religious values when travelling.

This research aims to further analyze the development of Reddoorz Syariah in Jakarta, both in terms of its growth, the marketing strategies implemented, and the challenges and opportunities faced in providing Sharia-based services. Apart from that, this research will also explore the impact of the development of Reddoorz Syariah on competition in the hotel industry in Jakarta, as well as its influence on the local economy. With the increasing demand for accommodation that complies with Sharia principles, Sharia hotels increasingly have an important role in responding to specific market needs.

Through this research, more in-depth insight can be obtained regarding the development strategy of Reddoorz Syariah and the factors that influence consumer decisions in choosing Sharia-based hotels. It is also hoped that the findings from this research can contribute to the development of the hotel industry, especially in optimizing existing market potential. On the other hand, the results of this research can provide recommendations for other hotel industry players to develop products and services that align with the growing market's desires and needs

2.0 LITERATURE REVIEW

Reddoorz Syariah is an innovation from the Reddoorz hotel chain that provides accommodation per Islamic sharia principles (Syahfitri et al., 2023). This concept was developed to meet the needs of the Muslim market, who are looking for accommodation that is not only comfortable but also by religious teachings, such as discounts on male and female facilities and a ban on alcohol (Hussain et al., 2021). Several studies show that demand for sharia hotels is increasing, especially in big cities such as Jakarta, where many domestic and international Muslim tourists are looking for religion-friendly hotels (Deliana, 2022).

Indonesia's economic and tourism centre has excellent potential for developing Sharia hotels. The demand for Sharia-based accommodation in this city is increasing, along with the increase in Muslim tourists who prioritize comfort and conformity with religious principles (Bundo&Pratama, 2024). Reddoorz Syariah took advantage of this opportunity by offering a concept that suited the needs of the Muslim market and succeeded in filling a market gap that previously had not been reached by conventional hotels (Alam et al., 2023).

The sharia hotel business model, as implemented by Reddoorz Syariah, is also increasingly relevant to the rapidly growing halal tourism trend (Kurniawan&Safitri, 2023). Sharia hotel consumers tend to prioritize comfort, safety and the halal services offered; Reddoorz Syariah has succeeded in combining Sharia principles with modern technology, providing convenience for customers, although the spirit remains in ensuring sharia standards are applied consistently throughout the hotel chain (Alandri&Verinita, 2019).

3.0 RESEARCH METHOD

This research uses a qualitative approach with a case study method to analyze the development of Reddoorz Syariah in Jakarta. This approach was chosen because it allows researchers to dig deeper into the factors influencing the growth of Reddoorz Syariah, the strategies implemented, and the challenges and opportunities faced in developing sharia hotels in the capital city. The data collected will provide an in-depth understanding of how Reddoorz Syariah adapts to market needs and developments in the hotel industry in Jakarta.

This research uses in-depth interview techniques to collect data with various parties involved in managing Reddoorz Syariah, including hotel managers, operational staff, and customers who have stayed at Reddoorz Syariah. This interview aims to obtain information about the experiences, perceptions, and challenges of running a hotel with a Sharia concept. This research will also use direct observation methods in several Reddoorz Syariah units in Jakarta to observe the implementation of Sharia principles in the services and facilities offered.

Apart from interviews and observations, this research will also carry out document analysis by reviewing Reddoorz Syariah's development reports, marketing materials, and policies implemented by the company. Data obtained from various sources will be analyzed using a content analysis approach to identify the main themes related to the development of Reddoorz Syariah in Jakarta, such as factors driving growth, marketing strategies, and consumer perceptions of the services provided. The results of this analysis will provide a clearer picture of the dynamics and prospects for sharia hotel development in the Jakarta market.

4.0 RESULT AND DISCUSSION

4.1 Driving Factors for the Development of Reddoorz Syariah in Jakarta

One of the main factors driving the development of Reddoorz Syariah in Jakarta is the increasing demand from the Muslim market segment looking for accommodation by Sharia principles. Jakarta, as the capital city of Indonesia and the centre of the economy and tourism, offers enormous market potential. This city is not only a domestic tourist destination but also international, with many tourists from Muslim countries prioritizing halal in all aspects of their trip, including where to stay.

The demand for hotels that provide facilities in accordance with sharia is increasing, considering the increasing number of Muslims who pay attention to hotel comfort with religious principles. Reddoorz Syariah has succeeded in seizing this opportunity by providing services that not only meet the basic needs of tourists but also guarantee comfort and halalness, thus attracting many Muslim visitors.

Technological advances and the use of digital platforms to search for and book hotels have also accelerated the development of Reddoorz Syariah in Jakarta. Through user-friendly applications and websites, customers can easily search for accommodation that suits their preferences, including hotels with a sharia concept. With this easy access, Reddoorz Syariah is able to expand its reach and attract new customers. Apart from that, the increasing awareness about the importance of choosing halal products among the Muslim community also provides more encouragement for Reddoorz Syariah to continue to grow. By separating men's and women's facilities, prohibiting alcohol, and guaranteeing halal food and drinks, Reddoorz Syariah offers the right solution for Muslim tourists who want to feel comfortable and calm during their stay in Jakarta.

4.2 Implementation of Sharia Principles in Reddoorz Syariah Services

Implementing Sharia principles in Reddoorz Syariah services in Jakarta has been well pursued through strict operational standards and continuous supervision in all hotel branches. Hotel managers are committed to ensuring that every service aspect, from accommodation to food and drinks, complies with sharia provisions. Some steps include separating men's and women's facilities, using halal products in food menus, as well as activities that are not by Islamic religious principles, such as serving alcohol. Apart from that, the design and atmosphere of the hotel are also directed at creating a comfortable environment and supporting life in accordance with Islamic values. Reddoorz Syariah utilizes this approach to assure customers they will receive a stay that suits their needs and religious beliefs.

Even though Sharia principles at Reddoorz Syariah have been implemented well, challenges remain in maintaining consistent compliance standards across all branches. One of the challenges is the different religious backgrounds and diverse understandings of hotel staff, which can sometimes influence how Sharia principles are translated into daily practice. This can create differences in the quality of services and facilities available, affecting customer satisfaction. Therefore, hotel managers need to provide regular training and guidance to staff to ensure that all branches implement sharia principles consistently. This effort also aims to create a deeper understanding of sharia among staff to provide more optimal services by the standards expected by guests.

4.3 Challenges in Reddoorz Syariah Development

One of the biggest challenges facing Reddoorz Syariah is an increasingly tight competition in the sharia hotel industry in Jakarta. As interest in accommodation that complies with sharia principles increases, more and more new hotels are appearing, offering similar facilities at competitive prices. This forces Reddoorz Syariah to innovate and improve service quality to remain competitive in this ever-growing market. Innovation is needed not only in terms of facilities but also in terms of marketing strategies to attract the attention of potential customers. Reddoorz Syariah must

demonstrate superior service and consistency in Sharia principles compared to its competitors, so it remains the leading choice for Muslim tourists looking for halal hotels.

Ensuring consistent implementation of Sharia principles across all hotel branches is a significant concern. Reddoorz Syariah must ensure that each branch offers facilities that comply with Sharia standards and guarantee equal service quality in all locations. Differences in hotel staff's understanding and application of Sharia principles in various branches can affect guest reputation and experience, ultimately impacting customer loyalty. To overcome this challenge, Reddoorz Syariah must continue to evaluate and improve service quality and strengthen internal supervision to ensure that Sharia standards are implemented consistently and thoroughly. Apart from that, Reddoorz Syariah needs to expand the market's understanding of the sharia hotel concept so the public can understand better and appreciate the added value offered by the latest sharia.

4.4 Marketing Strategy and Use of Technology

In developing a marketing strategy, Reddoorz Syariah has utilized digital technology to expand its reach and attract customers from various market segments. One of the main ways this is done is through online booking platforms that make it easier for customers to find and book accommodation using Sharia principles. With the website and mobile application, customers can quickly access information regarding facilities, prices, and locations of Sharia hotels spread across Jakarta, and they can even make reservations without needing to come directly to the hotel. This provides comfort and convenience for Muslim tourists who need a halal hotel during their trip. This technology also helps increase operational efficiency and speed up the ordering process, which strengthens Reddoorz Syariah's competitiveness in an increasingly competitive market.

The challenge faced by Reddoorz Syariah is that there is a market segment that still does not fully understand or recognize the concept of Sharia hotels. Even though the number of Muslim tourists looking for halal accommodation is increasing, there are still groups who do not understand what differentiates Sharia hotels from conventional hotels. Therefore, apart from using digital platforms for promotion, Reddoorz Syariah needs to focus on public education efforts. Educating the market about the advantages and benefits of staying in Sharia hotels based on Islamic religious values is very important. Marketing through social media, blogs, and educational videos that can introduce sharia principles applied in hotels can be an effective way to increase public understanding and attract more customers who want to experience a stay that is based on the principles of their religion.

4.5 The Impact of Reddoorz Syariah Development on the Hotel Industry in Jakarta

The development of Reddoorz Syariah in Jakarta has had a significant impact on the local hotel industry, especially in creating a new market for accommodation based on Sharia principles. Before the Sharia hotel concept existed, many Muslim tourists found it challenging to find accommodation that met their needs, both in terms of facilities, halal food, and an atmosphere that was by religious teachings. With the presence of Reddoorz Syariah, this need can be met to a greater extent, providing comfort for those looking for halal hotels. This concept also provides an opportunity for other hotels in Jakarta to follow in Reddoorz's footsteps by providing similar services, thereby creating healthy competition and innovation in the hotel industry. This has a positive impact on

Jakarta's hospitality ecosystem by providing options available on the market and helping to develop the halal accommodation market, which is increasingly in demand.

Furthermore, the development of Reddoorz Syariah contributes to the growth of the halal tourism sector in Jakarta and Indonesia. Jakarta, as the leading destination for domestic and international tourists, is getting more attention in terms of halal tourism, which is now a global trend. With Sharia hotels like Reddoorz, Jakarta can attract more Muslim tourists from various countries, especially those looking for destinations that support a halal lifestyle. This also has the potential to expand the tourism market, which was previously less touched by the conventional hotel sector, considering that many Muslim tourists choose tourist destinations based on similarities in recommendations with religious principles. In this way, Reddoorz Syariah contributes to the hospitality sector and helps the Indonesian tourism industry face global market demand, which is increasingly focused on halal tourism.

4.6 Market Opportunities and Potential Development of Sharia Hotels in Jakarta

Jakarta, the capital of Indonesia, with the largest Muslim population in the world, offers a vast market opportunity for the development of Sharia hotels. In recent years, the halal tourism trend has skyrocketed, with more and more domestic and international tourists seeking accommodation based on Sharia principles. This factor makes Jakarta a strategic location for sharia hotels, considering the city's economic, political and tourism centre role. With Sharia hotels such as Reddoorz Syariah, which provide halal guarantees in facilities and services, many Muslim tourists feel safer and more comfortable staying overnight without worrying about aspects that conflict with their beliefs. Apart from that, the halal tourism sector is also receiving more attention from the government, which is increasingly realizing the importance of meeting the needs of this market. This opens up great opportunities for the development of sharia hotels in Jakarta, as well as increasing the city's potential to become a significant halal tourism destination in Southeast Asia.

Reddoorz Syariah has shown how the sharia hotel concept can be well received on the broader market and have a positive impact on the development of the halal tourism sector. This company can take advantage of growing market opportunities by providing facilities and services that comply with Sharia principles, such as discounts on men's and women's facilities and halal food. With increasing tourist awareness of the importance of halal hotels, the potential for developing sharia hotels in Jakarta is increasingly greater. Apart from that, the Sharia hotel concept also has the potential to attract more international tourists, especially from Middle Eastern and Asian countries, which have a high demand for Sharia-based hotels. As a business centre and tourist destination, Jakarta has excellent potential for Sharia hotel expansion and can encourage the development of the hotel sector as a whole.

4.7 Challenges in the Consistent Implementation of Sharia Principles

Although Reddoorz Syariah has successfully implemented Sharia principles, the biggest challenge is maintaining consistent standards across all hotel branches. In its operations, the diversity of religious backgrounds and different staff understandings can become obstacles to ensuring that each hotel branch implements Sharia principles appropriately. This may lead to differences in the interpretation and implementation of sharia principles, ultimately impacting the guest experience.

One concrete challenge is ensuring that sharia-compliant service and facility standards are maintained in all units, even though hotel staff may not have the same understanding of these principles. To overcome this problem, Reddoorz Syariah needs to focus on intensive training for all staff to deepen their understanding of Sharia principles and how to implement them in daily services.

Apart from training, a stricter monitoring system is also needed to ensure that sharia standards are implemented consistently across all branches. Hotel managers must ensure that existing procedures are followed correctly, and each branch reports on implementing Sharia principles periodically to conduct necessary evaluations and improvements. This is important to avoid discrepancies that could damage the hotel's reputation and disappoint guests. With more systematic steps in training and supervision, Reddoorz Syariah can continue to maintain high service quality and consistency in implementing Sharia principles so that the guest experience at each hotel branch remains satisfying and in line with their expectations. Consistency in applying Sharia principles will also be a key factor in increasing customer trust and loyalty, which is important for achieving long-term success.

4.8 Marketing and Technology Innovation as the Key to the Success of Reddoorz Syariah

Marketing innovation and digital technology are the keys to strengthening Reddoorz Syariah's position in an increasingly competitive market. In today's digital era, using online booking platforms and mobile applications effectively reaches more customers and provides convenience in the hotel search and booking process. Reddoorz Syariah makes good use of this technology, allowing customers to easily find accommodation that suits their needs and book a room in just minutes. Being present on social media also introduces the Sharia hotel concept to a broader audience. Reddoorz Syariah can use these platforms to carry out promotions, share customer testimonials, and educate the public about the importance of halal hotels. Through a creative digital marketing approach, Reddoorz Syariah can increase brand awareness and attract more customers, especially young tourists who are used to using technology in their travels.

To further strengthen competitiveness in the market, Reddoorz Syariah also needs to educate the market about the sharia hotel concept and its benefits. Many consumers may not fully understand what differentiates Sharia hotels from conventional hotels, and educating them through educational content on social media, blogs or videos can be a practical step. Also, loyalty development programs that reward loyal customers are important for creating long-term relationships with guests. This program can increase customer retention and keep them returning to stay at Reddoorz Syariah every time they travel. Innovations in services, such as easy access using mobile applications and special promotions on digital platforms, will further strengthen Reddoorz Syariah's position in an increasingly growing market and help build greater awareness of the sharia hotel concept.

5.0 CONCLUSION

The development of Reddoorz Syariah in Jakarta shows excellent potential in meeting the growing needs of the Muslim market for accommodation that complies with Sharia principles. With increasing awareness of the importance of halal services, sharia hotels such as Reddoorz Syariah offer the right solution for Muslim tourists, both domestic and international. However, the

challenges of maintaining consistent implementation of sharia principles in all hotel branches and the increasingly fierce competition in the hotel industry must be overcome. Better management in terms of staff training and close supervision will be key to ensuring consistent service quality and meeting guest expectations.

To overcome existing challenges, Reddoorz Syariah is advised to continue to improve training programs for staff in all hotel branches so that their understanding of Sharia principles becomes deeper and can be applied consistently. Companies also need to strengthen the monitoring system to ensure that each branch follows established procedures. Regarding marketing, Reddoorz Syariah can utilize more digital platforms and social media to educate the market about the sharia hotel concept and attract more customers, especially from the young tourist segment already familiar with technology. Innovation in service and marketing strategy will further strengthen Reddoorz Syariah's position in an increasingly competitive market.

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