

THE RELATIONSHIP BETWEEN THE CHARACTERISTICS OF GEN X, Y, AND Z IN UNDERSTANDING HALAL LIFESTYLE AND THE DECISION TO PURCHASE HOTEL SERVICES

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Abstract. Indonesia as one of the countries with the largest number of tourist destination has various visitors around the globe. Indonesia also one of the biggest number of muslim population around the globe and the most This research is about finding the relationship between the characteristics of understanding the halal lifestyle in generations X, Y, and Z in purchasing hotel services. This study took samples from various regions in Jabodetabek as many as 220 people. The results obtained in this study are the characteristics of generations X, Y, and Z in understanding the concept of a halal lifestyle have a significant effect on decision-making in purchasing hotel services such as rooms, restaurants, and so on.

Keywords: Halal lifestyle, decision to purchase, generation x, generation y generation z,.

INTRODUCTION

Indonesia as one of the countries with the largest number of tourist destinations and the best in Asia can always accommodate the traveling needs of tourists, especially in terms of accommodation facilities to support the needs of tourists. Indonesia is also known as a country with many ethnic groups, languages, and several ways of seeing and lifestyles, but even so, Indonesia can always maintain this diversity within one unit. Indonesia is one of the countries that have the highest ratio and the number of Muslims in the world certainly has perspective on the lifestyle known as the Halal lifestyle.

In the context of traveling, the majority of tourists who come to Indonesia are tourists who have set an agenda/plan for their visit to Indonesia, starting from transportation to the need to stay overnight. Tourists also come from various cultural backgrounds, religions, ethnic groups, races, and lifestyle choices. Of the many lifestyles today, the halal lifestyle is one of the most prominent and is being favored by tourists.

Halal lifestyle in travel is a perspective that takes reference from the Qur'an and Hadith as a reference in conducting travel activities (Henderson, 2016). Muslim tourists often consider halal elements in choosing their travel destinations and accommodations. Halal tourism is the provision of tourism products and services according to Islamic teachings (Mohsin, Ramli, & Alkhulayfi, 2016). Halal tourism supporting service products that are often involved include accommodation facilities, communication, environment, physical buildings and atmosphere of worship facilities, culinary and other services that are friendly to Muslims (Battour & Ismail, 2016).

The halal lifestyle in recent years has become one of the popular lifestyle choices not only among Generation X but chosen among the millennial generation, which currently has the largest number of the entire world population. The halal lifestyle is not only lived by Muslim communities but many non-Muslim communities have begun to adopt this lifestyle because of the great benefits they feel. In living a halal lifestyle, they pay attention to the importance of halal status in the products or

services they use. According to the view of Minor & Mowen (2002), says that lifestyle includes a person's daily life pattern, which is reflected through activities, interests, and opinions that are reflected in daily behavior in activities. It is not uncommon for the lifestyle chosen by a person to be a reference or benchmark in the process of buying something during the traveling process including choosing and buying a service offered by the hotel.

Based on these things, it is important to conduct a tracking study on whether the halal lifestyle knowledge possessed by generations X, Y, and Z is related to the decision to buy services such as lodging services, restaurants, and so on offered by hotels.

RESEARCH METHOD

1.1 Research Approach

The research method in this study is survey research using quantitative approach. The quantitative method is a method that stems from events that can be measured quantitatively or expressed by numbers (scales, indices, and formulas) (Puspitawati & Herawati, 2013). Based on the research approach, the research uses a correlational approach that uses statistical correlation to describe and measure the degree or relationship (relationship) between two or more variables or series of scores (Cresswel, 2014). Then based on data processing, this research uses parametric inferential statistics. No treatment was deliberately carried out in the field in collecting data. Data is collected from respondents using standardized instruments.

1.2 Data population and Sample

The population in this study is Generation X, Y, and Z located in Jakarta, Bogor, Tangerang, Bekasi and Depok City. The sample used in this study was saturated because the population was unknown.

1.3 Data Collecting

There are two data sources in this study, namely primary data sources and secondary data. Primary data is data collected by researchers themselves directly from the first source or where the research object is carried out, while secondary data is data obtained based on accurate sources or references such as books, journals, and trusted websites (Siregar, 2017). In this study, researchers used primary data obtained through questionnaire instruments on respondents (employees). Respondents are asked to fill in or choose answers that match the actual conditions or reality. It is intended that the data obtained from respondents has good quality in the results of the research conducted.

1.4 Data Validity Test

For the data validity testing stage, the validity test and reliability test are used. To test the validity of the data begins with testing the research instrument using question validity or item validity. Data on the results of the trial and the calculation of the correlation of the item score with the total score can be seen in the appendix. The number of respondents used in this study was 50 - 100 people each from generations X, Y, and Z located in Jakarta, Bogor, Depok, Tangerang and Bekasi City.

1.5 Data Reliability test

The reliability test stage is carried out with the Alpha Chronbach formula. The Alpha Chronbach formula is used to find the reliability of Likert scale instruments. The formula is used to find the reliability of an instrument whose score is not 1 or 0. The Alpha Chronbach formula is as follows (Sugiyono, 2014). An instrument is declared reliable if $r_{count} \geq r_{table}$ otherwise if $r_{count} < r_{table}$

$\leq r_{table}$ with a significance level of 0.60 then the measuring instrument is declared unreliable. An instrument is declared reliable if $r_{count} \geq r_{table}$ conversely, if $r_{count} \leq r_{table}$ then the measuring instrument is declared unreliable.

1.6 Data Analysis

In the analysis stage, descriptive and inferential statistical analysis techniques were used. Descriptive statistics are data analysis techniques used to describe or describe data. Descriptive data presentation can be in the form of tables, graphs, and pie charts that contain information about the calculation of mode, median, mean (measurement of central tendency), percentage, and calculation of data distribution through the calculation of average and standard deviation. The data obtained is sorted according to the category to give meaning or interpretation to the score obtained and then the score is transformed into an index for each dimension or variable. Furthermore, the index is grouped by category using the class interval formula with a minimum score of 0 and a maximum score of 100 in 3 categories (Low, medium, and high).

Inferential statistics is a data analysis technique used to analyze sample data whose results can be generalized to the population. Inferential statistics, especially parametric statistics, requires a prerequisite test, namely the normality and linearity test. These tests are conducted before testing the predetermined hypothesis. Furthermore, in this study, correlation analysis was carried out to determine the direction and strength of the relationship between variables and continued with regression analysis to predict how far the change in the value of one variable on the value of another variable (Kurniawan & Yuniarto, 2016).

1.7 Data Normality Test

The next stage is to carry out a normality test with the Kolmogorov-Smirnov technique, namely by checking the sample frequency distribution based on the normal distribution of single data or single frequency data (Rusydi & Fadhli, 2018). Next steps after knowing that the data is normally distributed, it is continued with the linearity test to determine whether the relationship between the independent variable and the dependent variable is linear or not. Variables are said to have a linear relationship if the significance is more than 0.05 (Ghozali, 2011).

1.8 Analysis Correlation

After seeing the relationship between the variables, the correlation coefficient test is carried out to determine the level of closeness of the relationship between variables x and y, the test results are then interpreted using the correlation coefficient interpretation table by looking at the magnitude of the numbers obtained. On this proses use spearman data correlation test to know the tightness correlation between variable X and Variable Y.

RESULT AND ANALYSIS

This study consists of 2 variables, halal lifestyle knowledge as the independent variable denoted by X, and the decision to choose hotel facilities as the dependent variable denoted by Y. The sample data amounted to 220 respondents who were obtained using a halal lifestyle questionnaire prepared by the researcher by referring to the theory of Adinugraha and Sartika (2019) and also according to Firdayani and Sholichah (2023) and purchasing decisions by (Kotler & Keller, 2016) to measure the scale of hotel facility selection decisions. The total statement items on the questionnaire that have been valid and reliable are 88 items.

With a large enough sample size (220 respondents), this study is expected to provide a representative picture of the influence of halal lifestyle knowledge on hotel facility selection decisions. Each independent and dependent variable is measured through questionnaire items constructed and adjusted based on relevant theories. The characteristics of the respondents and the

variables studied provide insight into how halal lifestyle knowledge affects consumer preferences in choosing services that comply with halal principles, especially in the context of hotels.

2.1 Results

2.1.1 Characteristics of Respondents

2.1.1.1 Age

The age of respondents in this study is in the range of birth years 1965-1980 (Generation X), 1981-1996 (Generation Y), and 1997-2007 (Generation Z). Based on Figure 1, it can be seen that based on the results of the study, the characteristics of respondents can be divided into three groups. Generation X is a smaller group than the other two generations 24.5% in this study. Generation X is known characteristics of being conservative in work, loyal to the organization, and having a strong focus on life and career balance. Millennials, who make up 35% of the total respondents, are a group characterized by high flexibility. They grew up on developmental new technologies, especially the internet, so they have high proficiency in the digital world. Generation Z is the largest group in this study, accounting for 40.5% of the respondents. Known as the “born digital” generation, they mastered technology early and have a different approach to accessing information and communicating, often favoring social media and other digital platforms.

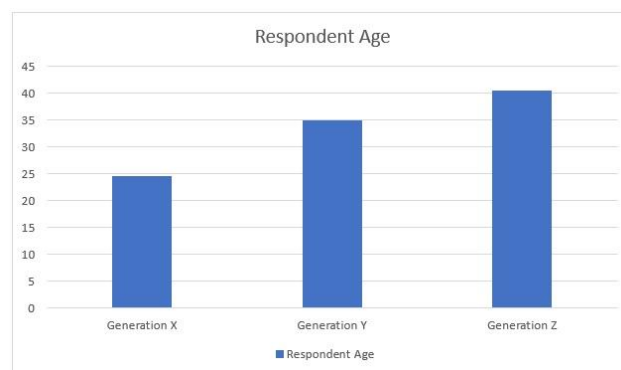


Figure 1. Diagram of Responden Age

2.1.1.2 Proffesion

Based on the Figure 2, it can be seen that 39.1% respondent are students, 22.3% respondent are private employees, 20.5% respondent are lecturers or teachers, 13.2% respondent are entrepreneurs and the rest are in other occupations. This composition provides insight into the diversity of respondents' professions, which influences their perspectives, needs, and priorities. The high number of students indicates that most respondents may have a progressive outlook and be open to change, while respondents from other occupational backgrounds provide a more varied perspective.

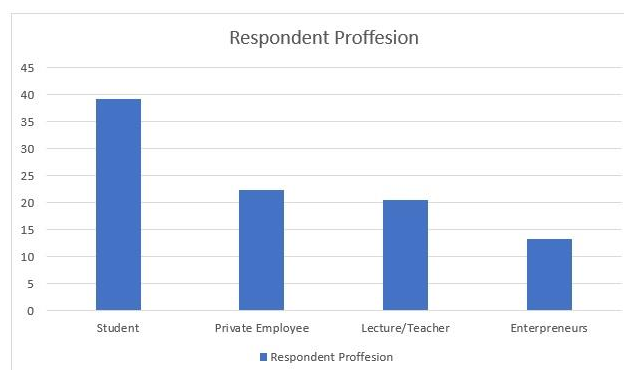


Figure 2. Diagram of Respondent Proffesion

2.1.1.3 Residence

In this study, research respondents came from all over Jabodetabek and were spread into several regions as shown in the diagram below. Respondents who live in Jakarta are the highest group counting 111 respondents and around 50.5% of the total data. Bogor counted 32 respondents with 14.6%. Depok had 27 respondents and around 12%. Tangerang had 21 respondents with a rate of 9.6%, and Bekasi had as many as 29 people with 13.3%.

The largest distribution of respondents in Jakarta (50.5%) indicates the dominance of the capital region in this study. Given that Jakarta is a business and cultural center, data from respondents in Jakarta may reflect the views of urban consumers who are more exposed to halal lifestyle trends and diverse service options. On the other hand, contributions from surrounding areas, such as Bogor, Depok, Bekasi, and Tangerang, provide diverse perspectives that enrich the results of the analysis, especially in seeing how regional differences can affect the level of knowledge, preference, or application of halal lifestyle.

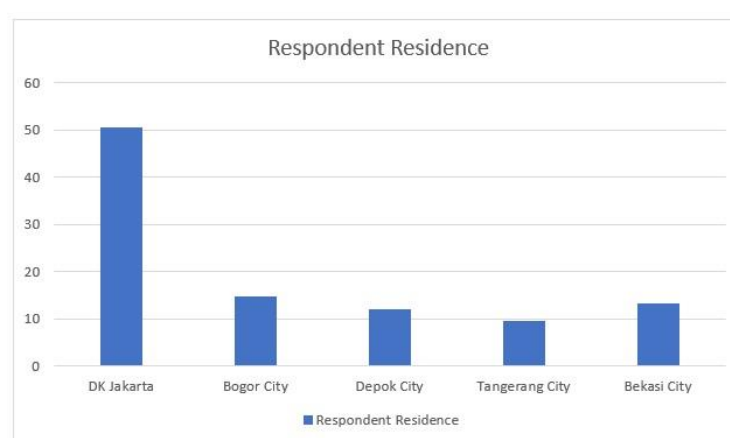


Figure 3. Diagram of Respondent living area

2.1.2 Research Variable

2.1.2.1 Hotel Facility Selection Decision

The decision to choose hotel facilities is a determination for consumers in determining the place to visit or hotel facilities to enjoy the facilities provided. The variable of hotel facility selection decisions has 6 dimensions, namely the choice of hotel facilities with indicators of hotel quality and hotel variety, the choice of hotel brands with indicators of hotels with a good image and are accustomed to using hotels with international networks, the choice of purchase channels with indicators of price and complete facility inventory, purchase time with indicators of suitability for the time needed, the number of purchases with indicators of the availability of many hotel facilities, payment methods with indicators using digital and mobile payments. Categorization in this study uses three categories, with the names low (index <33.33), medium (index 33.33-66.66), and high (index > 66.66) categories (Ginting in Widiastuti et al., 2018).

Table 1. Dimensions of Hotel Facility Selection

Hotel Facility Variant Dimension

Generation X

Based on the data obtained in this study, Generation X has unique characteristics, especially in terms of making decisions to purchase facilities provided by hotels. For selecting hotel facilities, Generation X pays great attention to aspects of hotel quality where they ensure that the hotel they stay at has a good reputation compared to its halal certification ownership. For the element of hotel variants, Generation X chooses hotels with many variants of room types, food and beverage services, and entertainment.

Generation Y

Based on the data obtained in this study, Generation Y has unique characteristics in terms of making decisions to buy facilities offered by hotels. For the dimension of selecting hotel facilities, generation Y has a diverse and balanced answer variant, in other words, the majority of them pay attention to the name and reputation of the hotel, the existence of halal certificates, various room variants, food and beverage services, and entertainment.

Generation Z.

Based on the data obtained in this study, Generation Y has unique characteristics in terms of making decisions to buy facilities offered by hotels. For the dimension of selecting hotel facilities, generation Y has a diverse and balanced answer variant, in other words, the majority of them pay attention to the name and reputation of the hotel, the existence of halal certificates, various room variants, food and beverage services, and entertainment.

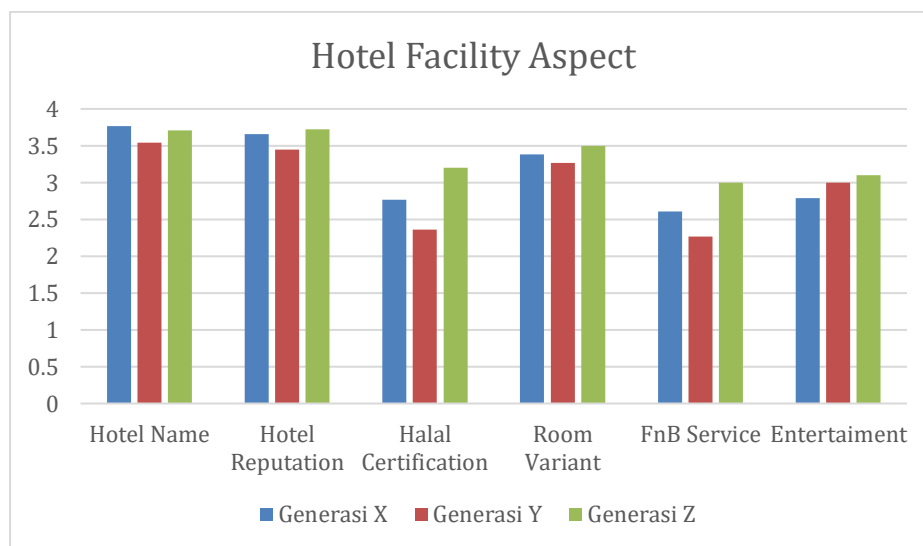


Figure 4. Hotel Facility Aspect score

Dimensions of Hotel Brand Selection

Generation X

Based on the data obtained for the characteristics of Generation X in terms of selecting hotel facilities aspects of hotel brand selection are as follows. The average respondent from Generation X chooses a hotel with a positive reputation of 3.62, a strong brand of 3.66, is oriented towards customer satisfaction of 3.38, comes from an international chain hotel of 2.81, and has 5 stars or more of 2.79 and has a previous stay at the hotel of 3.33.

Generation Y

Based on the data obtained for the characteristics of Generation Y in terms of selecting hotel facilities, on average they choose hotels with a positive reputation of 3.41, have a strong brand of 3.18, are oriented towards customer satisfaction by 3.33, come from international chain hotels by 3.18 and have 5 stars or more by 3.03 and have previous experience staying at the hotel by 3.23.

Generation Z

Based on the data obtained for the characteristics of Generation X in terms of selecting hotel facilities, they choose hotels with a positive reputation of 3.73, have a strong brand of 3.11, are oriented towards customer satisfaction by 3.65, come from international chain hotels by 2.76 and have 5 stars or more by 2.79 and have previous experience staying at the hotel by 3.11.

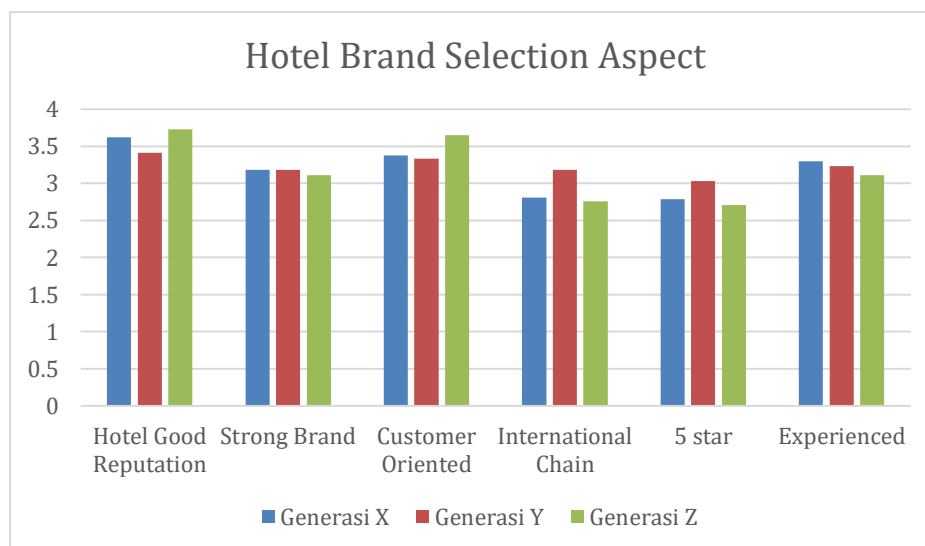


Figure 5. Hotel Brand Selection score

Purchase Channel Selection Dimension

Generation X

Berdasarkan data yang diperoleh untuk karakteristik generasi X dalam hal pemilihan fasilitas hotel untuk aspek purchase channel selection adalah sebagai berikut. Rata-rata responden dari generasi X membandingkan harga kamar di situs online dan aplikasi untuk mendapatkan harga terbaik dengan poin 3,374. responden generasi X rata-rata memilih harga hotel yang termurah dengan skor 3,0741. Responden generasi X rata-rata memilih hotel yang menawarkan fasilitas lengkap dengan skor 2,944. Responden generasi X rata-rata memilih hotel yang memberikan layanan transportasi lengkap dengan skor 3,055.

Generation Y

Based on the data obtained for the characteristics of Generation Y in terms of selecting hotel facilities for the purchase channel selection aspect is as follows. The average respondent from Generation Y compares room prices on online sites and applications to get the best price with 3.485 points. The average Generation Y respondent chooses the cheapest hotel price with a score of 3.246. Average generation Y respondents chose hotels that offer complete facilities with a score of 3,026. Average generation Y respondents choose hotels that provide complete transportation services with a score of 2,987.

Generation Z

Based on the data obtained for the characteristics of Generation Z in terms of selecting hotel facilities for the purchase channel selection aspect is as follows. The average respondent from Generation Z compares room prices on online sites and applications to get the best price with 3,415 points. Average generation Z respondents choose the cheapest hotel prices with a score of 3,247.

Generation Z respondents on average choose hotels that offer complete facilities with a score of 3.157. Generation Z respondents on average choose hotels that provide complete transportation services with a score of 3.157.

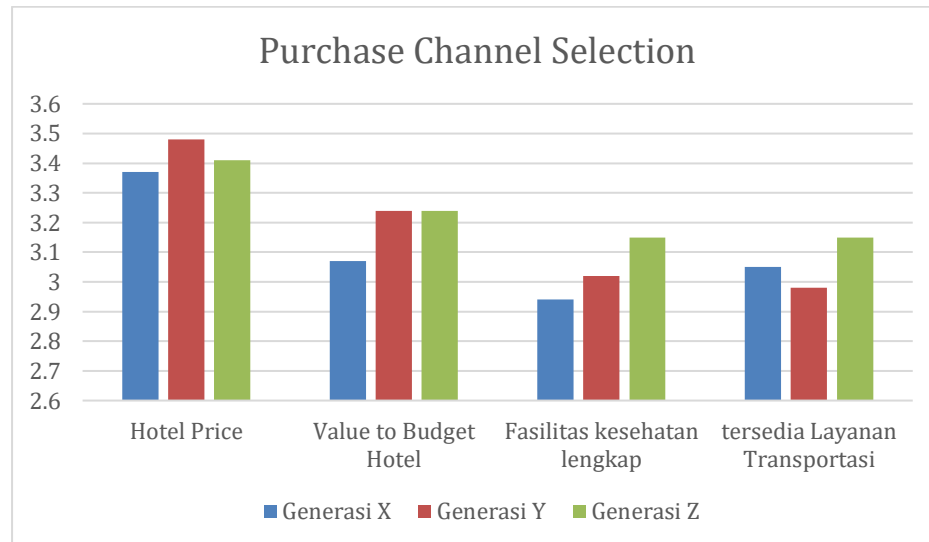


Figure 6. Purchase Channel Selection Score

Purchase time selection dimension

Generation X

Based on the data obtained for the characteristics of Generation X in terms of selecting hotel facilities for the purchase channel selection aspect is as follows. The average respondent from Generation X compares room prices on online sites and applications to get the best price with 3,415 points. Average generation X respondents choose the cheapest hotel prices with a score of 3,247. Generation X respondents on average choose hotels that offer complete facilities with a score of 3.157. Generation X respondents on average choose hotels that provide complete transportation services with a score of 3.157.

Generation Y

Based on the data obtained for the characteristics of Generation Y in terms of selecting hotel facilities for the purchase channel selection aspect is as follows. The average respondent from Generation Y is looking for a hotel that is flexible in terms of booking and canceling orders with a score of 3.272. The average Generation Y respondent chooses a hotel that provides additional benefits to guests with a score of 3.155. the average Generation Y respondent chooses a hotel that offers a long stay with a score of 3.129.

Generation Z

Based on the data obtained for the characteristics of Generation Z in terms of selecting hotel facilities for the purchase channel selection aspect is as follows. The average respondent from Generation Z is looking for a hotel that is flexible in terms of booking and canceling orders with a score of 3.337. The average Generation Z respondent chooses a hotel that provides additional benefits to guests with a score of 3.247. the average Generation Z respondent chooses a hotel that offers a long stay with a score of 3.056.

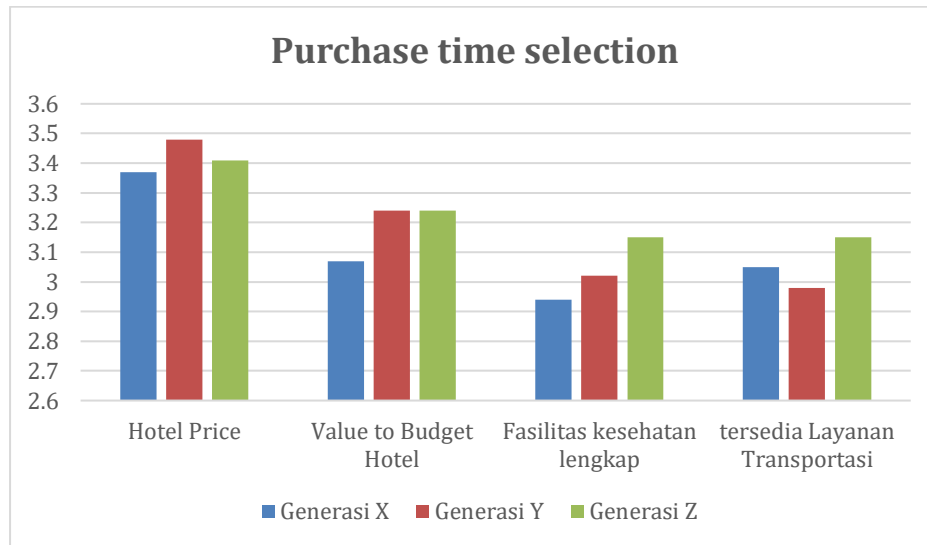


Figure 7. Purchase Time Selection Score

Purchase Quantity Dimension

Generation X

Based on the data obtained for the characteristics of Generation X in terms of selecting hotel facilities for the Purchase Quantity Dimension aspect is as follows. The average respondent from Generation X is not concerned with the number of shops and boutiques in hotels has a score of 2,314. The average Generation X respondent chooses a hotel that has a variety of food and beverage services with a score of 3,148. The average Generation X respondent chooses a hotel that offers additional facilities with a score of 3,148..

Generation Y

Based on the data obtained for the characteristics of Generation Y in terms of selecting hotel facilities the Purchase Quantity Dimension aspect is as follows. The average respondent from Generation Y is not concerned with the number of shops and boutiques in the hotel with a score of 2.168. the average Generation Y respondent chooses a hotel that has a variety of food and beverage services with a score of 3.142. the average Generation Y respondent chooses a hotel that offers additional facilities with a score of 3.051.

Generation Z

Based on the data obtained for the characteristics of Generation Z in terms of selecting hotel facilities the Purchase Quantity Dimension aspect is as follows. The average respondent from Generation Z is not concerned with the number of shops and boutiques in the hotel with a score of 2,337. The average Generation Z respondent chooses a hotel that has a variety of food and beverage services with a score of 3,292. The average Generation Z respondent chooses a hotel that offers additional facilities with a score of 3,056.

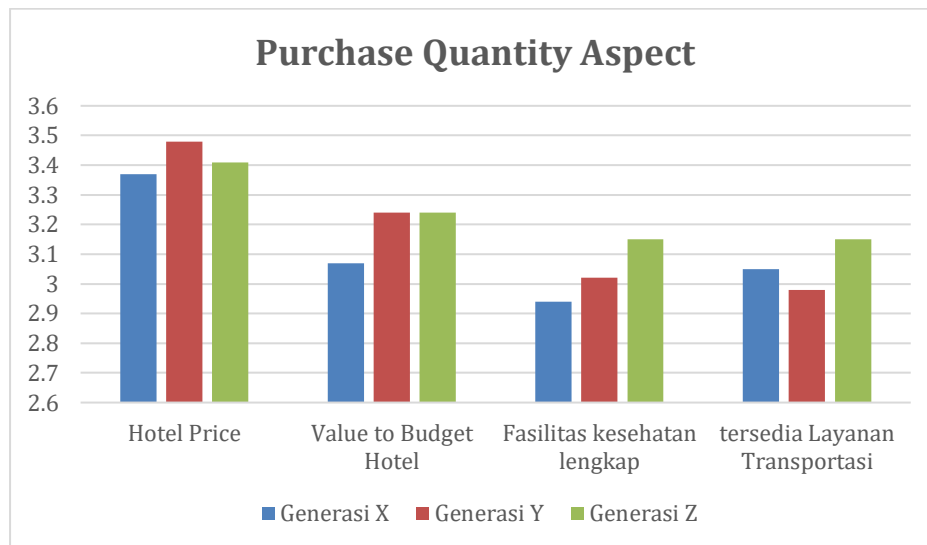


Figure 8. Purchase Quantity Aspect Score

Payment Method Dimension

Generation X

Based on the data obtained for the characteristics of Generation X in terms of selecting hotel facilities for the Payment Method Dimension aspect is as follows. The average respondent from Generation X prefers to use cash payments over digital with an average score of 2.685. The average Generation X respondent is confident in the security of transactions through the application with a score of 3.101.

Generation Y

Based on the data obtained for the characteristics of Generation Y in terms of selecting hotel facilities for the Payment Method Dimension aspect is as follows. The average respondent from Generation Y prefers to use cash payments over digital with an average score of 2.220. The average Generation Y respondent is confident in the security of transactions through the application with a score of 3.051..

Generation Z

Based on the data obtained for the characteristics of generation Z in terms of selecting hotel facilities for the Payment Method Dimension aspect is as follows. The average respondent from generation Z prefers to use cash payments over digital with an average score of 2.483. The average generation Z respondent is confident in the security of transactions through the application with a score of 3.186.

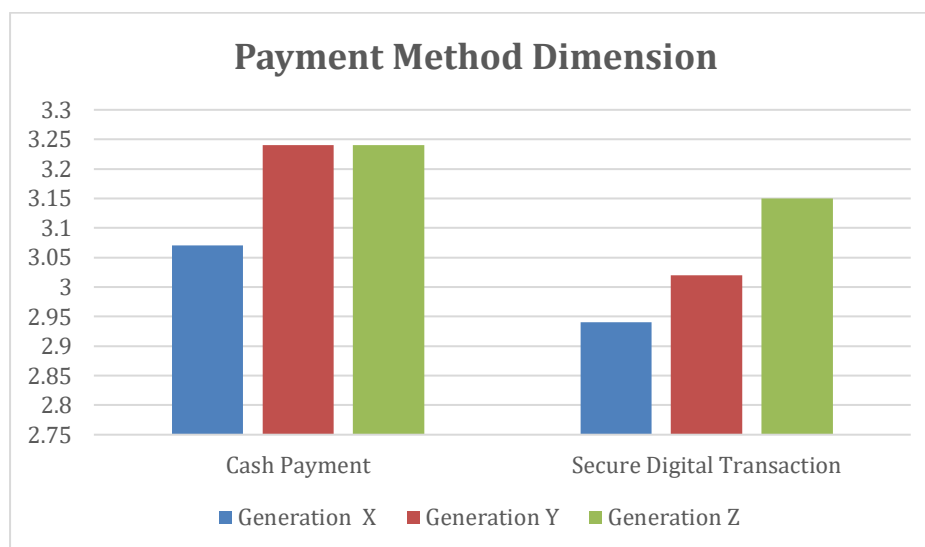


Figure 9. Payment Method dimension score

Halal Lifestyle Knowledge Variable

Halal lifestyle knowledge is a comprehensive understanding of the principles, values, and practices of Islamic teachings in various aspects of daily life. The halal lifestyle variable has 3 dimensions, namely daily habits with indicators of halal product recognition, following Islamic law practices, and having life principles, trend dimensions with indicators following the times, and halal label dimensions with indicators of knowledge with halal labeled products.

Dimensions of Daily Habits

Generation X

Based on the data obtained for the characteristics of Generation X in terms of halal lifestyle knowledge the Daily Habits Dimension aspect is as follows. The average respondent of Generation X has an understanding of halal products with a score of 0.962. The average respondent of Generation X has an understanding of the halal label to ensure product safety with a score of 0.873. the average respondent of Generation X follows a halal lifestyle in terms of dressing with a score of 0.851. the average respondent of Generation X consumes halal products as part of sharia with a score of 0.888. The average Generation X respondent applies sharia to daily life with a score of 0.870. the average Generation X respondent applies sharia in product consumption decisions with a score of 0.666. the average Generation X respondent has a strong commitment to avoiding non-halal products with a score of 0.833. the average Generation X respondent tries to live life according to the principles of Sharia with a score of 0, 851.

Generation Y

Based on the data obtained for the characteristics of Generation Y in terms of halal lifestyle knowledge the Daily Habits Dimension aspect is as follows. The average respondent from Generation Y has an understanding of halal products with a score of 0.870. The average respondent of Generation Y has an understanding of the halal label to ensure product safety with a score of 0.740. the average respondent of Generation Y follows a halal lifestyle in terms of dressing with a score of 0.833. the average respondent of Generation Y consumes halal products as part of sharia with a score of 0.833. the average respondent of Generation Y applies sharia into daily life with a score of 0.778. the average respondent of Generation Y applies sharia in product consumption decisions with a score of 0.596. the average respondent of Generation Y has a strong commitment

to avoiding non-halal products with a score of 0.796. the average respondent of Generation Y tries to live life according to the principles of Sharia with a score of 0, 851.

Generation Z

Based on the data obtained for the characteristics of Generation Z in terms of halal lifestyle knowledge the Daily Habits Dimension aspect is as follows. The average respondent from Generation Z has an understanding of halal products with a score of 0.962. The average respondent of Generation Z has an understanding of the halal label to ensure product safety with a score of 0.981. the average respondent of Generation Y follows a halal lifestyle in terms of dressing and has a score of 0.981. the average respondent of Generation Y consumes halal products as part of sharia with a score of 1. The average respondent of Generation Z applies sharia to daily life with a score of 0.981. the average respondent of Generation Z applies sharia in product consumption decisions with a score of 0.796. the average respondent of Generation Z has a strong commitment to avoiding non-halal products with a score of 0.963. the average respondent of Generation Z tries to live life according to the principles of Sharia with a score of 1.

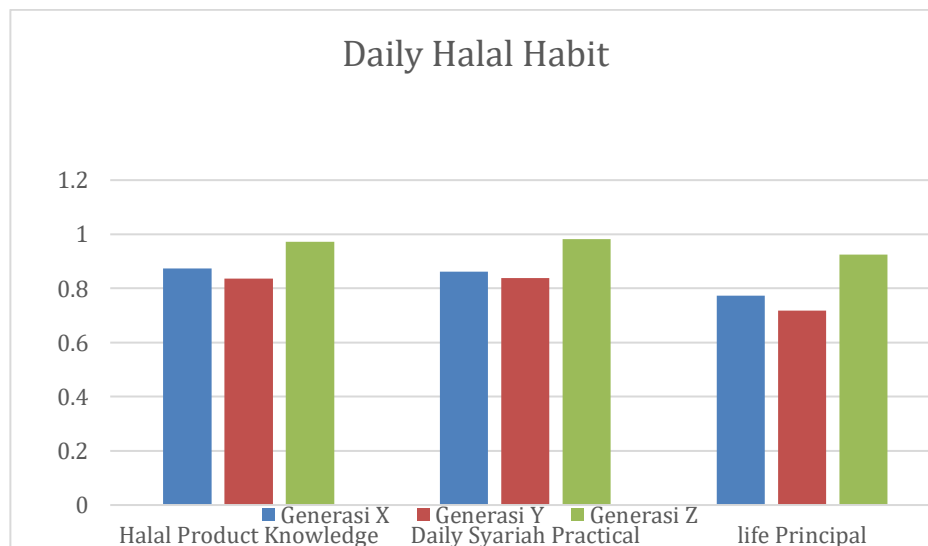


Figure 10. Daily Habit Score

Trend Dimension

Generation X

Based on the data obtained for the characteristics of Generation X in terms of halal lifestyle knowledge the Trend Dimension aspect is as follows. The average respondent from Generation X always looks for halal product information from trusted sources with a score of 0.777. the average Generation X respondent does not feel the need to look for information about hotels that implement a halal lifestyle with a score of 0.666. the average Generation X respondent is familiar with technology for verification of halal products with an average score of 0.883. the average Generation X respondent likes to follow halal lifestyle trends with an average score of 0.814. the average Generation X respondent chooses a restaurant that has a modern and varied halal menu with an average score of 0.796. the average Generation X respondent is interested in trying modern halal products with an average score of 0.833. the average Generation X respondent understands

the development and education of the importance of the halal lifestyle with an average score of 0.888. the average Generation X respondent is aware of the continuing halal product trend with an average score of 0.851. the average Generation X respondent does not need to know the latest halal product trends with a score of 0.703.

Generation Y

Based on the data obtained for the characteristics of Generation Y in terms of halal lifestyle knowledge the Trend Dimension aspect is as follows. The average respondent from Generation Y always looks for halal product information from trusted sources with a score of 0.814. the average respondent of Generation Y does not feel the need to look for information about hotels that implement a halal lifestyle with a score of 0.537. the average respondent of Generation Y is familiar with technology for verification of halal products with an average score of 0.796. the average respondent of Generation Y likes to follow halal lifestyle trends with an average score of 0.722. the average Generation Y respondent chooses a restaurant that has a modern and varied halal menu with an average score of 0.833. the average Generation Y respondent is interested in trying modern halal products with an average score of 0.814. the average Generation Y respondent is familiar with the development and education of the importance of the halal lifestyle with an average score of 0.870. the average Generation Y respondent is aware of the ongoing halal product trend with an average score of 0.777. the average Generation Y respondent does not need to know the latest halal product trends with a score of 0.518.

Generation Z

Based on the data obtained for the characteristics of Generation Z in terms of halal lifestyle knowledge the Trend Dimension aspect is as follows. The average respondent from Generation Z always looks for halal product information from trusted sources with a score of 0.814. the average Generation Z respondent does not feel the need to look for information about hotels that implement a halal lifestyle with a score of 0.759. the average Generation Z respondent is familiar with technology for verification of halal products with an average score of 0.981. the average Generation Z respondent likes to follow halal lifestyle trends with an average score of 0.944. The average Generation Z respondent chooses a restaurant that has a modern and varied halal menu with an average score of 0.963. the average Generation Y respondent is interested in trying modern halal products with an average score of 0.981. the average Generation Z respondent understands the development and education of the importance of the halal lifestyle with an average score of 0.981. the average Generation Z respondent is aware of the ongoing halal product trend with an average score of 0.944. the average Generation Y respondent does not need to know the latest halal product trends with a score of 0.814.

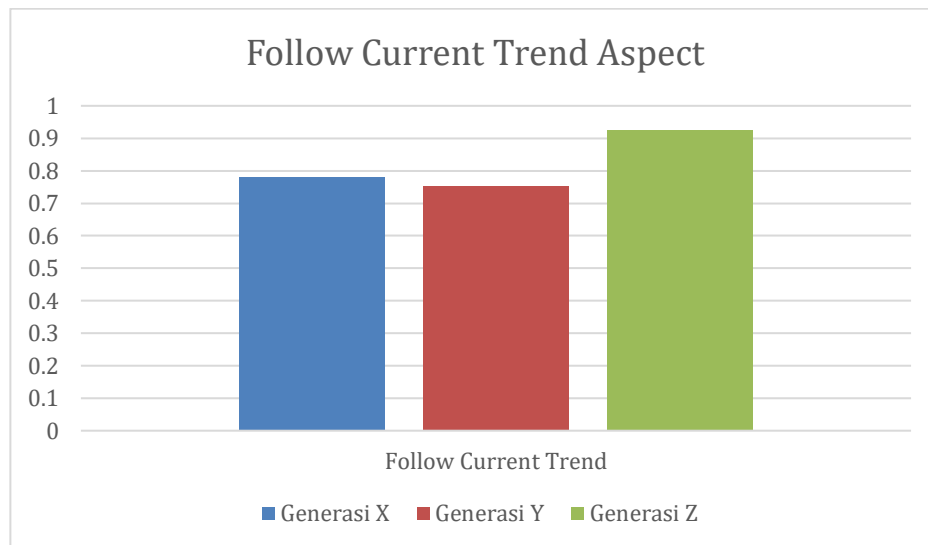


Figure 11. Current Trend Aspect Score

Dimensions of Halal Label

Generation X

Based on the data obtained for the characteristics of Generation X in terms of halal lifestyle knowledge the Dimensions of Halal Label aspect is as follows. The average Generation X respondent follows Islamic teachings by consuming halal-labeled products with a score of 0.833. The average Generation X respondent considers the halal label as a sign that food can be consumed with a score of 0.870. The average Generation X respondent knows information about the standards for providing halal labeling on products with an average score of 0.722. The average Generation X respondent considers products without halal products to be halal products with a score of 0.666. The average Generation X respondent considers halal-labeled products to have guaranteed cleanliness with an average score of 0.703. The average Generation X respondent considers the halalness of a product to be important with an average score of 0.8704.

Generation Y

Based on the data obtained for the characteristics of Generation Y in terms of halal lifestyle knowledge the Dimensions of Halal Label aspect is as follows. The average Generation Y respondent follows Islamic teachings by consuming halal-labeled products with a score of 0.858. The average Generation Y respondent considers the halal label as a sign that food can be consumed with a score of 0.881. The average Generation Y respondent knows information about the standards for providing halal labeling on products with an average score of 0.741. The average Generation Y respondent considers products without halal products to be halal products with a score of 0.694. The average Generation Y respondent considers halal-labeled products to have guaranteed cleanliness with an average score of 0.741. The average Generation Y respondent considers the halalness of a product to be important with an average score of 0.870.

Generation Z

Based on the data obtained for the characteristics of Generation Z in terms of halal lifestyle knowledge the Dimensions of Halal Label aspect is as follows. The average Generation Z respondent follows Islamic teachings by consuming halal-labeled products with a score of 0.943. The average Generation Z respondent considers the halal label as a sign that food can be consumed with a score of 0.988. The average Generation Z respondent knows information about the standards

for providing halal labeling on products with an average score of 0.853. The average Generation Z respondent considers products without halal products to be halal products with a score of 0.617. The average Generation Z respondent considers halal-labeled products to have guaranteed cleanliness with an average score of 0.853. The average Generation Z respondent considers the halalness of a product to be important with an average score of 0.977.

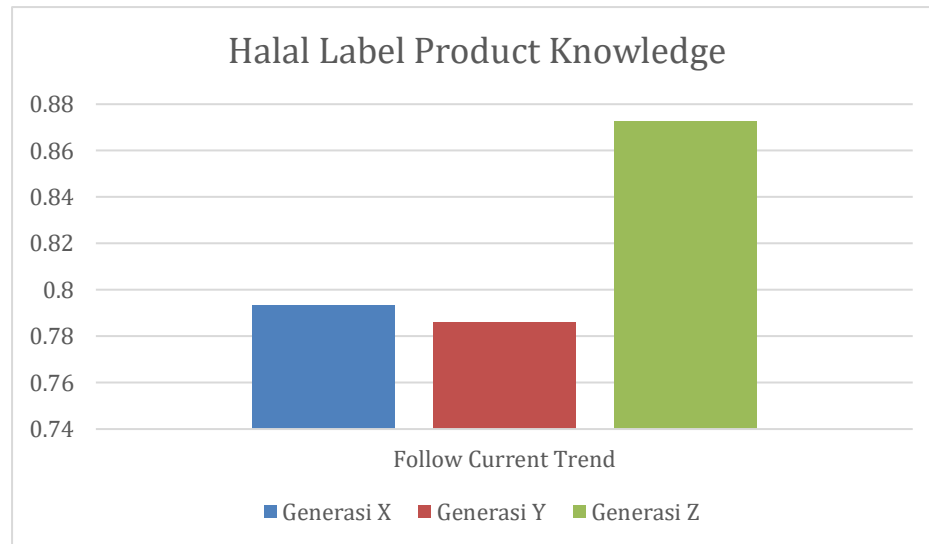


Figure 12. Halal Label Product Knowledge Score

Data Correlation Test

After meeting the prerequisite test, the next step is to test the correlation between variabel X and Variable Y. At this phase data test using spearman correlation data test. The correlation test aims to determine the level of relationship between variables expressed by the correlation coefficient. The type of relationship between variables can be positive and negative. The basis for the decision is:

1. If the significance score < 0.05, then Corellation
2. If the significance score > 0.05, then no Correlation

Guidance of Corellation type

1. Score Pearson Correlation, 0.00 s/d 0.20 = No Correlation.
2. Score Pearson Correlation, 0.21 s/d 0.40 = Weak Correlation.
3. Score Pearson Correlation, 0.41 s/d 0.60 = Average Correlation.
4. Score Pearson Correlation, 0.61 s/d 0.80 = Tight Correlation.
5. Score Pearson Correlation, 0.81 s/d 1.00 = Perfect Correlation.

Generation X

Based on the correlation test results in the table, the sig value is 0.000, because $0.000 < 0.05$, variable X and variable Y correlate with a degree of relationship of 0.874, which is a perfect correlation, and the form of the relationship is positive.

Correlations		X	Y
X	Pearson Correlation	1	,874**
	Sig. (2-tailed)		,000

	N	220	220
Y	Pearson Correlation	,874**	1
	Sig. (2-tailed)	,000	
	N	220	220

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 13. Pearson Correlation Test Result for Generation X

Generation Y

Based on the correlation test results in the table, the sig value is 0.000, because $0.000 < 0.05$, variable X and variable Y correlate with a degree of relationship of 0.979, which is a perfect correlation, and the form of the relationship is positive..

Correlations

		X	Y
X	Pearson Correlation	1	,874**
	Sig. (2-tailed)		,000
	N	220	220
Y	Pearson Correlation	,874**	1
	Sig. (2-tailed)	,000	
	N	220	220

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 14. Pearson Correlation Test Result for Generation Y

Generation Z

Based on the correlation test results in the table, the sig value is 0.000, because $0.000 < 0.05$, variable X and variable Y correlate with a degree of relationship of 0.874, which is a perfect correlation, and the form of the relationship is positive.

Correlations

		X	Y
X	Pearson Correlation	1	,874**
	Sig. (2-tailed)		,000
	N	220	220
Y	Pearson Correlation	,874**	1
	Sig. (2-tailed)	,000	
	N	220	220

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 15. Pearson Correlation Test Result for Generation Z

2.2 Analysis

2.2.1 The Influence of Halal Lifestyle Knowledge on Hotel Facility Selection Decisions.

Halal lifestyle knowledge greatly influences consumer preferences in choosing restaurants and hotel facilities. Consumers with a good understanding of the halal lifestyle tend to be more careful and selective, choosing places that offer a safe and comfortable halal experience. This shows that halal lifestyle awareness not only benefits consumers but also becomes an opportunity for businesses to meet the needs of a market that is increasingly concerned with the halal lifestyle.

Generation X, who generally have extensive experience in traveling and service consumption, show a particular preference for hotel facilities that support the halal lifestyle. According to Stephenson (2014), consumers from Generation X prefer hotels that provide services with quality assurance and halal certification. They want reassurance that hotel facilities meet sharia standards, including halal food and prayer areas. Since this generation generally has a fixed income, they are more selective in choosing hotels with reputable halal services. Battour and Ismail (2016) emphasize that Generation X is very concerned about the comfort of the services offered, including privacy and space by Sharia principles. They are more likely to choose hotels that consistently provide halal facilities and services without compromise so that their stay remains comfortable and by the halal values they uphold.

Millennials are known as a group that is highly connected to technology, information, and social media, which affects the way they acquire knowledge about halal lifestyles. Mohsin et al. (2018) suggested that millennials rely on recommendations from social media, online reviews, and travel apps to evaluate hotels based on their halal services. With the knowledge gained from digital media, this generation is more critical in choosing hotels and demands transparency about halal services, including food menus and supporting facilities. According to Henderson (2016), millennials tend to choose hotels that offer unique experiences that remain by halal principles. They not only look for halal lifestyle-friendly facilities, but also seek comfort, modern design, and technology-based facilities, such as mobile applications for reservations and digital payments. The knowledge of the halal lifestyle in this generation encourages them to choose hotels that combine innovation with Sharia compliance.

As a generation that grew up with technology from an early age, Generation Z shows different preferences in choosing hotel facilities, which are also influenced by their knowledge of the halal lifestyle. According to Shafaei and Mohamed (2015), generation Z tends to choose hotels that not only provide halal services but also support sustainability and inclusivity. Their knowledge of the halal lifestyle involves awareness of environmental and social issues, so hotels that are environmentally friendly and support sustainable values are the top choices. Generation Z has high expectations for access to technology and innovation in hotels. Alserhan (2011) explains that this generation tends to choose hotels that utilize technology to support halal services, such as digital applications for ordering halal food or mobile-based facilities. The knowledge of the halal lifestyle in this generation influences them to choose facilities that are easily accessible and follow digital trends while still by halal principles.

Experts confirm that halal lifestyle knowledge influences hotel selection decisions differently in Generation X, millennials and Z. Generation X prefers stable halal quality and services, millennials seek unique experiences supported by technology and digital information, while Generation Z focuses on sustainability and access to technology in line with halal principles. For hotels, it is important to tailor halal services to the characteristics of each generation to meet these different expectations and remain relevant across different market segments. Shafaei & Mohamed (2015) stated that consumers who are knowledgeable about halal lifestyles tend to be more cautious in choosing products or services, including accommodation. They prefer hotels that apply halal standards, such as providing halal food, places of worship, and privacy by Sharia principles. This is because halal lifestyle knowledge makes consumers more aware of the importance of choosing facilities that support their needs by Islamic religious principles.

Henderson (2016) opined that the tourism industry, especially hotels, needs to adjust to the needs of Muslim consumers who are knowledgeable about the halal lifestyle. According to him, consumers who have a good understanding of halal lifestyles are not only looking for comfortable hotels but also those that comply with halal standards. This knowledge encourages them to check aspects such as the presence of prayer rooms, halal food, Qibla markings, and privacy. This ultimately influences their decision to choose a hotel that meets halal criteria. Battour and Ismail (2016) explained that halal lifestyle knowledge is closely related to purchasing decisions among Muslim travelers. They suggested that the higher consumers' awareness of halal lifestyles, the higher their tendency to choose hotels that provide halal facilities. According to them, halal knowledge is not only limited to food but also includes a clean and comfortable environment by Islamic principles. The decision to choose a hotel is also influenced by how far the hotel can provide services that meet halal needs.

Stephenson (2014) suggests that Muslim travelers who are aware of the halal lifestyle usually have certain expectations of hotel facilities and services. Knowledge of the halal lifestyle makes them more critical in choosing hotels that provide halal-friendly environments, such as worship facilities and higher privacy standards. According to him, this halal knowledge is a determining factor in the decision to choose a hotel, because consumers feel more comfortable and safe when staying in hotels that offer halal facilities and services. Mohsin et al. (2018) emphasized that knowledge of the halal lifestyle affects Muslim consumers' loyalty to hotels. Consumers who have a strong understanding of halal lifestyle will be more loyal to hotels that meet these needs, and will even recommend them to others. According to Mohsin, this halal knowledge makes Muslim consumers prefer hotels that provide comfort to their beliefs, such as providing prayer rooms and halal food.

It can be concluded from the experts opinions that knowledge of the halal lifestyle has a strong impact on Muslim consumers decisions in choosing hotels. Consumers who have a deep understanding of the halal lifestyle tend to be more selective, paying attention to details that support comfort and are by Islamic principles. This shows that for the hospitality industry, fulfilling halal needs is an important strategy to attract and retain Muslim customers who are increasingly aware of the halal lifestyle.

CONCLUSION

Overall, halal lifestyle knowledge has a significant influence on Muslim consumer decisions in choosing hotel facilities. Consumers who understand the halal lifestyle tend to be more selective in choosing places that support Sharia principles. This includes choosing hotels with worship facilities, halal food, sharia-friendly environments, and restaurants that provide halal guarantees and appropriate service ethics. Halal knowledge and lifestyle not only increase consumer satisfaction but also strengthen their loyalty, which in turn can create a positive image and increase competitiveness for hotels that apply halal principles.

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The Relationship Between The Characteristics Of Gen X, Y, and Z In Understanding Halal Lifestyle and The Decision to Purchase Hotel Services

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