An Analysis of the Impact of Cleanliness, Health, Safety, Environmental Sustainability (CHSE) on Consumer Satisfaction at Zoom Hotel Mulawarman Samarinda

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Abstract: **This research aimed to analyze the impact of *cleanliness, health, safety,* and *environmental sustainability* (CHSE) on consumer satisfaction at the Zoom Hotel Mulawarman Samarinda. The research method was quantitative research. The research population was visitors who came and stayed at least once and were 20 years old and over. The research samples were 40 respondents and utilized the Non-Probability Sampling method. Furthermore, the data collection technique used an *accidental sampling technique*. The data was obtained using a questionnaire filled out by consumers and processed using the *SPSS version 22* application. Furthermore, the data obtained were analyzed using multiple linear regression. This research results presented the first hypothesis that whether there was an influence between the *cleanliness, health, safety,* and *environmental sustainability* on consumer satisfaction variable either simultaneously or partially was accepted. It was indicated using the t_{count} for cleanliness value of 3.720, the t_{count} for health value of 2.071, the t_{count} for safety value 2.224, and the t_{count} for environmental sustainability value of 3.274. The second hypothesis that the cleanliness variable had the most dominant influence on consumer satisfaction during the stay was accepted. It was indicated by the cleanliness value variable of 3.720. The cleanliness variable was a variable that had a significant effect on consumer satisfaction during their stay at the Zoom Hotel Mulawarman Samarinda.**
Keywords: Cleanliness, health, safety, environmental sustainability, consumer satisfaction, CHSE.

I. INTRODUCTION

One of the industries most affected by the Covid-19 pandemic era is the tourism sector. [1] The large-scale social restrictions were imposed in various regions, causing the movement of people from within the city to other cities to be restricted. It was in line with the government's appeal to stay at home to prevent the spread of Covid-19, which caused the number of tourists to decline. [2]

According to [3], the health protocols include *Cleanliness, Health, Safety, & Environmental Sustainable* (CHSE) in the tourism and creative economy sectors to increase the local and international tourists' protocols.[4] While according to [5], one of the implementations of CHSE is in the hotel industry, which includes the employee room area (dining room and employee changing room), office, housekeeping, kitchen, hotel facilities, and other public areas, banquet, *coffee shop*/restaurant, guest rooms, *front desk* and *concierge (lobby)*, hotel entrance. [5] As a service presentation, every worker in the hospitality sector needs to have broad insight and good preparation. Therefore, the guests are not routinely rejected because they are afraid of being the Covid-19 virus carriers. It also aims to provide a sense of security to both consumers and employees and has followed standard health protocols. It is a mandatory criterion that all hotels need to carry out activities in the new normal period.
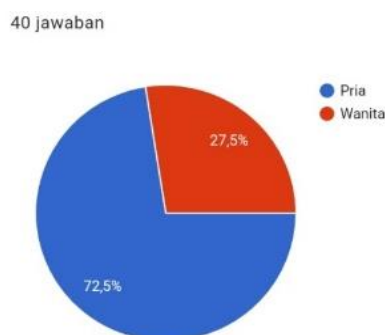
The implementation of the Health Protocol according to the CHSE standard can be used as an

appropriate choice strategy in attracting tourists' trust again. The primary consideration instruments are *health* and *hygiene* issues, *safety* and *security*, and *environmental sustainability* for tourists. [2] The tendency of people to choose a clean, healthy, and safe place from the spread of Covid-19 has made the Ministry of Tourism and Creative Economy created a practical CHSE protocol guide for increasing public awareness of the importance of maintaining health, cleanliness, and safety, which led to hotel demands to ensure the fulfillment of their needs. Alternatively, with the fulfillment of the wishes of the customer's needs, customer desires can give the customer a sense of trust to stay again at the hotel.[6] Based on data from the Ministry of Tourism and Creative Economy, the Occupancy Rate of five-star hotel rooms in East Kalimantan in January 2021 decreased by 16.8% compared to December 2020. The COVID-19 pandemic caused it. [6]

Based on the research background above, it can be concluded that the importance of *cleanliness, health, safety,* and *environmental sustainability* (CHSE) had a significant effect on consumer satisfaction. Furthermore, this research aimed to find the effect of CHSE (*Cleanliness, Health, Safety,* and *Environmental sustainability*) on consumer satisfaction at Zoom Hotel Mulawarman Samarinda.

II. RESEARCH METHODOLOGY

Associative research was the approach used in this research.[7] It was used to find the effect between the dependent and independent variables, namely *Cleanliness, Health, Safety,* and *Environmental sustainability*, on consumer satisfaction during their stay at the Zoom Hotel Mulawarman Samarinda partially or simultaneously. The research population was the consumers who came and stayed at the Hotel "XYZ" Samarinda. In this research, the number of samples was 40 respondents using the Non-Probability Sampling method and the Accidental Sampling technique. Some samples did not have a suitable category with the author's categories.[8] The researchers sampled the categories were all visitors who had stayed at the Zoom Hotel Mulawarman Samarinda, ranging from 20 to more than 40 years. Data collection utilized a questionnaire that the customer filled out. After that, the data obtained were analyzed by using multiple regression analysis.
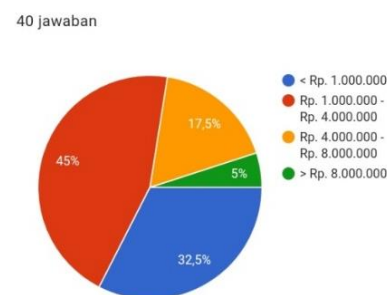
III. RESULTS AND DISCUSSION

3.1 Respondent's General Identity

Source: Processed Data Results, 2021

Figure 1. Number of Respondents by Gender

Figure 1 showed that 72.5% of guests were men, and 27.5% were women. Men tended to come to the hotel more often to attend meetings or business trips out of town than women, who only came for vacation.

Source: Processed Data Results, 2021

Figure 2. Number of Respondents by Occupation

Figure 2 showed that 45% of monthly income on average was Rp. 1.000.000 – Rp. 4.000.000, 32.5% the average monthly income was < Rp. 1.000.000, 17.5% average income of Rp. 4.000.000 – Rp. 8.000.000, the average monthly income was > Rp. 8.000.000. In this case, it can be said that the prices of food, drinks, and room rentals offered were still affordable for low-income groups.
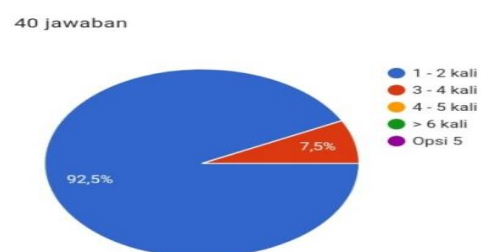
Source: Processed Data Results, 2021

Figure 3. Average Consumer Visits to the Zoom Hotel Mulawarman Samarinda

Figure 3 showed that 92.5% had stayed 1-2 times, 7.5% of respondents have stayed 3-4 times at Zoom Hotel Mulawarman Samarinda. It is because there were many choices of hotels around the Zoom Hotel Mulawarman Samarinda.

3.2 Multiple Linear Regression Test

Table 1. The Result of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.098	.437		-.225	.823		
Total_X_1	.294	.079	.384	3.720	.001	.468	2.137
Total_X_2	.268	.130	.221	2.071	.046	.439	2.278
Total_X_3	.244	.109	.185	2.244	.031	.732	1.367
Total_X_4	.236	.072	.320	3.274	.002	.523	1.911

a. Dependent Variable: *Y*-Customer satisfaction.

Source: Processed Data Results, 2021

In Table 1, the multiple regression test equation models in the research used the equation:

$$\gamma = -0.098 + 0.294X_1 + 0.268X_2 + 0.244X_3 + 0.236X_4$$

The further description of the regression equation above is as follows:

a. The regression coefficient of the X_1 variable (*cleanliness*) was obtained with a positive coefficient symbol. It meant the *cleanliness* aspect that was maintained increased customer satisfaction.
b. The regression coefficient of the X_2 variable (*health*) was obtained with a positive coefficient symbol. It meant that the *health* aspect that was applied optimally to consumers provided an increase in customer satisfaction.
c. The variable regression coefficient X_3 (*safety*) was obtained with a positive coefficient symbol. The *safety* aspect that the Zoom Mulawarman hotel applied more optimally provided an increase in customer satisfaction.
d. The regression coefficient for the X_4 variable (*environmental sustainability*) was obtained with a positive coefficient symbol. The *environmental sustainability* aspect that was well implemented by the Zoom Hotel Mulawarman staff increased customer satisfaction.

3.3 Discussion

After testing and analyzing the impact of cleanliness, health, safety, and environmental sustainability (CHSE) on consumer satisfaction at the Zoom Hotel Mulawarman Samarinda, then:

a. The analysis results obtained that the *cleanliness* variable (X_1) had a positive effect on the customer satisfaction variable (Y). It can be seen that the t-count value was 3.720 with a significance level of 0.001 <0.05. Therefore, Hypothesis 1, that *cleanliness* (X_1) had a positive effect on customer satisfaction (Y), was accepted.
b. The analysis results obtained that the health variable (X2) had a positive effect on the customer satisfaction (Y). It can be seen in the t-count value of 2.071 with a significance level of 0.046 <0.05. Therefore, Hypothesis 2, that health (X2) had a positive effect on customer satisfaction (Y), was accepted.
c. The analysis results showed that the safety variable (X3) had a positive effect on the customer satisfaction variable (Y). It can be seen in the t-count value of 2.244 with a significance level of 0.031 <0.05. Therefore, Hypothesis 3 said that the safety (X3) value had a positive effect on customer satisfaction (Y) was accepted.
d. The analysis results obtained that the environmental sustainability variable (X4) had a positive effect on the customer satisfaction variable (Y). It can be seen in the t-count value of 3.274 with a significance level of 0.002 <0.05. Therefore, Hypothesis 4, that environmental sustainability (X4) had a positive effect on customer satisfaction (Y), was accepted.
e. The analysis results obtained that the cleanliness (X1), health (X2), safety (X3), and environmental sustainability (X4) variables had significant effects on customer satisfaction (Y) variable. It can be seen in the F-count value of 41.329 with a significance level of 0.001, 0.046, 0.031, and 0.002 (<0.05). It means that cleanliness (X1), health (X2), safety (X3), and environmental sustainability (X4) had a partial and simultaneous effect on customer satisfaction (Y).
f. The analysis results showed that the X1 variable (cleanliness) was the dominant variable that had

an effect because it was the main factor in customer satisfaction.

IV. CONCLUSION AND RECOMMENDATION

4.1 Conclusion

Based on the data that has been analyzed and discussed in the previous chapter, it can be concluded that:

a. The analysis obtained when the variable's effect of *cleanliness* (X_1), *health* (X_2), *safety* (X_3), and *environmental sustainability* (X_4) affect the consumers' satisfaction variable significantly during their stay (Y), either simultaneously or partially.

b. The analysis obtained that the variable's effect of X_1 (*cleanliness*) is a highly valuable variable or dominant due to the aspects of *cleanliness* that is the main factor of *customer* satisfaction.

4.2 Suggestion

Based on the previous conclusion mentioned, the researcher presents some suggestions that can be utilized to support further research, namely:

a. Improve the public space cleanliness by conducting regular and scheduled checks to prevent dirty areas and checking on the cleanliness whether it is following the specified hygiene standards.

b. Increase a value in health factors needs further innovation related to health application at the hotel, such as providing an automatic sterilizer at the entrance area, conducting training for the employee about how to follow the health protocol, and maintain optimal health in the hotel.

c. The simulation is applied to the safety during natural disasters and fires at the hotel area so that each worker or employee can lead the guests when it happens.

d. The resource-saving used is needed to reduce the number of wastes from the restaurant at the hotel and utilize eco-friendly systems.

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