

STUDENT PERCEPTION AND PROMOTION MIX OF HOUSEKEEPING DEPARTMENT AT TRISAKTI TOURISM INSTITUTE

Anis Darsiah¹, Dian Octarina², Vienna Artina Sembiring³

¹Program Studi Sarjana Terapan Perhotelan, Sekolah Tinggi Pariwisata Trisakti,
anis.darsiah@stptrisakti.ac.id

²Program Studi Sarjana Pariwisata, Sekolah Tinggi Pariwisata Trisakti,
dianoctarina@stptrisakti.ac.id

³Program Studi Sarjana Terapan Perhotelan, Sekolah Tinggi Pariwisata Trisakti,
viena.artina@stptrisakti.ac.id

Keywords:

*Student Perception,
House Keeping
Department*

Abstract

This study aims to determine the effect of student perceptions and promotion mix on the decision of Trisakti Tourism Institute students to choose the Housekeeping Department. This type of research is descriptive quantitative with multiple regression analysis methods. The population in this study were all students of the Trisakti Tourism Institute. While the sample in the study amounted to 133 respondents using the accidental sampling technique distributing questionnaires with a Likert scale of 1 to 5. Based on the results of the discussion above, it can be concluded that students' perceptions of the housekeeping departments are good with an average score of 3.73. This is of particular concern to the lecturers to maintain the quality of the teaching and learning process, especially so that students are more interested in working in the household world. Showing that advertising, personal selling, sales promotion, and public relations have a significant effect on the decision to choose a major in college.

INTRODUCTION

Trisakti School of Tourism was established on June 2, 1969 under the name Trisakti Hospitality & Tourism Academy. In 1999, the Trisakti Tourism Academy changed its name and status to Trisakti School of Tourism based on the Decree of the Minister of Education and Culture of the Republic of Indonesia No: 102/D/O/1999 dated 15 June 1999. The Diploma IV Program in Hospitality has been accredited with an A rating (score: 385) based on a letter Decree of the

National Accreditation Board for Higher Education Ministry of National Education Number: 1606/SK/BAN-PT/Akred/Dipl-IV/VI/2018 concerning ranking status and accreditation results of diploma programs in tertiary institutions dated June 26, 2018.

In 2022, the Trisakti School of Tourism has graduated 133 students of the applied hospitality study program. Of the number of graduates who have graduated, they have worked in various hotels, restaurants at home and abroad, travel businesses, civil servants (PNS), and other private companies. Based on data from graduates of the Applied Hospitality Study Program in 2020, it shows that, of the total number of graduates, only 33 people took training in the housekeeping department, 41 people took training in the food and beverage department, 59 people trained in the front office department. Based on these data, it shows that the interest level of Trisakti School of Tourism students for a career in housekeeping department is quite low.

The formation of perception begins with observation through the process of seeing, hearing, touching, feeling, and receiving something. Then a person selects, organizes, and interprets the information he receives into a meaningful picture (Akbar, 2015; Rushendi, 2018). Housekeeping is the part that is in charge of and is responsible for the cleanliness, comfort and safety as well as the completeness of hotel guest rooms (Putri & Wicaksono, 2015; Nugraha & Setiyarski, 2019).

Hospitality accommodation requires a very high level of discipline so that after plunging into the world of work students are able to adapt to the world of work quickly. Hospitality has operational sections that support the running of hospitality activities properly. One of these sections is Housekeeping (Mariathi, 2019).

In the hospitality department, the curriculum needed in hotel management has been developed. One of the courses taught is Housekeeping. Housekeeping courses study cleanliness, beauty, tidiness, comfort in the hotel environment, but some students do not motivate this housekeeping course to take part, where every student meeting is less enthusiastic and pays attention to this subject. Even though this housekeeping course is an important part of the hospitality industry (Taviprawati & Sembiring, 2017).

Today, competition between formal educational institutions, especially universities in Indonesia, is increasingly attractive, this can be proven by the existence of various creative and innovative efforts from education providers to continue to explore the uniqueness and advantages of their campuses so that they are increasingly needed and in demand by users of educational services in terms of This. these are students (Mulyawan & Komarudin, 2012). The entry of superior universities with international standard quality education that offers various superior facilities, even at relatively affordable costs, will increase competition in the world of education (Wahyuni, 2012). Marketing and promotional activities in the world of education that were once considered taboo are now carried out openly and openly (Juhaidi, 2012). Universities as educational service providers need to learn and have initiatives to increase the satisfaction of service users in the field of education because education is a process that influences each other and is sustainable, the efforts of tertiary institutions to attract competent input (potential prospective students) have increased to competitiveness. between universities (Samaf et al, 2017).

Promotion not only functions as a communication tool between companies and customers, but also as a tool to influence customers. In order for all of these means to be coordinated effectively, careful setting of communication targets is necessary (Kristanto et al, 2021). This component is very important to do so that stakeholders will understand and know about the advantages and features of the study program, so that users of educational services are interested in using these services and affect the volume of service usage which will ultimately increase interest in entering tertiary institutions for the study programs offered (Maspuhah, 2020). Trisakti Tourism High School as a government partner engaged in education, is determined to participate in providing reliable, professional and competitive human resources in their fields. Trisakti Tourism High School through PMB (New Student Acceptance) has carried out a promotional mix to increase the number of new students in each of its study programs.

RESEARCH METHOD

This type of research is descriptive quantitative with multiple regression analysis method. The population in this study were all students of the Trisakti Tourism Institute. While the sample in the study amounted to 133 respondents using the accidental sampling technique distributing questionnaires with a Likert scale of 1 to 5.

RESULT AND DISCUSSION

Trisakti School of Tourism Student Perceptions of the Housekeeping Department

Based on the results of the questionnaire distributed to students, totaling 133 people, it shows that, in general, student perceptions of the housekeeping department are good with an average value of 3.73. The student assessment components regarding the housekeeping department can be seen in the following table:

Table 1. Average Perception Value of Tourism High School Students for the Housekeeping Department

Indicator	Average Perceived Score
Students give good marks about Housekeeping	4,38
Students rate well on the Room Section	4,38
Students rate well on the Public Area	3,62
Students rate well on laundry	3,17
Students rated the linen section well	4,17
Students are interested in working in Housekeeping	2,13
Average	3,75

Source: Processed data (2022)

Based on the table above, it can be explained that the student's perception of the housekeeping department and its section is very good and good. Each value is 4.38 for housekeeping department (very good), room section 4.38 (very good), public area section 3.62 (good), Laundry section 3.17 (good) and linen section 4.17 (very good). Even though students' ratings of the housekeeping department were good, students tended to be disinterested in working in the housekeeping department, this

was proven by the results of an assessment of 2.13 which showed that most respondents said they did not agree to work in the housekeeping department. Based on these data, it is a concern for the lecturers in the housekeeping course to continue to motivate students to be interested in working in the housekeeping section. In addition, there is also a need for a forum for students to practice on campus, because equipment to support housekeeping practices is still lacking on the Trisakti School of Tourism campus.

Trisakti School of Tourism Student Perceptions of the Learning Process in the Housekeeping Department Course

Based on the results of the questionnaire distributed to students, totaling 133 people, it shows that, in general, student perceptions of the learning process in the housekeeping department course are good with an average score of 3.78. The student assessment components regarding the housekeeping department can be seen in the following table:

Table 2. Average Perception Value of Tourism High School Students on the Learning Process in the Housekeeping Department Course

Indicator	Average Perceived Score
Students are interested in learning Housekeeping	3,97
The lecturer gives an initial description or introduction to the Housekeeping Course	4,24
The lecturer provides complete material about Housekeeping	3,20
Fun learning atmosphere	3,97
Lecturers invite students to be more active in the learning process	4,18
Lecturers provide motivation for a career in Housekeeping	3,20
The lecturer gives assignments that are in accordance with the topic of Housekeeping	3,26
The lecturer gives UTS and UAS questions in accordance with the material that has been obtained	3,91
Students get a final score according to the learning process that has been taken	4,17
Average	3,78

Source: Processed data (2022)

Based on the table above, it shows that, in general, students' perceptions of the learning process are good with scores including: Students are interested in learning. Housekeeping with a score of 3.97 (good), the lecturer gives an initial description/introduction of the Housekeeping course with a score of 4.24 (very good), the lecturer provides complete material about Housekeeping with a score of 3.20 (good), a pleasant learning atmosphere score 3.97 (good), the lecturer invites students to be more active with a score of 4.18 (very good), the lecturer provides motivation for a career in HK with a score of 3.20 (good) the lecturer gives assignments that are appropriate to the topic about HK with a score of 3.26 (good), the lecturer gives UTS and UAS questions in accordance with the material that has been obtained with a score of 3.91 (good), students get a final score according to the learning process as long as it is achieved with a score of 4.17 (very good).

Based on the data above, it shows that student assessment of the learning process in the housekeeping department course is good. This is a special concern for the lecturers to maintain the quality of the teaching and learning process, even more so that students are more interested in pursuing the world of housekeeping.

This research is in line with research conducted by Kurniansah & Wahyuningsih (2018) showing that lecturers support lectures to maintain the quality of the teaching and learning process, even more so that students are more interested in pursuing the world of housekeeping.

Research conducted by Taviprawati, et al (2020) shows that in the world of hospitality, the Housekeeping Department is an important part of running hotel operations, especially in the room section because the main hotel revenue is from selling rooms while preparing room needs is the duty of the Housekeeping Department.

Table 1. Validity Test

Quisioner Item	r-count	r-table
X1.1	0.546	0.1690
X1.2	0.587	0.1690
X1.3	0.563	0.1690
X2.1	0.522	0.1690
X2.2	0.596	0.1690
X2.3	0.570	0.1690
X2.4	0.503	0.1690
X3.1	0.510	0.1690
X3.2	0.569	0.1690

Quisioner Item	r-count	r-table
X3.3	0.577	0.1690
X4.1	0.541	0.1690
X4.2	0.590	0.1690
X4.3	0.573	0.1690
Y1	0.500	0.1690
Y2	0.529	0.1690
Y3	0.504	0.1690
Y4	0.533	0.1690
Y5	0.599	0.1690

Source: Data processed with SPSS (2023)

The validity test above shows that all items are valid because r-count > r-table (0.1690).

Table 2. Reliability Test

Variable	Cronbach's Alpha	Nilai Alpha
Advertising	0.699	0.600
Personal Selling	0.684	0.600
Sales Promotion	0.611	0.600
Public Relation	0.679	0.600
Choosing Decision	0.668	0.600

Source: Data processed with SPSS (2023)

The reliability test above shows that all variables are reliable because Cronbach's alpha value > alpha value (0.600).

Table 4. Determination Coefficient Test

R	R-Square	Adjusted R-Square	Std. Error of the Estimate
.640 ^a	.721	.733	7.11220445

Source: Data processed with SPSS (2023)

The coefficient of determination test above shows that the Adjusted R-Square value is 73.3%, which means that the decision to choose Trisakti Tourism Institute Students for the Housekeeping Department is influenced by advertising, personal selling, sales promotion and public relations by 73.3%, while the rest is 26.7% influenced by other factors outside the research.

Table 5. Parsial Test

	Unstandardized Coefficients	Unstandardized Coefficients		t	Sig.
	B	Std.Error	Beta		
Model					
(Constant)	4.011	0.888		4.516	.000
Advertising	.779	.202	.225	3.856	.008
Personal Selling	.808	.241	.344	3.353	.010
Sales Promotion	.565	.115	.289	4.913	.000
Public Relation	.687	.206	.310	3.334	.012

Source: Data processed with SPSS (2023)

The partial test above shows that all independent variables (advertising, personal selling, sales promotion, and public relations) have a significant effect on the decision to choose Trisakti Tourism Institute students for the Housekeeping Department, because they have a significant value less than 0.05. This research is in line with research conducted by Junnifer & Yuliana (2016) and Ratno (2017) showing that advertising, personal selling, sales promotion, and public relations have a significant effect on the decision to choose a major in college.

Advertising has a significant influence on the decision-making process of choosing the housekeeping program for students at Trisakti Institute of Tourism, as advertising helps increase students' awareness of the housekeeping program offered by the institute. Through advertisements, information about the curriculum, career opportunities, and available facilities can be clearly communicated to prospective students. With this awareness, students become more familiar with the housekeeping program and have sufficient information to consider their choices.

Personal selling has a significant influence on the decision-making process of choosing the housekeeping program for students at Trisakti Institute of Tourism, as personal selling involves direct interaction between sales representatives (such as marketing staff or faculty) and prospective students. In this process, information about the housekeeping program can be conveyed in a more in-depth and targeted manner. Prospective students have the opportunity to ask questions, engage in discussions, and obtain detailed explanations about the program, curriculum, career opportunities, and all relevant aspects of the housekeeping program. This direct

communication allows for tailored messaging based on individual needs and interests, making it more convincing for prospective students.

Sales promotion has a significant influence on the decision-making process of choosing the housekeeping program for students at Trisakti Institute of Tourism, as sales promotion can provide incentives for prospective students to try the housekeeping program. For example, Trisakti Institute of Tourism can offer free trials or trial periods for students interested in the program. By providing an opportunity for prospective students to directly experience the housekeeping program, they can appreciate the values and benefits offered by the program. This can help alleviate doubts and increase their inclination to choose the housekeeping program.

Public relations has a significant influence on the decision-making process of choosing the housekeeping program for students at Trisakti Institute of Tourism, as public relations involves relationships with third parties, such as media, influencers, or successful alumni. By collaborating with third parties who have authority and trust in the tourism or related industries, public relations can help strengthen positive assessments of the housekeeping program at Trisakti Institute of Tourism. For example, through positive media coverage, testimonials from successful alumni, or influencer endorsements, public relations can build the perception that the housekeeping program at Trisakti Institute of Tourism is a respected and promising choice.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the discussion above, it can be concluded that student perceptions of the housekeeping department are good with an average score of 3.73. However, students tend not to be interested in working in the housekeeping department, this is evidenced by the results of an assessment with a score of 2.13 which shows that most respondents said they did not agree to work in the housekeeping department. While student perceptions of the learning process in the housekeeping department course are good with an average value of 3.78. This is a

special concern for the lecturers to maintain the quality of the teaching and learning process, even more so that students are more interested in pursuing the world of housekeeping.

Advertising, personal selling, sales promotion, and public relations all have a significant influence on the decision-making process of choosing the housekeeping program for students at Trisakti Institute of Tourism. Advertising increases students' awareness of the housekeeping program by effectively communicating information about the curriculum, career opportunities, and available facilities. Personal selling allows for direct interaction between sales representatives and prospective students, providing in-depth and targeted information about the program. This personalized communication helps address individual needs and interests, making it more convincing for prospective students. Sales promotion, such as offering free trials or trial periods, provides incentives for prospective students to try the housekeeping program. This firsthand experience allows them to appreciate the program's values and benefits, reducing doubts and increasing their inclination to choose it. Public relations, through collaborations with third parties like media, influencers, and successful alumni, strengthens positive assessments of the housekeeping program. Positive media coverage, testimonials, and influencer endorsements contribute to building the perception that the program is respected and promising.

For the Trisakti School of Tourism, it continues to motivate students to be interested in working in the housekeeping department. In addition, there is also a need for a forum for students to practice on campus, because equipment to support housekeeping practices is still lacking on the College of Tourism campus. It is suggested to the lecturers who teach the housekeeping department to maintain the quality of the teaching and learning process, and even improve it so that students are more interested in pursuing the world of housekeeping.

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Darsiah¹, Octarina², Sembiring³

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