

# The Role of Room Attendants in Increasing Guest Satisfaction at Aston Kupang Hotel & Convention Center during the Covid-19 Pandemic

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**Abstract**—Housekeeping Department is a department that regulates or organizes equipment, maintains cleanliness, repairs damage, and provides decorations with the aim that the house (hotel) looks neat, clean, attractive and pleasant for residents or guests staying. In the Housekeeping Department there is a room attendant who has duties and responsibilities in terms of cleaning guest rooms according to the assigned tasks, ensuring room cleanliness standards, reporting and recording any damage found, handling guest complaints and requests, ensuring the confidentiality and security of each guest room. . In this case the author did at the Aston Kupang Hotel & Convention Center in the Housekeeping Department. This study aims to determine the quality of room attendant service to the level of customer satisfaction at the Aston Kupang Hotel & Convention Center during the Covid-19 pandemic. The data collection methods used in this study, by conducting observations, interviews, questionnaires and literature study. The type of data used is qualitative, while the data sources used are primary and secondary. The sampling technique used was purposive sampling, while the data analysis technique used data reduction techniques, data presentation, and drawing conclusions. From the results of the study, it is known that during the Covid-19 pandemic, the role of the room attendant in an effort to increase guest satisfaction at the Aston Kupang Hotel & Convention Center is to provide room service according to hotel SOP plus the standard Covid-19 prevention Health Protocol so as to produce clean rooms, comfortable, neat and safe for the health of guests, and good service and supported by good attitudes and behavior

**Keywords**— service; quality; guest; satisfaction

## I. INTRODUCTION

Guest satisfaction is an important factor affecting the hotel business performance, it is regarded as the main driver of guest loyalty [1]. The high level of guest satisfaction leads to repurchase and favorable word-of-mouth publicity and eventually increases revenue [2]. An organization exist because they have a guest to serve [3]. One of the things guests look for in a service is quality. Service quality can be defined as conforming to guest's expectations on a consistent basis [4]. In a hotel there are several departments that support each other for smooth operations in providing services to guests. One department that has quite an important role is the Housekeeping Department. The Housekeeping Department is a reflection of the quality of the hotel which will be first assessed by guests when entering a hotel, for that the readiness, alertness, accuracy, cleanliness and ability of all employees in the Housekeeping Department in carrying out their functions and responsibilities are very decisive in giving a good or bad impression on the guests. hotel guests before these guests get other services and experiences when they come to stay or just visit a hotel.

With the increasing number of hotels today, the competition in the hospitality sector is also increasing. Most guests who are used to staying at hotels will choose to try staying in new hotels. Although there are also those who feel safe and comfortable to stay in the same hotel as the hotel where they stayed before. This is exacerbated by the Covid-19 pandemic which encourages guests to pay

more attention to the cleanliness and comfort of hotel rooms.

During the Covid-19 pandemic, many hotels suffered losses and had to lay off employees because the occupancy rate had decreased significantly. The decline in occupancy rates is due to the fact that during the Covid-19 pandemic, tourists do not travel/or stay in hotels for fear of being exposed to Covid-19. In addition, there are also government regulations regarding Large-Scale Social Restrictions (PSBB) or lockdowns, thus making hotel life dim. However, after the implementation of New Normal Life, there is a glimmer of hope for the hospitality industry. With this hope, it triggers competition in the hotel industry to increase occupancy rates. The same thing was experienced by Aston Kupang Hotel & Convention Center. As the only four-star hotel in Kupang City, of course Aston Kupang Hotel & Convention Center continues to strive to provide excellent service that can satisfy guests, especially during this pandemic. One department that is the main concern of the hotel in increasing guest satisfaction is the Housekeeping Department. The main actor in this department is the Room Attendant.

The role of the Room Attendant in increasing guest satisfaction needs to involve the best service from hotel employees and also supported by adequate facilities and standards with international star hotels. Therefore, the authors focus on research on the role of Room Attendant to support the smooth running of the best service in providing satisfaction to guests at Aston Kupang Hotel & Convention Center.

From the identification of problems and problem boundaries that have been described above, the formulation of the problem in this study is as follows: 1) How do Room Attendants serve guests properly and correctly in accordance with standard operating procedures for services at Aston Kupang Hotel & Convention Center? 2) What is the role of Room Attendant in serving guests at Aston Kupang Hotel & Convention Center?

Based on the background and the formulation of the problem, this research was conducted with the objectives, namely; 1) Want to know how the Room Attendant serves guests properly and correctly in accordance with standard operating procedures for services at Aston Kupang Hotel & Convention Center. 2) Want to know the role of Room Attendant in serving guests at Aston Kupang Hotel & Convention Center. leveled equations, graphics, and tables are not prescribed, although the various table text styles are provided. The formatter will need to create these components, incorporating the applicable criteria that follow.

## II. LITERATURE REVIEW

The role according to terminology is a set of behaviors that are expected to be possessed by those who are domiciled in society [5]. In English, the role is called "role" whose definition is "person's task or duty in undertaking." It means "a person's duty or obligation in a business or job."

The notion of role is a dynamic aspect of position (status). If a person performs his rights and obligations according to his position, he carries out a role. The difference between position and role is for the sake of science. The two cannot be separated because the one depends on the other and vice versa. There is no role without position or position without role [6].

Satisfaction is an attitude that is decided based on the experience gained. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to meeting consumer consumption needs [7]. Customer satisfaction can be created through quality, service and value. The key to generating customer loyalty is delivering high customer value. Satisfaction is a person's feelings of pleasure or disappointment derived from a comparison of his impression of the performance or results of a product and his expectations [8].

Room attendant is a guest room attendant who has the responsibility to maintain cleanliness, tidiness and completeness of the room [9]. The officer who does the cleaning, tidying and completing the needs of guests is a room attendant (room attendant) while the supervision of the work process carried out by the room attendant is the room supervisor. Room attendant is an officer who prepares the bed when cleaning the room. It must be remembered that when guests enter the room, their first glance will be on the neatness of the bed [10]. A room attendant does not only performs good work on hotel room, but also good appearance and attitude. Appearance (physically) is the state of physically outwardly and how to dress that creates an attractive impression to look at. The most important thing in appearance is cleanliness and tidiness [11].

The duties and responsibilities of the room attendant in service are as follows: 1) Manage rooms; 2) Serve guests; 3) Operational scope of room attendant services; 4) Cleaning hotel rooms [12]. Therefore, when the room attendant has finished cleaning a room, the Floor Supervisor must release the status of the room as soon as possible. Room cleaning procedures need to be observed in such a way as to ensure that all parts in the room are not overlooked. Cleaning must be carried out in detail including neatness, completeness amenities and cleanliness. The main work in the room cleaning

process consists of preparation, process and finishing (checking). The definition of service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership. Its production may or may not be linked to a single physical product. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve customer satisfaction. It is also said that behavior can occur during, before and after the transaction. In general, a high standard of service will result in high satisfaction and frequent repeat purchases. The word quality contains many definitions and meanings, different people will interpret it differently, but from several definitions that we can find they have some similarities even though only the way of delivery is usually contained in the following elements; 1) Quality includes efforts to meet or exceed customer expectations. 2) Quality includes products, services, people, processes and the environment. 3) Quality is an ever-changing condition [13].

### III. METHOD

This study uses a qualitative approach where the research procedure produces descriptive data in the form of written or spoken words from people and observable behavior, this approach is directed at the background and the individual holistically [14]. Sources of data used in this study are primary and secondary data; primary data and secondary data (Wardiyanta, 2006). In this study, the sampling technique used by the researcher is purposive sampling technique [15]. Key informants are appointed Executive Housekeeper, Housekeeping Supervisor, Room Attendant from Aston Kupang Hotel & Convention Center. In this study the authors used qualitative data collection techniques and data collection tools as follows: 1) Observation; 2) Interview; 3) Study of literature [16]. The data analysis used in this study is the Analysis Interactive Model which divides the steps in data analysis activities into several parts, namely data collection, data reduction, data presentation, and drawing conclusions or verification [17].

### IV. RESULT AND DISCUSSION

Room attendant at Aston Kupang Hotel & Convention Center consists of 4 contract workers and 4 daily workers. This daily worker consists of 3 (three) daily workers and 1 (one) casual worker who is hired when the occupancy rate is high. 8 room attendants are under the supervision of a Room Leader and a Room Supervisor. Room leaders and Room Supervisors report directly to the Executive House Keeper.

As a result of the Covid-19 pandemic, the management of Aston Kupang Hotel & Convention

Center took a policy of laying off some employees. So that the position of Housekeeping Supervisor, Housekeeper Assistant is abolished, even the room leader doubles as a room attendant if the occupancy rate increases.

#### 4.1 Room Attendant Appearance

Room attendant every morning when entering the hotel area, is checked by security, both body temperature and body cleanliness and neat appearance. During the briefing, the room supervisor will check again.

#### Physical/outward appearance

There are some standards of physical appearance of the room attendant at Aston Kupang Hotel & Convention Center; 1) Hair is neat and clean. Hair should not be more than 3cm long. 2) The body is always clean, not smelly. 3) Use clean socks so that they do not cause unpleasant odors. 4) Hands are always clean, nails cut short. If the nails look long by the room supervisor, they are immediately told to cut them short. 5) Always wash your hands with soap until clean for 20 seconds, or use a hand sanitizer. 6) The face is always clean and shows joy, should not show the impression of a lethargic face. 7) The mouth is kept clean and fresh. 8) Only use the watch and wedding ring. 9) Wear uniforms in a clean and tidy condition. 10) Don't wear perfume. However, it is permissible to wear perfumes that do not sting the smell. 11) Wear clean and shiny black leather shoes. If it is found that it is not clean and not shiny, it is immediately polished at that time. Shoe polish is picked up at the housekeeping store. 12) Must wear a medical mask and hand glove when cleaning the room. Masks and gloves are changed every day. Masks and hand gloves are picked up at the housekeeping store. 13) It is mandatory to have your own hand sanitizer even though there are many hand sanitizers in the hotel area.

A room attendant is required to be able to prepare both physically and mentally and be able to prepare equipment and cleaning materials, linen, guest supplies/amenities and other equipment on a trolley cart. This is necessary because it determines the smooth operation of the work in preparing the room.

#### 4.2 Room Attendant Duties and Responsibilities

The standard operating procedure (SOP) for the implementation of the duties and responsibilities of a room attendant, among others, are as follows: 1) Came right on time. If you are unable to attend due to illness or important matters that cannot be left behind, you must inform the room supervisor. For those who are unable to attend due to important matters, they must report the day before. 2) Get a briefing from the room supervisor for approximately 15 minutes. In the

briefing, he was always reminded of the importance of hygiene and sanitation, and socialized SOP for cleaning rooms during the pandemic. 3) Prepare a trolley with linen, guest/amenities supplies, and work equipment. 4) Prepare the master key. 5) Carry out the task of cleaning the bedroom and bathroom. 6) Take care of guest laundry in the room to be brought to the laundry division. 7) Clean the bedroom and bathroom. 8) Handling guest/amenities supplies. 9) Write log book for report to room supervisor. 10) Report the status of the room which is his responsibility to the room supervisor.

Room cleaning procedures are observed in such a way as to ensure that all parts in the room are not overlooked. Cleaning is carried out in detail including tidiness, completeness of amenities and cleanliness. The main work in the room cleaning process consists of preparation, cleaning and checking.

#### **a. Preparation**

Preparations made by a room attendant include trolley set up, linen set up, guest/amenities supplies set up. At this stage, all work equipment/work equipment needed to clean the room and guest equipment are carried in a trolley. The completeness of work/work equipment and guest equipment are as follows:

##### **1) Linen Supplies**

In the preparation of linen supplies there is no problem because the stock of linen is always available if needed. Linen supplies are provided by the laundry division. The laundry division is also in charge of sorting clean, unstained linens and those that are still good to be stored on shelves to be taken by the room attendant. During the Covid-19 pandemic, the Housekeeping Department tries to provide the best service for guest satisfaction and comfort. Therefore, the room supervisor always ensures that the linen supplies are not deformed and stained. Linen supplies are changed in each occupied room based on guest requests. Room attendant is always ready to serve guest requests.

Before the Covid-19 pandemic, there were always problems with linen supplies, including; the stock of linen supplies is lacking because the washing machine is damaged as a result of using a laundry machine that exceeds capacity. So the solution is that the Laundry Division also prepares old and stained linen. Linen was changed according to the management of Aston Kupang Hotel & Convention Center, where linen was changed when guests checked out and occupied rooms were changed every 3 (three) days. However, linen changes during the Covid-19 pandemic are carried out every day, or adjusted to guest requests.

The types of linen supplies, namely; bed protector, sheet, duvet, pillow protector, pillow case, bath towel, hand towel (hand towel only for Deluxe,

Executive Suit, President Suit), face towel (only for Deluxe, Executive Suit, President Suit), bath mat.

##### **2) Guest supplies**

Guest supplies are small items given by the hotel to its guests free of charge, as a complete service during the guest's stay. The distribution of guest supplies to each room is carried out by a room attendant and then checked by the room supervisor. The results of these checks must be reported to management to find out how much is used. With guest supplies in the room, of course, there must be an inventory of goods so that there is no excess or shortage of guest supplies. Guest supplies used in each room of course must be in accordance with the type of room in the hotel. For this reason, the inventory of guest supplies is carried out regularly so that the services provided to guests can run well. Provision of guest supplies in occupied rooms, according to guest requests. During this pandemic, hotel management is trying to provide the best service for guest satisfaction and comfort. For this reason, the housekeeping supervisor always checks the availability of guest supplies. If it starts to decrease, then an order is made to the general store. Orders are placed 2 (two) times a week, namely on Wednesday and Friday.

There are also types of guest supplies, including: shower cap, body soap, bath gel, bath foam, hair shampoo, comb, tooth brush, cotton bud, shaving kit, body lotion, facial tissue, tissue roll, sanitary bag, laundry basket, slipper, stationary, shoe polish, sewing kit, matches, water, coffee, white sugar, brown sugar, low calorie sugar, creamer, tea.

#### **b. Cleaning**

Based on the results of interviews conducted with a room attendant, in cleaning the room it is necessary to pay attention to the SOP. The SOP for Aston Kupang Hotel & Convention Center is as follows;

- The room attendant presses the bell saying, 'room boy please', if the guest has opened the door, the room attendant greets the guest, 'good morning, may I clean your room now?' The guest is greeted in a language that the guest can understand. If there is an answer from the guest, greet the guest politely and friendly, then ask the guest if the room can be cleaned. Meanwhile, if there is no answer from the guest, press the doorbell while saying, 'room boy please' 3 (three) times, then open the door slowly. Turn on the room lights using the key tag inserted into the key tag holder, the room lights will automatically turn on.
- If guests invite to clean, then the room attendant is ready to clean according to the existing SOP. Cleaning begins with opening the curtains, cleaning the trash in the bedroom and throwing it into the rubbish bag in the trolley. Then proceed with dusting. During the Covid-19 pandemic, the dusting process is

carried out with disinfectant liquid that is sprayed on a cloth. This is different when before the pandemic, the room attendant only used a dry cloth or water. All furniture or equipment in the bed room is carefully dusted. After dusting, the room attendant continued with the striping bed.

- Striping bed with the following stages; 1) Open the pillow case, duvet and sheet, then throw it into the linen humper on the trolley. Bed protector and pillow protector replaced if wet or stained. 2) replace new sheets, duvets, pillow cases from the trolley. After that the room attendant continued with making the bed.

- Making bed with the following stages; 1) the sheet is spread on the top of the bed after the bed protector, opened one by one side and then spread the sheet lengthwise towards the bottom of the bed until the sheet covers the entire surface of the bed. Then open wide and spread the sheet as wide as the bed. Then pulled tight and inserted the side of the sheet that hangs on the left and right under the mattress by making an angle of about 45 degrees. 2) the inner duvet is inserted into the duvet then the duvet is spread over the bed parallel to the head of the bed, then a duvet is spread/developed with a cover on the bed that has been given the first layer of sheet. The room attendant must ensure that the gloved duvet position is in a balanced position or fits right in the middle between the beds. The top edge of the duvet fits over the top of the bed, then the duvet is folded twice. 3) Pillow cases are installed and the pillow is placed at the top with the pillow case hole in the middle and sorted regularly then pulled at the end of the pillow cases to make it neat, and pillow cases are placed on the head board. After that, put the bed runner on the duvet and slowly pull it out to make it neat. After making the bed, the room attendant continues to complete guest supplies. After making bed, complete guest supplies.

- After cleaning in the bedroom, proceed to the bathroom. It starts with cleaning the bowl closet by flushing the bath cleaner. After that the room attendant continued with dusting on the wash basin, shower, glass, and so on. The dusting process uses a disinfectant liquid that is sprayed on a cloth. Before the Covid-19 pandemic, the dusting process was carried out using water. After the dusting process is complete, then the room attendant completes the guest supplies. After the bed room and bathroom have been dusted and equipped with linen supplies and guest supplies, the room attendant continues with the final stage, namely mopping.

- Mopping starts from the bathroom and then to the bedroom, the mopping process is carried out with a mixture of water and disinfectant.

- After mopping, the curtains were closed again and the room attendant removed the key tag from the key

tag holder, then closed the room door. After the door was closed, the room attendant dusted the doorknob.

- Cleaning time for different rooms according to room type. For Superior and Deluxe it is 25 minutes, while for Executive Suit and President Suit it is 50 minutes.

- After the room is cleaned, specifically for the check-out room, disinfectant is sprayed with a machine. As for occupied rooms, the disinfectant is sprayed on a cloth during the dusting process and mixed with water in the mopping process.

### **c. Checking**

After cleaning the room, the room attendant filled out the log book as a room report. The room report is given to the room supervisor after the room attendant has completed his duties and responsibilities according to the work shift. In checking the room, the room supervisor divides the tasks with the room leader. Based on the room report, the room supervisor and room leader checked. The room leader usually checks the rooms on the 5th to 9th floors, while the room supervisor usually checks the rooms on the 10th to 17th floors. After checking, they are reported to the Executive House Keeper.

The final check is important to do considering that before the room is given a ready-to-sale status, the room must be ensured that it is clean, comfortable, safe and suitable for sale. By doing this, operations can run smoothly and get maximum results for the satisfaction and comfort of guests.

### **4.3 Cleaning Occupied Room**

Cleaning occupied rooms requires more attention than cleaning empty rooms, because occupied rooms have a lot of guest belongings, so the room attendant must be careful. Room attendants may not move guest items even if they are not located correctly. When cleaning, the room attendant may move it, but after cleaning, the guest's belongings are put back as before.

In cleaning an occupied room, a room attendant must be more agile and thorough while still following the SOP. Because guests will feel satisfied when guests return to the room to find the room is neat, clean and fresh.

During this pandemic, occupied rooms are dusted with disinfectant liquid to be sprayed onto a cloth and then a dusting process is carried out. Likewise, with the mopping process, water is mixed with disinfectant and then a mopping process is carried out.

In occupied rooms, linen supplies are changed, or depends on guest's request, while guest supplies are replaced every day, replacing those that have been used.

#### *D. Clean Rooms Can Increase Guest Satisfaction*

The results of the interview with the room supervisor that; through room cleanliness can provide satisfaction to guests staying at the hotel, because it is the first product of the hotel that must be given to guests. For this reason, a clean, tidy and comfortable room must be displayed and provide good service for guests. Room attendant plays an important role in improving the hotel's image to customers by providing, preparing and maintaining the cleanliness of each guest room. In addition to cleanliness, the speed to provide clean rooms also provides added value for the Housekeeping Department.

During this Covid-19 pandemic, the management of Aston Kupang Hotel & Convention Center provides special prices for guests, where the prices for superior and deluxe rooms are discounted by 20%. Although there is a cut in room prices, the quality of service is maintained. This is one strategy to increase guest satisfaction and comfort.

For the safety and comfort of guests and all hotel employees, every guest who checks in is tested for temperature by showing a negative Covid-19 certificate. All employees including room attendants must be vaccinated. The room cleaning process is more thorough; For check-out rooms, after cleaning, they are sprayed with a machine, while for occupied rooms, the disinfectant process is carried out together with dusting and mopping. Disinfectant is sprayed onto a cloth and then the dusting process is carried out. When mopping, water is mixed with disinfectant, after which the mopping process is carried out. Hand sanitizers are placed at every elevator door and corridor, a place that is easily accessible by both guests and employees.

There were several cases where when a guest was about to check out and was tested for temperature and the results showed reactive, the guest was immediately taken by the hotel to a doctor for a Covid-19 test, and the results were positive. When a guest is positive for Covid-19, the room occupied by the guest is blocked for 3 (three) days before being cleaned. The room attendant who last handled the guest room was also taken a covid-19 test. So far, there have been no incidents of positive Covid-19 room attendants because they cleaned the room from Covid-19 positive guests.

#### **V. CONCLUSIONS AND RECOMENDATIONS**

During the Covid-19 pandemic, the Housekeeping Department is more strict and disciplined in conducting briefings for room leaders, room supervisors, and room attendants. Every morning before carrying out their duties, the room attendants are briefed on the SOP for 15 minutes. Submission of the SOP plus the Covid-19 prevention Health Protocol, so that the room attendant always

remembers the SOP plus the Health Protocol when carrying out their duties and responsibilities. To carry out tasks properly, a room attendant must know the provisions or SOP that apply in the Room Division so that each room attendant can carry out their duties properly which will bring satisfaction and comfort to guests.

Room attendants are diligent, thorough, and skilled in carrying out their work so that they can produce clean, tidy, complete and comfortable rooms. To create clean, comfortable, and safe rooms for the health of guests during this pandemic, the room attendant is more thorough in the preparation and cleaning process. Likewise, the room leader and room supervisor are more thorough in checking. In addition, the room attendant is more careful with his attitude and behavior and maintains physical and outward appearance in order to give the impression of being attractive to the eye.

So the room attendant in an effort to increase guest satisfaction at Aston Kupang Hotel & Convention Center, it can be concluded that by providing clean, comfortable, neat and tidy room service and supported by good attitude and behavior, guests will feel satisfied and do not rule out These guests will often stay at the hotel with friends, so that it can increase the number of room occupancy and hotel revenue.

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