Digital Transformation of Small-Scale Sharia Hospitality: Evidence from RedDoorz Implementation in an Indonesian Guest House

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Abstract

The rapid diffusion of information technology has fundamentally reshaped operational practices in the hospitality industry, including small-scale and faith-based accommodations. This study examines the implementation of the RedDoorz (RedPartner) system in enhancing operational efficiency at a sharia-compliant guest house in Indonesia. Using a qualitative case study approach, data were collected through direct observation, semi-structured interviews, and document analysis. The findings demonstrate that the adoption of RedDoorz significantly improves reservation management, guest data accuracy, room inventory control, and daily reporting processes, while reducing administrative errors and double bookings. Supporting tools such as Microsoft Excel and Google Drive further strengthen internal administration by improving data processing speed, accessibility, and security. Despite these benefits, challenges remain, including limited formal training, heterogeneous digital competencies among staff, suboptimal internal communication, and underutilization of advanced platform features. Importantly, the study finds that digital systems can be effectively aligned with sharia principles through procedural adaptations at the operational level. This research contributes to the hospitality and information systems literature by providing empirical evidence on how digital platforms support efficiency and service quality in small-scale, sharia-oriented accommodations.

Keywords: digital transformation; hospitality information systems; RedDoorz; sharia hospitality; operational efficiency.

INTRODUCTION

Digital transformation has emerged as a central theme in contemporary hospitality management, driven by rapid advances in information technology and changing customer expectations for speed, transparency, and online accessibility. Information systems enable hospitality organizations to streamline administrative processes, improve service quality, and support data-driven decision-making. Prior studies consistently show that the adoption of digital platforms contributes to operational efficiency, accuracy of information, and enhanced customer experience, particularly in reservation management and front-office operations.

In recent years, Virtual Hotel Operators (VHOs) such as RedDoorz have gained prominence as technology-based intermediaries that provide standardized digital infrastructure for small-scale and budget accommodations. These platforms integrate online booking systems, room inventory management, dynamic pricing, and automated reporting, allowing independent properties to compete in increasingly digitalized markets. While the benefits of VHOs have been widely discussed in the context of conventional hotels, empirical evidence focusing on small-scale and faith-based accommodations remains limited.

In Indonesia, sharia-based guest houses represent a growing segment of the hospitality industry, responding to increasing demand for accommodation services aligned with Islamic values. Sharia hospitality emphasizes ethical service delivery, guest verification procedures, and moral compliance in daily operations. The integration of digital systems within such settings presents a unique managerial challenge, as technological efficiency must be balanced with adherence to religious principles. Existing literature has largely examined sharia hospitality from normative or service-quality perspectives, leaving a gap in understanding how digital transformation operates at the operational and administrative levels of sharia-compliant accommodations.

Moreover, most studies on hospitality digitalization focus on large hotels or chain-based properties, with limited attention given to small-scale guest houses that often operate with constrained human and technological resources. This gap is particularly relevant in developing economies, where small accommodations play a crucial role in local tourism ecosystems.

Understanding how digital platforms are implemented, adapted, and utilized in such contexts is essential for advancing both theory and practice.

To address these gaps, this study investigates the implementation of the RedDoorz (RedPartner) system in a sharia-based guest house in Indonesia. Specifically, the study aims to: (1) analyze how the RedDoorz platform supports operational and administrative processes; (2) examine the role of supporting technologies, namely Microsoft Excel and Google Drive, in strengthening internal administration; and (3) explore how digital systems are aligned with sharia principles in daily operations. By adopting a qualitative case study approach, this research contributes to the hospitality management and information systems literature by providing context-specific insights into digital transformation within small-scale, faith-based accommodation services.

METHOD

This study employed a qualitative descriptive case study approach to explore in depth the implementation of information technology within the administrative system of a sharia-based guest house. A qualitative design was considered appropriate as the research aimed to capture operational processes, staff experiences, and contextual interpretations related to the daily use of digital applications, rather than to test causal relationships or manipulate variables. The case study focused on Guest House Ar-Rayyan, selected through purposive sampling due to its adoption of the RedDoorz (RedPartner) platform as the core operational system, complemented by Microsoft Excel and Google Drive for internal administration. This setting provides a relevant context for examining digital transformation in small-scale and faith-based hospitality operations.

Data were collected through three primary techniques: (1) direct observation, conducted at the front office to examine reservation handling, guest check-in and check-out procedures, room management, and reporting workflows; (2) semi-structured interviews with reception and administrative staff to obtain insights into system usage, perceived benefits, operational challenges, and adaptation strategies; and (3) document analysis, including reservation records, administrative reports, and system-generated data, to corroborate observational and interview findings.

To enhance credibility and analytical rigor, data triangulation was applied by cross-verifying information obtained from observations, interviews, and documents. The collected data were analyzed using thematic analysis, involving data reduction, coding, categorization, and interpretation to identify recurring patterns related to operational efficiency, technological challenges, and alignment with sharia principles. This methodological approach enables a comprehensive understanding of how digital systems are implemented and adapted within the administrative practices of a small-scale sharia hospitality context.

RESULT

Based on data collected through observation, interviews, and document analysis, the findings are organized into several key thematic areas that reflect the implementation of information technology in the administrative system of Guest House Ar-Rayyan.

Digitalization of Reservation and Front-Office Operations

Observational data indicate that the adoption of the RedDoorz (RedPartner) platform has fundamentally transformed the reservation and front-office workflow. Reservation data are automatically generated through the system and can be accessed in real time by front-office staff. This integration enables faster confirmation of bookings, real-time monitoring of room availability, and more efficient coordination during peak occupancy periods.

The system also simplifies check-in and check-out procedures, as guest data are pre-recorded within the platform. As a result, administrative processing time is reduced, and the likelihood of manual recording errors is minimized. Staff reported that the digital workflow significantly improves service responsiveness and operational consistency.

Improvement in Administrative Accuracy and Reporting

Document analysis reveals that the RedDoorz system provides automated daily operational reports, including occupancy rates, booking sources, and revenue summaries. These reports enhance data accuracy and reduce dependency on manual calculations. The availability of

standardized reports supports managerial oversight and facilitates transparent performance evaluation.

In addition, staff noted that the system effectively reduces the occurrence of double bookings, a recurring issue prior to digital implementation. Real-time synchronization of reservation data ensures that room inventory is consistently updated across the system.

Supporting Role of Microsoft Excel in Internal Administration

Although RedDoorz serves as the primary operational platform, Microsoft Excel plays a complementary role in internal administrative management. Interview findings show that Excel is widely used for transaction recapitulation, expense tracking, customized data recording, and operational planning not fully accommodated by the RedDoorz system.

Excel's features such as automated formulas, data filters, and structured tables—enable staff to process administrative data more efficiently and accurately. The use of standardized templates also helps minimize data duplication and input errors, thereby enhancing internal control and administrative organization.

Utilization of Google Drive for Data Storage and Accessibility

The findings indicate that Google Drive functions as a cloud-based repository for administrative documents, reports, and digital records. This platform improves data security by reducing the risk of data loss due to hardware failure and enables flexible access to documents across devices.

Interviewees emphasized that Google Drive facilitates internal collaboration by allowing real-time document updates and controlled access sharing among staff and management. This capability supports continuity of administrative operations and strengthens information accessibility.

Human Resource and Organizational Challenges

Despite the operational benefits of digitalization, several challenges were identified. A key issue concerns the lack of formal training related to the use of RedDoorz, Excel, and Google

Drive. Staff primarily rely on self-learning, resulting in uneven levels of digital competence and limited utilization of advanced system features.

Furthermore, communication barriers between staff and management were reported, particularly when technical difficulties arise. These constraints hinder optimal system use and reduce the potential efficiency gains from digital adoption.

Alignment of Digital Systems with Sharia Principles

The findings demonstrate that digital systems can be effectively aligned with sharia operational requirements through procedural adaptation. Although the RedDoorz platform does not include built-in sharia verification features, staff conduct manual verification of guest eligibility, such as marriage status, during the check-in process.

This approach allows Guest House Ar-Rayyan to maintain religious compliance while benefiting from digital efficiency. The integration of manual verification within a digital workflow illustrates that technological modernization does not inherently conflict with sharia-based operational values.

DISCUSSION

This study provides empirical insights into how information technology supports administrative efficiency and service quality in a small-scale, sharia-based hospitality setting. The findings demonstrate that the implementation of the RedDoorz (RedPartner) platform, complemented by Microsoft Excel and Google Drive, constitutes a functional digital ecosystem that reshapes operational workflows at Guest House Ar-Rayyan.

First, the findings confirm that digital reservation platforms significantly enhance front-office efficiency. The automation of booking, room availability monitoring, and reporting through RedDoorz reduces administrative workload and minimizes human error, particularly double bookings. This result is consistent with prior studies emphasizing that digital hospitality systems improve operational accuracy and responsiveness by replacing fragmented manual processes with integrated platforms (Buhalis & Leung, 2018). For small-scale guest houses, such systems function

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not only as technological tools but also as managerial control mechanisms that standardize operations.

Second, the complementary use of Microsoft Excel illustrates that digital transformation in small hospitality businesses is often incremental rather than fully automated. While RedDoorz serves as the primary system, Excel fulfills flexible internal needs such as customized financial recapitulation, expense tracking, and operational planning. This finding aligns with the view that spreadsheet applications remain critical boundary tools in organizations with limited technological infrastructure, enabling adaptability while maintaining administrative control. The reliance on Excel also reflects pragmatic technology adoption, where staff utilize familiar tools to bridge functional gaps in core platforms.

Third, the use of Google Drive highlights the growing importance of cloud-based storage in supporting data security, accessibility, and collaboration. The ability to store and share documents in real time enhances organizational coordination and reduces the risk of data loss, which is particularly relevant for small businesses with limited backup systems. This finding supports existing literature that identifies cloud storage as a cost-effective strategy for improving administrative resilience and continuity in small and medium-sized enterprises.

Despite these benefits, the study identifies human resource and organizational challenges as key constraints to optimal digital utilization. Limited formal training and uneven digital competencies among staff restrict the effective use of advanced system features, such as performance analytics and pricing optimization. These findings reinforce socio-technical perspectives that emphasize technology adoption as a process shaped by human capabilities, organizational culture, and communication patterns (Robbins & Coulter, 2020). Without structured capacity building, the potential efficiency gains of digital platforms remain partially unrealized.

Importantly, this study demonstrates that digital transformation can be aligned with sharia principles through procedural adaptation rather than technological modification. Although the RedDoorz system does not incorporate specific sharia verification features, staff-mediated checks during the check-in process ensure compliance with religious requirements. This finding contributes to the literature on sharia hospitality by showing that value-based operational norms

can coexist with modern digital systems, provided that managerial oversight and procedural controls are maintained.

The discussion underscores that digitalization in small-scale, faith-based hospitality contexts is not merely a technical transition but a managerial and organizational process. The effectiveness of digital platforms depends on the integration of technology, human resources, and institutional values. These findings extend existing hospitality digitalization studies by highlighting the adaptive strategies employed by sharia-based guest houses in leveraging technology while preserving religious identity.

CONCLUSION

This study demonstrates that the implementation of information technology through the RedDoorz (RedPartner) system significantly enhances operational efficiency and service quality in a small-scale, sharia-based guest house. The transition from manual to digital administration improves reservation management, guest data accuracy, check-in and check-out speed, and reporting integration, while effectively reducing administrative errors and double bookings. The complementary use of Microsoft Excel and Google Drive further strengthens internal administrative processes by supporting data recapitulation, documentation, accessibility, and security. These findings confirm that a hybrid digital ecosystem can effectively support daily operations in small hospitality businesses.

From a theoretical perspective, this study contributes to the hospitality and information systems literature by extending digital transformation research to the context of small-scale, faith-based accommodations, which remains underexplored. The findings highlight that digital platforms can function not only as operational tools but also as managerial mechanisms that enhance standardization and accountability. Practically, the study offers insights for hospitality practitioners and managers, particularly in sharia-based guest houses, by demonstrating that digitalization can be successfully implemented without compromising religious values. The results also emphasize the importance of human resource development, suggesting that structured training and effective internal communication are critical to maximizing the benefits of digital systems.

Despite its contributions, this study has several limitations. First, the research is based on a single case study, which limits the generalizability of the findings to other hospitality contexts. Second, the qualitative approach relies on staff perceptions and observations, which may be subject to interpretive bias. Future studies are encouraged to adopt comparative or mixed-method designs involving multiple properties and quantitative performance indicators to validate and extend these findings. Further research may also explore customer perspectives and investigate the long-term impact of digital platforms on competitiveness and sustainability in sharia-based hospitality operations.

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