

The Effect of Personal Hygiene on Customer Satisfaction at Aston Bellevue Hotel Jakarta During the Covid-19 Pandemic

Vienna Artina Sembiring^{1*}, Wijayanti Dewi Prabandari², Ervina Taviprawati³

^{1,2,3} Trisakti School of Tourism

*Corresponding author. Email: vienna.artina@stptrisakti.ac.id

ABSTRACT

In the current era of the Covid-19 pandemic, the role of Personal Hygiene is very useful, namely maintaining health by taking preventive action. This study aims to determine the effect of Personal Hygiene satisfaction on customer satisfaction during the Covid 19 pandemic at Aston Bellevue. The method in this study is quantitative descriptive using the Simple Random Sampling technique. This research was conducted from September to December 2020 at Aston Bellevue at Radio Dalam, Jl. H. Nawi No.1, RT.3/RW.1, South Jakarta. The population in this study were customers at Aston Bellevue. The sample in this study was 100 respondents. Based on the results of the study the Personal Hygiene variable available for hand washing has the highest mean value of 3.94. The availability of hand washing facilities is a major concern for respondents. Customer Satisfaction variable respondents chose Aston Bellevue because it is safe to have the highest mean value of 3.90. The coefficient of determination of the independent variable Personal Hygiene has an effect on customer satisfaction of 73.1% while the remaining 26.9% is influenced by other factors that are not included in this study. linear regression calculation from the equation $Y = 2,920 + 0.092 X$, it can be seen that there is an impact of Personal Hygiene 2,920 X coefficient of 0.092, indicating that Personal Hygiene has a positive effect on customer satisfaction.

Keywords: Hotel, Customer Satisfaction, Customer, Personal Hygiene

1. INTRODUCTION

WHO directives to the public to reduce exposure and transmission of disease or infection by avoiding crowds, physical contact, sterilization and most importantly Personal Hygiene (Personal Hygiene) which can be done easily. Personal Hygiene is the application of a clean and healthy lifestyle aimed at oneself so that one can maintain personal hygiene / increase body immunity against viruses and bacteria. Every individual is expected to be disciplined in maintaining cleanliness because it will affect health to protect themselves and others. Government recommendations to implement health protocols can be carried out and adhered to by every individual or company.

There is a relationship between Personal Hygiene and Tourism, namely by applying Personal Hygiene it has an impact on the satisfaction of domestic and

foreign customers. The role of Personal Hygiene in hospitality is very important, especially in housekeeping sanitation, namely in terms of cleanliness of rooms, hotel areas, laundry, and personal hygiene of the employees. This is done to meet industry criteria to improve the quality of maximum service to customers. In principle, cleanliness is a very important factor to maintain customer comfort, customers will assess the cleanliness of facilities such as rooms, lobbies, restaurants or employee cleanliness. Problems that occur in practice are the difficulty of maintaining a balance of personal hygiene due to the large number of jobs handled by Housekeeping employees, especially problems when weekend customers come more than usual days.

Maintaining employee personal hygiene is a fairly difficult application, for example, even if it is necessary

to avoid clothes from small spots. This makes the employees themselves extra careful in maintaining cleanliness, especially for the scope of work of employees who clean rooms. This is where problems can arise, if employees do not have a personal hygiene spirit, the scope of work will become a frightening specter. Of course, before employees start from cleaning the hotel, of course, employees must also clean their bodies and also apply a clean lifestyle into the lives of employees. If employees have good habits, of course, the cleanliness around employees will also be well maintained. A person's physical appearance will certainly reflect his personality and behavior in his daily life. Therefore, all hotel staff are required to have very good hygiene standards and follow the standards set by the hotel itself.

By mastering the material on employee personal hygiene, it is expected to increase employee insight and knowledge on good health and hygiene, so as to influence creativity and procedures for its application in daily life. In the world of hotel services, all the needs needed by guests have been provided. All five-star hotel facilities not only display quality and comfort, but a very important factor is related to comfort and assurance of cleanliness for health. The objectives of this research are as follows:

1. To find out Personal Hygiene at Aston Bellevue Hotel Jakarta during the Covid 19 pandemic.
2. To determine the effect of customer satisfaction at Aston Bellevue Hotel Jakarta during the Covid 19 pandemic.
3. To find out the effect of Personal Hygiene on customer satisfaction at Aston Bellevue Hotel Jakarta during the Covid 19 pandemic.

2. THEORETICAL BASIS

2.1 Hygiene and Sanitation

Sanitation is an effort to monitor several physical environmental factors that affect humans, especially those that have a detrimental effect on physical development, health and survival. Meanwhile, according Linda (2019) Sanitation is a health effort by maintaining and protecting the environmental cleanliness of the subject. For example, providing clean water for hand washing purposes, providing trash cans to accommodate waste so that it is not disposed of carelessly. The difference between hygiene and sanitation, according to Linda (2019), is that hygiene is more directed at human activities, while sanitation is more focused on human environmental factors. The purpose of holding a sanitation and hygiene business is

to prevent disease and poisoning as well as other health problems as a result of the interaction of human environmental factors.

In essence, "Hygiene" and "Sanitation" have almost the same meaning and purpose, namely achieving excellent health. According to Sudira in Linda (2019)[7], "Hygiene is the science of health and prevention of disease. Hygiene is more concerned with the problem of bacteria as the cause of disease, while sanitation is more concerned with hygiene issues to achieve health". Hygiene is closely related to individuals, food and beverages because it is a requirement to achieve health status. Meanwhile, according to WHO, sanitation is an effort to monitor several physical environmental factors that affect humans, especially those that have a detrimental effect on physical development, health, and survival.

2.2 Personal Hygiene

Personal Hygiene, namely personal which means individual and hygiene means healthy, according to Wartonah (2010)[12], states that Personal Hygiene is a person's efforts to maintain personal hygiene and health to obtain physical and psychological well-being. In everyday life, cleanliness is very important and must be considered because cleanliness will affect a person's health and psyche. Personal hygiene is a way of human self-care to maintain health.

According to Andarmoyo (2012) stated that in everyday life cleanliness is a very important thing that must be considered because cleanliness will affect the health, comfort, safety, and well-being of clients. A person's hygiene practices are influenced by personal, social and cultural factors. If someone is sick, usually the issue of cleanliness is not paid attention to. This happens because we consider the issue of hygiene to be a trivial matter, in which case if it is allowed to continue it can affect health in general. As a nurse, the important thing that needs to be considered during client hygiene care is to provide as much independence for the client as possible, pay attention to the client's ability to carry out hygiene practices, provide privacy and respect, and provide physical comfort to the client.

Furthermore, Andarmoyo (2012) explained that the purpose of Personal Hygiene is to improve health, maintain cleanliness, prevent disease, increase one's self-confidence, and create beauty to improve one's Personal Hygiene. Meanwhile, according to Perry and Potter in Baker (2019)[7], there are several factors that influence a person to perform Personal Hygiene, which are as follows:

- a. Body image is a person's general appearance that can describe the importance of hygiene in that person. Body image is a person's subjective concept of physical appearance which over time can change in influencing how to maintain hygiene, body image can change due to surgery or physical illness.
- b. Social Practice, which is a group of people's social relationships that can affect personal hygiene. During childhood, a person gets hygiene practices from the family environment. Family habits, number of family members, and availability of hot water and/or running water are some of the factors that affect hygiene care.
- c. Socio-Economic Status is a person's economic resources that influence the type and level of hygiene practices carried out. Availability of essential ingredients such as deodorant, shampoo, toothpaste, and cosmetics (tools that help in maintaining hygiene in the home environment).
- d. Knowledge, namely about the importance of hygiene and its implications for health affects hygiene practices. However, knowledge itself is not enough, must be motivated to maintain self-care.
- e. Culture is a person's beliefs and personal values affect hygiene care. People from different cultural backgrounds follow different self-care practices from each culture.

From the explanation of several factors that influence someone to do Personal Hygiene above, then someone if the individual does not do hygiene care it can have an impact on that person's Personal Hygiene. The impact of Personal Hygiene that often arises according to Ambarawati (2011) is as follows:

- a. Physical Impact, namely many health problems suffered by a person because of not maintaining good personal hygiene. Physical disorders that often occur are impaired skin integrity, disorders of the oral mucous membranes, infections of the eyes and ears and physical disorders of the nails.
- b. Psychosocial impact, a social problem related to Personal Hygiene, is a disturbance of the need for comfort, the need to be loved and loved, the need for self-esteem, self-actualization and impaired social interaction.

2.3 Customers

According to Nasution in Sarbunan et.al. (2015) customers are all people who demand the organization to meet certain quality standards, and therefore have an influence on organizational performance. Furthermore, Nasution in Sarbunan et.al. (2015) explains that basically, there are 3 (three) types of customer groups in a modern quality system, namely:

- a. Internal customers, namely someone who is in a company and has an influence on the performance of the job or company.
- b. Intermediate customer, namely someone who acts or acts as an intermediary, not as the end user of the product/service.
- c. External customers, namely buyers or end users of products/services commonly referred to as direct customers, who are someone who pays to use the product/service.

2.4 Customer Satisfaction

According to Susepti et.al. (2017) satisfaction is a cumulative process representing an overall assessment based on the entire transaction of buying and consuming the product at a time. All definitions of customer satisfaction share several basic components, namely the existence of a goal or need that the customer wants to achieve and consumer expectations compared to standard operating procedures. Lucia and Maroco (2013) define satisfaction as feeling happy because they get their rights well and tend to be comfortable. Satisfaction is basically very difficult to measure because satisfaction is a very broad, complex and deep concept, so that satisfaction between people will be very different.

According to Kotler in Boscha (2017) customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product thought to the expected performance (or result). Customer satisfaction can be felt after customers compare their experience in purchasing goods/services from sellers or providers of goods/services with the expectations of the buyers themselves. These expectations are formed through their first experience in buying an item/service, comments from friends and acquaintances, as well as promises and information from marketers and competitors. Marketers who want to excel in the competition must pay attention to customer expectations and customer satisfaction. Customers can be said to be satisfied with the products and services that the hotel provides if the customer's expectations for the products/services that the hotel provides have matched and even exceeded their expectations.

Tjiptono (2015) expressed the creation of customer satisfaction can make customers come back to enjoy the service and the creation of customer loyalty so as to form a recommendation from person to person that is profitable for the company. According to Fornel et.al in Tjiptono (2015) there are 6 (six) core concepts in measuring customer satisfaction, which consist of:

a. Overall Customer Satisfaction, which is the simplest way to measure customer satisfaction is to directly ask customers how satisfied they are with the service or product. This can be done by measuring the level of customer satisfaction with the services or products of the company concerned and comparing it with the overall level of customer satisfaction with the services of competitors.

b. Dimensions of Customer Satisfaction, which consists of four steps, namely: (1) Identify the key dimensions of customer satisfaction. (2) Ask customers to rate the company's services based on specific items such as speed of service, service facilities, or friendliness of customer service staff. (3) Ask customers to rate competitors' services on the same specific items. (4) Ask customers to determine the dimensions they think are most important in assessing overall customer satisfaction.

c. Confirmation of Expectations, where in this concept satisfaction is not measured directly, but is concluded based on the suitability or discrepancy between customer expectations and the actual performance of the company's products on a number of important attributes or dimensions.

d. Repurchase Intention, namely customer satisfaction which is measured behaviorally by asking whether the customer will shop or use the company's services again.

e. Customer Dissatisfaction, several aspects to determine customer dissatisfaction, include: (1) Complaints. (2) Product returns or returns. (3) Warranty fee. (4) Product recalls from the market (product recall). (5) Defections (consumers turning to competitors).

According to Tjiptono (2015) customer satisfaction can provide benefits, namely: a. The relationship between the customer and the company is harmonious. b. Provides a good basis for repeat purchases. c. Encouraging the creation of customer loyalty. d. Created word of mouth recommendations that benefit the company. e. Good reputation in the eyes of consumers. f. Earnings increased.

The higher the quality of the products and services provided, the higher the satisfaction felt by customers. When customer satisfaction is higher, it can lead to profits for the company. Satisfied customers will continue to make purchases/use the services of the

company. And vice versa if there is no satisfaction, it can result in customers making purchases/using services elsewhere. The creation of optimal customer satisfaction will encourage the creation of loyalty in the minds of satisfied customers.

3. METHODOLOGY

The research method that will be applied in this research is descriptive correlational method. Correlation or correlational research is a research method that connects one variable to another to create new shapes and forms that are different from the previous one. The approach used in this research is a quantitative approach.

According to Sugiyono (2017) quantitative research is a research method based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly. The quantitative approach is carried out by collecting and processing data to find accurate facts and precise and systematic interpretations.

The population in this study were customers at Aston Bellevue in 2020, totaling 4858 guests. The sample in this study will be applied to 100 respondents from a population of 100 Aston Bellevue customers. The sampling technique that will be used by researchers in this study is Simple Random Sampling.

This research was conducted in September 2020 – December 2020 which took place at Aston Bellevue which has its address at Radio Dalam, Jl. H. Nawi No.1, RT.3/RW.1, Gandaria Sel., Kec. Cilandak, South Jakarta City, Special Capital Region of Jakarta 12420.

4. RESULTS AND DISCUSSION

Aston Bellevue was founded in 2014, Aston Bellevue is a combination of hotels and apartments, which are 80% hotels and 20% apartments. The Bellevue Radio Dalam is built on an area of 4,000 square meters and is located in an elite area with easy accessibility, namely the Radio Dalam area of South Jakarta. This area is close to Pondok Indah and towards the new business corridor TB Simatupang and Jakarta Outer Ring Road, towards the Sudirman CBD integrated business district and towards Soekarno-Hatta International Airport.

In addition, The Bellevue Radio Dalam, which is located in the elite residential area of Pondok Indah, is also surrounded by very popular upper-middle class public facilities, namely Pondok Indah Malls 1, 2, and 3, Pondok Indah Hospital, Pondok Indah offices, Jakarta International School, and others. The Bellevue Radio Dalam is equipped with supporting facilities such as a

swimming pool, fitness center, spa, cafe, business center, restaurant, pool, garden, and florist. In 2019 The Bellevue Suites Radio Dalam was managed by Aston so it changed its name to Aston Bellevue Radio Dalam.

4.1 Demographic Data

Gender

Respondents who are male as many as 53 people with a percentage of 53%. As for the female respondents as many as 47 people with a percentage of 47%. From these results it can be concluded that the number of male customers is more dominant than the number of female customers.

Age

Customers aged 18-28 years as many as 32 people with a percentage of 32%. While those aged 29-39 years as many as 30 people with a percentage of 30%, age 40-50 years as many as 23 people with a percentage of 23% and those aged > 50 years as many as 15 people with a percentage of 15%. This indicates that the majority of customers are aged 18-28 who visit Aston Bellevue.

Job

Customers with a background as a student as many as 30 people or 30%, customers with a job as a civil servant as many as 7 people or 7%, customers with a background as a private employee as many as 37 people or 37%, and customers with a background in backgrounds as entrepreneurs as many as 14 or 14%, customers with other backgrounds as many as 12 people or 12%. It can be concluded that the majority of customers work as private employees who come to visit at Aston Bellevue.

Frequency of Visits

Customers who visited 1 time as many as 20 people or 20%, customers who visited 2 times as many as 18 people or 18%, customers who visited 3 times as many as 16 people or 16%, customers who visited 4 times as many as 12 people or 12%, customers who visited >5 times as many as 34 people or 34%. It can be concluded that the majority of customers visit Aston Bellevue >5 times. From the results of the study it can be concluded that most of the customers are male, aged 18-28 years, work as private employees and visit more than 5 times.

4.2 Personal Hygiene Statistical Analysis (x)

4.2.1 Body Image

Aston Bellevue Hotel employees dress neatly

The majority of 90 customers (90%) strongly agree, 9 customers (9%) agree, 1 customer (1%) disagree and no customer strongly disagree. This explains that the majority of Aston Bellevue customers strongly agree

with the opinion that Aston Bellevue Hotel employees dress neatly.

Aston Bellevue Hotel employees are clean

Respondents as many as 88 customers (88%) strongly agree, 12 customers (12%) agree, no customers disagree and strongly disagree. This explains that the majority of customers strongly agree that Aston Bellevue Hotel employees have a clean appearance.

Aston Bellevue Hotel employees in good shape

Respondents as many as 88 respondents (88%) strongly agree, 12 respondents (12%) agree, no customers disagree and strongly disagree. It can be concluded that the majority of customers strongly agree with the opinion of Aston Bellevue Hotel employees in a fit condition.

4.2.2. Social Practice

Check the guest's body temperature before entering the hotel

Respondents seen as many as 91 (91%) stated strongly agree, 8 respondents (8%) agreed, 1 respondent (1%) disagreed and no respondents stated strongly disagree. It can be concluded that the majority of customers strongly agree to have their body temperature checked before entering the hotel.

Guests are required to wear masks

Respondents seen as many as 90 (90%) stated strongly agree, 9 respondents (9%) agreed, 1 respondent (1%) disagreed and no respondents stated strongly disagree. It can be concluded that the majority of customers strongly agree that guests are required to wear masks.

Guests are asked to maintain a distance

Respondents seen as many as 90 (90%) stated strongly agree, 9 respondents (9%) agreed, 1 respondent (1%) disagreed and no respondents stated strongly disagree. It can be concluded that the majority of customers strongly agree that guests are asked to maintain a distance according to the distance barrier between guests.

4.2.3. Socio-Economic Status

Hand sanitizer is available at the hotel

Respondents seen as many as 93 (93%) stated strongly agree, 7 respondents (7%) agreed, no respondents disagreed and strongly disagreed. It can be concluded that the majority of customers strongly agree that hand sanitizer is available at the hotel entrance.

Hand washing

Respondents seen as many as 94 (94%) stated strongly agree, 6 respondents (6%) agreed, no respondents disagreed and strongly disagreed. It can be

concluded that the majority of customers strongly agree that hand washing facilities are available.

Masks are available if guests don't bring/damaged

Respondents seen as many as 88 (88%) stated strongly agree, 10 respondents (10%) agreed, 2 respondents (2%) disagreed and no respondents stated strongly disagree. It can be concluded that the majority of customers strongly agree that masks are available if guests do not bring/damaged.

4.2.4. Knowledge

Employees provide a COVID-19 risk self-assessment form for guest travel in the last 14 days (rapid test or swab test)

Respondents seen as many as 90 (90%) stated strongly agree, 9 respondents (9%) agreed, 1 respondent (1%) disagreed and no respondents stated strongly disagree. It can be concluded that the majority of customers strongly agree that employees provide a COVID-19 risk self-assessment form for guest travel in the last 14 days (rapid test or swab test).

Guests are asked to provide information to hotel employees if they experience health problems such as fever, cough, runny nose, sore throat and shortness of breath

Respondents seen as many as 90 (90%) stated strongly agree, 9 respondents (9%) agreed, 1 respondent (1%) disagreed and no respondents stated strongly disagree. It can be concluded that the majority of customers strongly agree that guests are asked to provide information to hotel employees if they experience health problems such as fever, cough, runny nose, sore throat and shortness of breath.

Guests are asked to maintain cleanliness when using the hotel's public toilets to keep them hygienic after use

Respondents seen as many as 91 (91%) stated strongly agree, 9 respondents (9%) agreed, no respondents disagreed and strongly disagreed. It can be concluded that the majority of customers strongly agree that guests are asked to maintain cleanliness when using hotel public toilets so that they remain hygienic after use

4.2.5. Culture

Guests keep their distance in public facilities

Respondents seen as many as 88 respondents (88%) stated strongly agree, 11 respondents (11%) agreed, 1 respondent (1%) disagreed and no respondents stated strongly disagree. It can be concluded that the majority of customers strongly agree that guests keep their distance in public facilities.

When entering the elevator is limited to a maximum of 6 people

Respondents seen as many as 91 respondents (91%) stated strongly agree, 8 respondents (8%) agreed, 1 respondent (1%) disagreed and no respondents stated strongly disagree. It can be concluded that the majority of customers strongly agree when entering the elevator is limited to a maximum of 6 people.

Seating is given marked with a distance of 1 seat between guests

Respondents seen as many as 91 respondents (91%) stated strongly agree, 8 respondents (8%) agreed, 1 respondent (1%) disagreed and no respondents stated strongly disagree. It can be concluded that the majority of customers strongly agree that the seats given are marked with a distance of 1 seat between guests.

4.3. Customer Satisfaction (y)

4.3.1. Overall Customer Satisfaction Aston Bellevue my top choice if I want to stay with family

Respondents showed that as many as 87 (87%) stated strongly agree, 12 respondents (12%) agreed, 1 respondent (1%) disagreed and no respondents stated strongly disagree. It can be concluded that the majority of customers strongly agree that Aston Bellevue is my top choice if I want to stay with my family.

I am always satisfied to stay at Aston Bellevue compared to other hotels

Respondents showed that as many as 84 (84%) stated strongly agree, 15 respondents (15%) agreed, 1 respondent (1%) disagreed and no respondents stated strongly disagree. It can be concluded that customers strongly agree that I am always satisfied to stay at Aston Bellevue compared to other hotels.

4.3.2. Dimensions of Customer Satisfaction

I always recommend to others to eat and stay at Aston Bellevue

Respondents showed that as many as 85 (85%) stated strongly agree, 12 respondents (12%) agreed, 3 respondents (3%) disagreed and no respondents stated strongly disagree. It can be concluded that the majority of opinions strongly agree I always recommend to others to eat and stay at Aston Bellevue.

I was recommended from others to eat and stay at Aston Bellevue

Respondents showed that as many as 83 (83%) strongly agreed, 17 respondents (17%) agreed, no respondents disagreed and strongly disagreed. It can be concluded that the majority strongly agree I was recommended from others to eat and stay at Aston Bellevue

4.3.3. Confirmation of Expecta

I prefer Aston Bellevue because it has a comfortable place

Respondents showed that as many as 86 (86%) stated strongly agree, 14 respondents (14%) agreed, no respondents disagreed and strongly disagreed. It can be concluded that the majority of customers strongly agree that I prefer Aston Bellevue because it has a comfortable place.

I prefer Aston Bellevue because it is clean

Respondents showed that as many as 89 (89%) strongly agreed, 11 respondents (11%) agreed, no respondents disagreed and strongly disagreed. It can be concluded that the majority of customers strongly agree that I prefer Aston Bellevue because it is clean.

I prefer Aston Bellevue because it is safe

Respondents showed that as many as 90 (90%) stated strongly agree, 10 respondents (10%) agreed, no respondents disagreed and strongly disagreed. It can be concluded that the majority of customers strongly agree that I prefer Aston Bellevue because it is safe.

4.3.4. Intense repurchase

I will stay again at Aston Bellevue

Respondents showed that as many as 86 (86%) stated strongly agree, 13 respondents (13%) agreed, 1 respondent (1%) disagreed and no one stated strongly disagree. It can be concluded that the majority of customers strongly agree that I will stay again at the Aston Bellevue.

I will bring my family back to stay at Aston Bellevue

Respondents showed that as many as 86 (86%) stated strongly agree, 13 respondents (13%) agreed, 1 respondent (1%) disagreed and no respondents stated strongly disagree. It can be concluded that the majority of customers strongly agree that I will invite my family back to stay at Aston Bellevue.

I will invite my colleagues to meet again at Aston Bellevue

Respondents showed that as many as 87 (87%) strongly agreed, 13 respondents (13%) agreed, no respondents disagreed and strongly disagreed. It can be concluded that the majority of customers strongly agree that I will invite my colleagues to meet again at Aston Bellevue.

4.3.5. Customer Dissatisfaction

Aston Bellevue provides guest comments for guests who want to provide input

Respondents showed that as many as 86 respondents (86%) strongly agreed, 6 respondents (6%) agreed, 2 respondents (2%) disagreed and 6 respondents (6%)

strongly disagreed. It can be concluded that the majority of customers strongly agree that Aston Bellevue provides guest comments for guests who want to provide input.

Aston Bellevue provides a contact number to submit customer complaints

Respondents showed that 85 respondents (85%) strongly agreed, 8 respondents (8%) agreed, 2 respondents (2%) disagreed and 5 respondents (5%) strongly disagreed. It can be concluded that the majority of customers strongly agree that Aston Bellevue provides a contact number to submit customer complaints

Aston Bellevue provides guest ratings through the hotel service provider's app

Respondents showed that as many as 86 respondents (86%) strongly agreed, 7 respondents (7%) agreed, 2 respondents (2%) disagreed and 5 respondents (5%) strongly disagreed. It can be concluded that the majority of customers strongly agree that Aston Bellevue provides an assessment through a hotel service provider application to guests.

Correlation Coefficient

Test obtained a number (R) of 0.855. This shows that there is a very strong relationship between the influence of Personal Hygiene on Customer Satisfaction at Aston Bellevue.

Coefficient of Determination Test

R Square of 0.731. This means that the independent variable Personal Hygiene (X) affects the dependent variable Customer Satisfaction (Y) by 73.1%. While the remaining 26.9% is influenced by other factors that are not included in this study.

Simple Linear Regression Test

Unstandardized Coefficients part B then obtained a simple linear regression equation model as follows

$$Y = 2.920 + 0.902X$$

From the regression analysis above, it can be seen that the value of is 2,920. This value indicates that when the Personal Hygiene variable (X) is 0, then Customer Satisfaction as a variable (Y) will be worth 2,920. While the value of which is 0.902 indicates that when there is an increase in the Personal Hygiene variable by one unit, then Customer Satisfaction will increase by 0.902 units or by 90.2%. That the influence model is directly proportional to the Personal Hygiene variable on Customer Satisfaction, meaning that if the value of the Personal Hygiene (X) variable increases then Customer Satisfaction (Y) will increase and vice versa.

Hypothesis testing

Value of t arithmetic $16,309 > t$ table $1,984$ with sig value $0.000 < 0.05$. This shows that H_0 is rejected and H_1 is accepted.

This means that the independent variable Personal Hygiene (X) has a positive and significant effect on the dependent variable Customer Satisfaction (Y). So that if the value of Personal Hygiene increases, customer satisfaction will increase.

Table 1. Average (mean) Variable Personal Hygiene (X)

Questionnaire Statement	Mean	Mean (Indicator)	score Mean Variabel X
Body Image			
1. Aston Bellevue Hotel employees are neatly dressed	3,89	3,88	
2. Aston Bellevue Hotel employees are clean	3,88		
3. Aston Bellevue Hotel employees are in good shap	3,88		
Social Practice			
4. Check the guest's body temperature before entering the hotel.	3,90	3,89	3,89
5. Guests are required to wear masks	3,89		
6. Guests are asked to maintain a distance according to the distance barrier between guests.	3,89		
Socio-Economic Status			
7. Hand sanitizer is available at the hotel entrance.	3,93	3,91	
8. There is a hand washing area.	3,94		
9. Masks are available if guests don't bring/damaged.	3,86		
Knowledge			
10. Employees provide a COVID-19 risk self-assessment form for guest travel in the last 14 days (rapid test or swab test)	3,89	3,90	3,89
11. Guests are asked to provide information to hotel employees if they experience health problems such as fever, cough, runny nose, sore throat and or shortness of breath.	3,89		
12. Guests are asked to maintain cleanliness when using the hotel's public toilets to keep them hygienic after use.	3,91		
Cultural			
13. Guests keep their distance in public facilities,	3,87	3,89	
14. When entering the lift is limited to a maximum of 6 people.	3,90		
15. Seating is given marked with a distance of 1 seat between guests.	3,90		

Source: Data processed by SPSS.25, 2020

Table 2. Average (mean) Variable Customer Satisfaction (Y)

Questionnaire Statement	Mean	Mean (Indikator)	Score Mean Variabel Y
Overall Customer Satisfaction			
1. Aston Bellevue is the first choice when I want to stay with my family.	3,86	3,85	3,83
2. I am always satisfied to stay at Aston Bellevue compared to other hotels.	3,83		
Customer Satisfaction Dimension			
3. I always recommend to others to eat and stay at Aston Bellevue.	3,82	3,83	
4. I was recommended from others to eat and stay at Aston Bellevue.	3,83		
Confirmation of Expectations			
5. I prefer Aston Bellevue because it has a comfortable place.	3,86	3,88	
6. I prefer Aston Bellevue because it is clean.	3,89		
7. I prefer Aston Bellevue because it is safe	3,90		
Reprurchase Intention			
8. I will stay again at Aston Bellevue.	3,85	3,86	
9. I will invite my family back to stay at Aston Bellevue	3,85		
10. I will invite my colleagues to meet again at Aston Bellevue	3,87		
Customer Dissatisfaction			
11. Aston Bellevue provides guest comments for guests who want to provide input	3,72	3,73	3,83
12. Aston Bellevue provides a contact number to submit customer complaints	3,73		
13. Aston Bellevue provides guest ratings through the hotel service provider app	3,74		

Source: Data processed by SPSS.25, 2020

5. CONCLUSION

Personal Hygiene (X) variable can be categorized as a good variable. This is indicated by the mean value obtained, which is 3.89. Among the indicators of the five sub-variables regarding Personal Hygiene, the statement "Availability of hand washing facilities" has the highest mean value of 3.94. It can be concluded that the availability of hand washing facilities is a major concern for respondents.

Customer Satisfaction Variable (Y) can be categorized as a good variable. This is indicated by the mean value obtained, which is 3.83. Among the indicators of the five sub-variables regarding Customer Satisfaction, the statement "I prefer Aston Bellevue because it is safe" has the highest mean value of 3.90. It can be concluded that security is a major concern for respondents. Based on the coefficient of determination test, it was found that the independent variable Personal Hygiene (X) had an effect on customer satisfaction (Y) of 73.1% while the remaining 26.9% was influenced by other factors that were not included in this study.

Based on simple linear regression calculations in this study, it can be concluded that from the equation $Y = 2,920 + 0.092 X$, it can be seen that there is an impact of Personal Hygiene $2,920 X$ coefficient of 0.092, indicating that Personal Hygiene (X) has a positive effect on Customer Satisfaction (Y). That is, if Personal Hygiene is increased by one unit, then Customer Satisfaction increases by 90.2%.

6. SUGGESTION

Based on the results of the recapitulation of the average value (Mean) of the Personal Hygiene (X) variable, it is recommended to pay more attention to the Socio-Economic Status indicators so that masks are available if guests do not bring/damaged this is based on the results of the lowest mean value of 3.86 on the indicator variable. Based on the results of the recapitulation of the average value (Mean) of the Customer Satisfaction variable (Y), it is recommended to pay more attention to the Customer Dissatisfaction indicator, namely Aston Bellevue providing guest comments for guests who want to provide input, this is based on the results of the lowest mean value of 3, 72 on the indicator variable.

AUTHORS' CONTRIBUTIONS

Vienna set the title of this research, assisted by Wijayanti and Ervina when completing this research. All authors assist in reviewed the manuscripts.

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