

# The Effect of Room Attendant Performance on the Quality Service of Room in Housekeeping Hotel Departement Santika Premiere Kota Harapan Indah Bekasi

<sup>1</sup>Ervina Taviprawati

Hotel Management Departement  
Trisakti School of Tourism

Jl IKPN Bintaro, Tanah Kusir Jakarta Selatan, Indonesia

<sup>2</sup>Wijayanti Dewi Prabandari

Hotel Management Departement  
Trisakti School of Tourism

Jl.IKPN Bintaro, Tanah Kusir, Jakarta Selatan Indonesia

<sup>3</sup>Emenina Tarigan

Hotel Management Departement  
Trisakti School of Tourism

Jl IKPN Bintaro, Tanah Kusir Jakarta Selatan, Indonesia

**Abstract:-** The research was conducted using the descriptive correlation method of distributing questionnaires to employees, who then processed the data using a Likert Scale, as many as 30 respondents. From the existing discussion, the correlation value (r) is 0.7263, which means that there is a positive relationship between the performance of the room attendant on the quality of room service, the level of the relationship is strong. The level of influence (Coefficient of Determination) is 52.75%, it can be said that the quality of room service is influenced by the level of room attendant performance by 52.75% and the remaining 47.25% by other factors not examined.

**Keywords:-** Performance, RoomAttendant, Quality of Room Service.

## I. INTRODUCTION

Hotel is one of the tourism supporting facilities that provide accommodation for tourists who come to the tourist area. The largest income of a hotel is obtained from the sale of rooms, while other income is obtained from the sale of food and beverages and other facilities managed by the hotel, so the hotel must always try to sell existing rooms. To be able to sell all existing rooms, the hotel must complete the facilities needed by guests by improving the cleanliness of the rooms so that guests feel comfortable while staying at the hotel. Clean and comfortable room conditions will bring satisfaction to guests who stay. And it will make guests feel at home and want to come back to stay at the hotel. Room cleanliness is something we can see and feel the results, guests will feel happy and satisfied if they are in a comfortable, fresh and clean environment.

To be able to carry out room cleaning properly, a room attendant must have the ability and expertise in the field of work. Based on direct observations that have been made,

that the quality of the cleanliness of the guest rooms at Hotel Santika Bekasi is still not as expected and needs to be improved. In cleaning guest rooms, it must be in accordance with established standards set by the hotel, especially the housekeeping department. Standard Operation Procedure (SOP) is at work guide for room attendants in carrying out room cleaning activities that must always be obeyed by every room attendant properly and correctly. A room attendant who can fulfill the SOP that has been given by management will produce a good performance and greatly affect the hotel service and guest satisfaction who use the hotel's services. The performance of a room attendant can be seen from several things, including: the quality of work and the final result, the quantity of work volume and the level of guest satisfaction with the work shown.

## II. THEORY BASIC

### 1. Performance

Performance is always associated with productivity for both goods and services. Performance is only known to be good or bad when an evaluation or assessment has been carried out. Performance is the job functions required of a person and sets the highest standards that go beyond what is asked and expected of a person.

*Mintzberg, Henry* (2002:55) says "the performer is doing a job efficiently, effectively and productively in achieving company goals".

Performance requires the skills needed by each individual so that a job goes well and on target. *Robert L. Katz* (2002:110) suggests three kinds of skills needed, namely:

- a. *Technical Skill (Knowledge)*, namely the ability to understand and do certain activities.

- b. *Human Skills (Desire)*, namely the ability to work with others effectively as a member of a group and can build better cooperation between employees.
- c. *Conceptual Skills (Rules)*, namely the ability to see efforts as a whole which is the result of analytical skills

Of the three kinds of skills mentioned above, it can be concluded that performance requires skills that can help smooth a job that creates satisfaction from both parties, both guests and the hotel. According to Veithzal Rivai (2008:311) put forward the understanding of performance as follows: "Performance is a function of motivation and ability to complete a task or work a person should have a certain degree of willingness and level of ability."

Meanwhile, according to Anwar Prabu Mangkunegara (2004:67) the definition of performance is as follows: The term performance comes from the word job performance or actual performance (work achievement or actual achievement achieved by someone). The definition of performance is the quality and quantity of work achieved by an employee in carrying out his duties in accordance with the responsibilities given to him.

Barry Cushway (2003:65) reveals that: performance management is a management process designed to link organizational goals with individual goals in such a way that both individual goals and organizational goals can meet.

If someone feels satisfied because his goals are achieved and at the same time participates in achieving organizational goals, then employees will be really motivated and will get greater satisfaction.

Performance is one of the important components in the utilization of human resources in a company and usually the high and low performance of a person can be caused by several internal and external factors.

Zeithaml and Bitner (2001:40) propose that service performance assessment can be seen from:

- 1) Knowledge.  
This knowledge covers technology, people and industry.
- 2) Skill  
In the form of skills and management.
- 3) Ability  
Includes learning abilities and intelligence.

An employee must clearly understand what will be done and how to do it. Performance is a real behavior that is displayed by each employee as work performance produced by employees according to their role in the company. Employee performance is a very important thing in the company's efforts to achieve its goals. The goals of employee performance are based on two main reasons, namely (1) managers needed an objective evaluation of employee performance in the past that is used to make decisions in the field of human resources in the future. (2)

managers need to enable tools to help their employees improve performance, plan work, develop abilities and skills, for career development and strengthen relationships between managers and employees.

## 2. Room Attendant

The task of the guest room section of the housekeeping department is to maintain the cleanliness, tidiness and completeness of the guest rooms. The one who has the task of preparing the rooms is the room attendant. While the definition of room attendant is as follows:

According to *Agustinus Darsono* (2002:141) defines: Room Attendant is an officer who is responsible for cleaning the rooms in the hotel. In carrying out their duties, the room attendant is directly related to hotel guests, therefore the room attendant must be careful about his own attitude and behavior.

Room Attendant (*Pramukamar*) is a floor section officer who maintains cleanliness, tidiness, beauty, comfort and completeness of guest rooms (*Rumekso*, 2009: 35).

According to *Agustinus Darsono* (2002: 53) explains: room attendants, namely room attendants, must look good and neat, this includes behavior, honesty, courtesy to guests, superiors, and colleagues. Likewise, the accuracy and skills of room attendants are very important. If a room attendant can carry out the points mentioned above, efforts to maintain the quality of room service will get a good reception and positive ratings from guests. It can be concluded how important the role of the room attendant is in a hotel, therefore a room attendant is required to work as well as possible because with clean, tidy and well-maintained rooms, it can be concluded that guests will feel satisfied and happy to stay at the hotel.

## 3. Service Quality

Humans will essentially deal with quality every day, where they see quality when shopping, eating at restaurants, placing orders and others.

According to *Yoeti* (2001:23) provides a definition of service limits as follows: "Services or services in the hospitality industry are a result of reciprocal activities between producers and consumers through several internal activities producers can meet consumer needs in the form of satisfaction".

According to *Komaruddin* (2002:793), "service is a means of satisfying intangible needs or achievements made or sacrificed to satisfy the requests or needs of other parties". In a service industry, it is different from the manufacturing industry, where in the manufacturing industry the products produced are clearly visible. On the other hand, the service industry is strongly influenced in terms of the services provided.

As stated by *Kotler* (2004:433), that "services are intangible, inseparable, variable and perishable". Which

means that services are intangible, inseparable, varied and easily lost/consumed.

In addition, according to Kotler regarding the limitations of the service, quoted by Yoeti (2001:1) are as follows: "Service is an activity that provides benefits and is offered by one party to another in an intangible form and does not cause harm. Transfer of ownership, as is the case with manufactured products".

There are things to remember that in the presentation of services, if once you have made a mistake or are less than perfect, it is difficult for consumers to trust.

The quality of a hotel is influenced by several factors, including the quality of service and the atmosphere of the hotel, as well as the quality of services provided.

According to Gaspersz (2004: 181): "Quality is the totality of the characteristics of a product (goods and services) that support its ability to meet specified needs. Quality is often defined as anything that satisfies the customer or confirmation of requirements or needs." The notion of quality service according to Macaulay and Cook (2001:12) is a service that consists of 3 components and all of them reflect the company's image. The three components are:

1. Quality products and services generated
2. The way you provide the service.
3. The interpersonal relationships formed through the service.

From the conclusion above, a service if given well can make guests feel at home, on the contrary, if the service provided is bad then guests want to leave the place.

It was explained that the quality of service includes: (according to Fitzsimmons quoted by Sulastiyono (2004:35)

#### 1. Reliability

Is the ability to provide the right type of service that has been promised to guests. Such as the ability of employees in carrying out the service process and being sympathetic and able to handle customers.

#### 2. Responsiveness

Is the awareness or desire to be able to act to help and provide timely service, such as employees who are always willing to help guests and fast service from employees.

#### 3. Assurance

It is the courtesy and confidence of the employees. The assurance dimension has the characteristics of competence to provide courteous service and respect for guests. Such knowledgeable employees and always polite.

#### 4. Empathy

It is to pay special attention to individual guests. This empathy dimension has the characteristics, the willingness to approach, provide protection and an effort to understand the wishes, needs and feelings of guests.

#### 5. Tangibles

Is something that is visible or tangible such as the appearance of employees and other physical facilities, such as equipment and supplies that support the implementation of services.

Based on the above understanding, it can be concluded that if a service is provided properly, it can make guests feel at home and will return to stay at the hotel.

### 4. Room Cleanliness

The quality of room cleanliness is determined by the performance and service of the room attendant to guests. The service is in the form of a room cleaning process that is carried out properly and correctly in accordance with the rules in the Housekeeping Department in the hotel.

Room cleanliness in a hotel is one thing that must be considered because the room is the main product offered by the hotel to guests who come to stay at the hotel. The first impression seen by guests is the cleanliness of the rooms sold by the hotel in addition to the sporting facilities in the room.

The meaning of cleanliness is the matter (state) of being clean. (Big Indonesian Dictionary, 2000: 109, 382)

While the room is: a room that is insulated / enclosed by a wall that is part of a house or building (usually insulated or limited by four walls).

From the above understanding, it can be concluded that the quality of cleanliness is the level of good or bad of a condition that does not contain stains or dirt. Therefore, the quality of the cleanliness of the guest rooms must always be considered and maintained so that guests can enjoy it and feel satisfied with what they get, because the main product of the hotel is the room.

### 1. Housekeeping Department

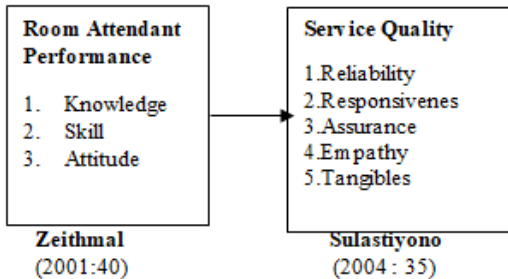
Housekeeping Department, for most hotels is the biggest source of hotel revenue. Guests staying overnight certainly spend more money on rent when compared to the money they have to pay for food and drink and other expenses.

Housekeeping comes from the word house which means house and keeping (to keep) which means to maintain, care for or keep. Judging from the meaning of the word house keeping, the role of the housekeeping department is very important in a hotel. Based on the above understanding, the definition of housekeeping according to (Rumekso, 2004: 4) Housekeeping department is a department in charge of preparing rooms for sale, complete with the necessary facilities.

Meanwhile, according to Hari Karyono (2002: 10) defines that: Housekeeping department is the duty to maintain cleanliness, tidiness and completeness of guest rooms and public places in hotels, including for employees.

Referring to the definition above, it is clear that the housekeeping department is the department responsible for managing and maintaining the cleanliness of the hotel so that it looks neat, clean and attractive so as to create a comfortable hotel environment.

Picture 2.1 Framework



### III. RESEARCH METHODS

The method used in this research is descriptive correlation, this method is intended to collect information about the relationship between variables as they were at the time the research was conducted. This method is also intended to describe and describe phenomena or relationships between phenomena studied systematically, factually and accurately, (Kusmayadi 2000: 29) if there are two events that are related to each other then the relationship between the two events will always be in line. Besides that, I also want to believe that from these two events, namely the influence of room attendant performance on the quality of room service, there are two related problems.

### IV. RESULTS AND DISCUSSION

#### Overview and Research Objects

Santika Indonesia Hotel & Resorts is a hotel group managed by PT. Grahawita Santika, a business unit of the Kompas Gramedia Group. PT. Grahawita Santika was founded on August 22, 1981 and until now has more than 40 hotels spread throughout Indonesia. Since 2006, Santika Indonesia Hotel & Resort has changed its strategy based on market segmentation by dividing several brands into The Royal Collection, Hotel Santika Premier (4 Stars), Hotel Santika (3 Stars), and Hotel Amaris. PT.Grahawita Santika was established to manage the hospitality business. Hotel Soeti was the first hotel to be purchased from its owner, Mrs. Soetiyah Pudjosuwarno, who was in Bandung. Then in 1988, the 33-room Soethi hotel, which was built in an area of 3,200 square meters, was renovated into 70 rooms and inaugurated as a Hotel Santika Bandung 3 stars by the Minister of Tourism, Post and Telecommunications, Susilo Sudarman on March 27, 1989. Hotel Santika Bandung is the pioneer of the establishment of Santika Indonesia Hotels & Resorts.

Hotel Santika Premiere KHI Bekasi is one of the 4-star hotels in Indonesia West Bekasi area. This hotel opened to the public (Grand Opening) on April 25, 2014. Hotel Santika Premier is the 8th hotel in the Hotel Santika Premier group and the 67th hotel in the Santika Hotel & Resorts group. Hotel Santika Premier KHI Bekasi has 152 rooms,

consisting of 18 Club Premier rooms, 8 Premier Suite rooms and the rest are deluxe rooms. The hotel facilities consist of 24-hour front desk, coffee shop, restaurant, club (swimming pool, karaoke, fitness center, badminton & table tennis court, sauna, etc.), laundry service, free wi-fi, smoking area, valet parking, airport transfers.

#### Data Analysis/Characteristics of Respondents

##### Respondent Data by Gender

Respondents' responses by gender, that the respondents were male as many as 25 people (83%) and the rest were female as many as 5 people (17%). From this data, most of the guests who visited the hotel were male.

##### Characteristics of respondents based on age.

The responses of respondents aged less than 20 years were 5 people (16.6%). Respondents aged between 20-29 years were 15 people (50%), respondents aged between 30-39 years were 7 people (23.4%), and respondents aged between 40-49 years were 2 people (6.6%), while the respondents aged over 50 years were 1 person (3.4%).

##### Characteristics of respondents based on education.

Some of the guests who had a high school education background were 12 people (40%), 9 people had SMIP education (30%), and 7 respondents had a Diploma 3 education background (23.3%), while respondents 2 people (6.7%).

#### Analysis of Room Attendant Performance Data at Hotel Santika Bekasi.

By analyzing the data that have been collected, there are criteria that can be seen, namely the performance of the room attendant and the quality of room service. In the performance of the room attendant there are 3 elements that can support the quality of room service, these elements are as follows:

##### a. Knowledge

Room attendant performance has work trying to work according to applicable work procedures and methods received an agreed response with an average of 4.40 and working time in one day in accordance with management regulations received an agreed response with an average of 4.15. Making a report on the state of the room that has been cleaned received an agreed response with an average of 4.46 and Having sufficient knowledge about the room to be cleaned received a response agreeing with an average of 4.03.

##### b. Skills

Room attendant performance has good skills in serving guests get a response agree with the average value of 4.36 and the skills possessed by the room attendant affect the performance of the usual response with an average value of 3.70.

##### c. Ability

Room Attendant felt able to do the given job received an agreed response with an average score of 4.50. Room

Attendant strives to produce quality/quality work according to work standards and gets regular responses with an average score of 3.93. Room Attendant is always polite to guests and gets an agree response with an average score of 4.10. And in carrying out activities actually utilizing the available infrastructure, they received a normal response with an average of 3.60.

#### **Data Analysis of Room Service Quality at Hotel Santika Bekasi.**

Guests expect during their stay at the hotel to feel comfortable and safe. This guest's expectations can be assessed from the following factors:

##### **a. Reliability**

The quality of room service in serving guests, based on guest statements, it is easy to contact the room attendant when they need to get a regular response with an average of 3.80. Meanwhile, the cleanliness of the rooms is in accordance with what guests expect, namely clean from dirt and dust, the responses agree with an average of 4.33.

##### **b. Responsiveness**

Statements regarding the room attendant's ability to solve guest problems received an ordinary response with an average of 3.43. And the statement that the room attendant has the ability to understand the needs of guests gets a response agreeing with an average of 4.03.

##### **c. Assurance**

The statement that guests feel safe for the services provided by the room attendants received an ordinary response with an average of 3.66 and the statement that the room attendant was able to pay special attention to the wishes of guests received an ordinary response with an average of 3.70.

##### **d. Empathy**

Statements about the room attendant being able to understand the needs of the guests received a normal response with an average of 3.40. While the statement regarding comfort and atmosphere in the room environment satisfied guests received a casual response with an average of 3.33.

##### **a. Tangible**

Statements regarding the existence of complete facilities can be a supporting factor in ensuring the quality of room service received an agree response with an average of 4.46 and the facilities provided by the hotel to guests are quite satisfactory received an agree response with an average value of 4.56.

#### **The Relationship between Room Attendant Performance and Room Service Quality at Hotel Santika Bekasi**

In analyzing the relationship between the independent variable room attendant performance and the dependent variable room service quality, using the Pearson Product Moment. There is a positive relationship between the two variables which shows a correlation coefficient of  $r = 0.7263$ . This figure shows that there is a strong relationship

between the two variables.

Coefficient of Determination:

$$\begin{aligned} (R) &= (r^2) \times 100\% \\ &= (0,7263)^2 \times 100\% \\ &= 0,5275 \times 100\% \\ &= 52,75\% \end{aligned}$$

From the results of the calculations above, it can be seen that the coefficient of determination is 52.75%, which measures the performance of the room attendant on the quality of room service. And the other 47.25% is influenced by other factors outside the research.

#### **V. CONCLUSIONS AND SUGGESTIONS**

Between the performance of the room attendant on the quality of room service there is a strong and positive relationship of 0.7263. And based on the calculation of the coefficient of determination, it can be concluded that the quality of room service is influenced by the performance of the room attendant by 52.75% and the rest is influenced by other factors not examined.

The management must be able to maintain and if possible improve the performance of the room attendant by providing training and paying attention to the welfare of its employees.

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