Implementation Of Green Housekeeping At Swiss-Belhotel Sorong

Oktovina Fiay [1*]*, I Gusti Made Wendri* [2]*, I Gusti Putu Sutarma* [3]

[1] *Tourism Bussiness Management, Tourism, Politeknik Negeri Bali*
[2] *Tourism Bussiness Management, Tourism, Politeknik Negeri Bali*
[3] *Tourism Bussiness Management, Tourism, Politeknik Negeri Bali*

*Corresponding Author: *oktovinafiay87@gmail.com*

Abstract: This research focuses on analyzing the implementation of green housekeeping at The Swiss-Belhotel Sorong. The methods of data collection are using questionnaires, documentation and other supporting data. The questionnaires were distributed to 38 respondents which are the staff's hotel at the swiss-belhotel sorong. The data analysis used is descriptive quantitative analysis. The results of the research using the frequency distribution with likert scale with 5 (five) scales on the SPSS version 25.0. Application stated that the average value of the indicators related to the implementation of green housekeeping results of green housekeeping on the questionnaire was a value of 4 or means very well implemented. Based on these result of green housekeeping implementation index, the result is 4,1 it can be explained that the implementation of green housekeeping at Swiss-Belhotel Sorong has been implemented very well and maximally in the daily operations of Housekeeping Departement which aims to preserve the environment, saving energy, and ensure guest statisfication.

Keywords: Implementation, Green Housekeeping, Descriptive Quantitative, Swiss-Belhotel Sorong

Introduction

Hotels are one of the alternative lodgings that are quite in demand by immigrant communities, therefore the price is very influential in attracting consumers to stay (DJ Rusmawati, 2019). Hotel is a type of Hotel is a company that is managed by the owner by providing food, drink, and room facilities to sleep to people who travel and are able to pay a reasonable amount in accordance with the services received. The hospitality industry is required to be more creative in order to attract customers so that it can generate customer satisfaction and repeat purchases (Wahyuni, 2016). Swiss-Belhotel Sorong, which is the first 4-star national standard hotel in the city of Sorong, West Papua. Which provides facilities and infrastructure for guests who stay and vacation in the city of Sorong. Sorong as a tourist destination with an attractive natural and cultural potential that deserves to be recommended to be one of the best tourist destinations and is expected to be the world's prima donna thus able to answer the government's target for tourism development in Sorong optimally. Please note that Sorong is the entrance to Raja Ampat, a destination that has many tourist attractions such as enjoying Island Hopping, adventuring in waterfalls, snorkeling, and trekking and supporting tourism such as lodging, spas, souvenirs, banking, hospitals.

Currently, to accommodate the needs of tourists visiting Sorong, hotels are starting to implement environmentally friendly accommodation management, because environmental conditions are increasingly worrying. Today, an innovation is becoming a trend in accommodation management, a trend related to green housekeeping management. Green Housekeeping is a trend that is developing at this time which is very important and has a definite role to be implemented as an effort by the hotel towards sustainability (Prashanti, 2019).Green housekeeping is not only limited to being applied to a small part of corporate social responsibility, but must be a model in business and operational organizations (Setiawan et al., 2021)

The importance of this research is because the existence of Swiss-Belhotel Sorong must improve cleaning service facilities completely between the division of hotel rooms. Because cleanliness is one of the biggest responsibilities in a hotel, which will provide comfort, satisfaction, and experience for the tourists who visit/stay. Swiss-Belhotel Sorong by improving the quality of service so that the level of tourist satisfaction is guaranteed so that the existence of Swiss-Belhotel Sorong can continue to survive. This study will focus on knowing the implementation of green housekeeping carried out by Swiss-Belhotel Sorong.

Method

This research was conducted at Swiss-Belhotel Sorong which is located on Jl. General Sudirman, number 98412 Sorong Papua, Sorong Manoi, West Papua, Indonesia. The author chose this location, because in the hotel based on the existing problems there are still many problems with the service system, especially the problem of guest complaints, the author conducted research from March 2022 - July 2022. The object of research is the Housekeeping Department. The subject of this research is the linen section which includes the work system in the Housekeeping Department related to the implementation of the green housekeeping program at the Swiss-Belhotel Sorong. In this study the single variable is the application of green housekeeping with several indicators, including: operational needs, room conditions, room facilities, work procedures, and room rates.

Sources of data in this study can be directly by the researchers through questionnaires interviews, observations, and documentation on the housekeeping department employees at Swiss-Belhotel Sorong. Determination of key informants in this study are employees who are still active and working in the Housekeeping Department at Swiss-Belhotel Sorong such as Executive Housekeeper/Asst Executive Housekeepers, Housekeepers and Supervisors. The data analysis technique used by the author is descriptive statistical analysis technique. Descriptive statistical analysis is a data analysis technique to explain the data in general, generalization, by calculating the minimum value, maximum value, average value (mean), and standard deviation (Saptutyningsih & Setyaningrum, 2019). Then the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena in a place. Qualitative analysis is used to describe the results of respondents' responses to the application of green housekeeping at Swiss-Belhotel Sorong, so that using this qualitative analysis can make it easier for writers and readers to understand the results of the study well, clearly. Then, the qualitative analysis in this study was carried out through the process of collecting and compiling data through the distribution of questionnaires, observations, and other documents related to the implementation of green housekeeping at Swiss-Belhotel Sorong. Qualitative Analysis has 3 (three) important elements that can be explained (Hayati, 2018) According to data reduction, data presentation and conclusion. This study also uses descriptive statistics and uses the calculation of the green housekeeping implementation index. Descriptive analysis is shown to describe and describe the data. Descriptive statistical analysis is a data analysis technique to explain data in general, generalization, by calculating the minimum value, maximum value, average value (mean), and standard deviation (Rachman, 2018).

Result and Discussion

Implementation is the provision of means to carry out something that has an impact or effect on something. Something that is done to have an impact or consequence can be in the form of laws, government regulations, judicial decisions and policies made by government institutions in state life (Lestari et al., 2020). Browne and Wildavsky argue that "implementation is an effort, action or expansion of activities that adjust to each other" (Haryati et al., 2015).

Green hotel implementation is an organizational goal, namely the successful implementation of green hotel management, which is expected to have a positive relationship with the implementation of the green hotel program (Darmaputra, 2020). The analysis of the application Implementation of green housekeeping at Swiss-Belhotel Sorong uses descriptive quantitative analysis by displaying research data obtained through filling out questionnaires by respondents to explain how the implementation of green housekeeping at Swiss-Belhotel Sorong is implemented.

The questionnaire contains 10 statements on indicators related to the implementation of green housekeeping at Swiss-Belhotel Sorong. The data was processed using descriptive statistics. Based on the theory from experts, green housekeeping indicators include 5 (five) factors, namely: Indicator operational needs, Indicator room conditions, Indicator room facilities, Indicator work procedures, and Indicator room rates. Which are developed into 10 questions, each of which is - each indicator contains 2 questions. The score on this research indicator has a maximum value of 5 and a minimum of 1, so that measurement criteria can be arranged which can be observed in Table 1 as follows:

Table 1. Implementation of Green Housekeeping at Swiss-Belhotel Sorong

Score	Variable Criteria
1,00 – 1,80	Very low
1,81 – 2,60	Low/not suitable
2,61 – 3,40	Moderate/enough
3,41 – 4,20	Height/fit
4,21 – 5,00	Very high/very suitable

Source: Data processed, 2022

The results of the interpretation of the average score of respondents in Table 1 above can be obtained in several categories, namely: very low, low, medium, high, and very high. From the acquisition of categories for each indicator, it is described as follows:

a. Indicator 1 (Operational Needs)

The results of the analysis on indicator I related to operational needs show an average number of 4.92 with very high criteria, the figure can be seen in Table 1 The value on operational needs shows that using environmentally friendly operational equipment and equipment to support operational needs implies staying safe, economical, green and in accordance with guest needs. Research with these criteria is expected by the hotel to implement green housekeeping, because the hotel maintains the quality and quantity of hotel operational needs every day. As an example, the application of green housekeeping in accordance with operational needs is realized through the use of environmentally friendly equipment and equipment based on green housekeeping. As seen in green equipment which refers to statements in the questionnaire such as green equipment and supplies, when the room and public place cleaners. Using cleaning equipment such as vacuum cleaners, washing machines, brush machines, and blowers machines that are environmentally friendly and energy efficient, then use cloth bags as tools used to carry and carry guest supplies, cleaning supplies, linen, and other necessities for the work site, as well as use environmentally friendly cleaning materials, such as: glass cleaners, floor cleaners, recycled paper as the basic material and using glass bottles instead of plastic bottles for storing drinks in the room, as well as using a kitchen set made of wood and stainless steel in each room by reducing the use of plastic in hotel operations and making them environmentally friendly. At Swiss-Belhotel Sorong the work equipment has been applied by the staff according to hotel standards, this is because the cleaning of work equipment is carried out regularly and cleaned before starting a job so that the work equipment is always clean and seen by guests always. This effort is also carried out in an effort to increase the benchmark of the hotel itself. This indicator must be maintained because it is important in providing a service to guests.

b. Indicator 2 (Room Condition)

The results of the analysis on indicator II related to room conditions show an average number of 4.89 with the very highest criteria, which can be seen in Table 1 This value indicates that the condition of the room remains safe, environmentally friendly and comfortable for guests staying and the room also has a good view, is clean and green according to guest needs. Clean and comfortable room conditions are indeed offered by the hotel to realize the achievement of implementing green housekeeping. This effort aims to provide benefits for guests to enjoy a comfortable atmosphere to release physical, mental and emotional fatigue after carrying out various routine activities. This offer is also expected to increase the satisfaction of guests visiting Swiss-Belhotel Sorong. The application of green housekeeping is in accordance with the statement of room conditions with efforts to create safe, clean, and comfortable rooms based on green housekeeping. Referring to the statements in the questionnaire such as: using natural room furniture, using a kitchen set which is each made of wood and stainless steel and using an automatic electricity and water control system to save energy as well as a clean, tidy, and comfortable room arrangement is a desirable condition for staying guests. In accordance with the services provided by the housekeeping staff at Swiss-Belhotel Sorong, they have

provided maximum service to guests. This indicator must be maintained, only that there must be supervision in the event of a shortage in room condition cleaning services.

c. Indicator 3 (Room Facility)

The results of the analysis on indicator III related to room facilities show an average number of 4.76 with very high criteria, which can be seen in Table 1 This value indicates that using environmentally friendly and clean room facilities is also a benchmark in the application of green housekeeping to achieve guest satisfaction. This condition is offered by the hotel to implement green housekeeping with the hope that guests who stay feel comfortable, enjoy clean and hygienic facilities, which is a service that plays a key role in increasing the duration of guests' stay at the hotel. The application of green housekeeping is in accordance with the statement on indicators of complete and safe room facilities based on green housekeeping. Referring to the statements in the questionnaire such as: using facilities that are directly connected to the room card automatically and saving energy and also providing room facilities according to the needs of guests between guests and the hotel, so they are easy to apply in the room.

d. Indicator 4 (Work Procedure)

The results of data analysis on indicator IV related to work procedures show an average number of 4.86 with very high criteria, the figure can be seen in Table 1 This value shows that employees work professionally and are green working and use good SOPs (Standard Operating Procedures) and become a benchmark in implementing green housekeeping in assisting hotel operations every day to ensure guest satisfaction staying at the hotel. This condition is indeed offered by the hotel to implement green housekeeping because good work procedures according to the SOP will guide employees in completing their duties properly. With the SOP, employee performance can also be better, directed and optimal, indicating that green housekeeping has been carried out optimally. The results of the analysis show that the application of green housekeeping is in accordance with the statement on the indicators that employees work with professionalism and green working based on green housekeeping. This is manifested through activities when the Laundry Attendant cleans linen, towels, guest clothes, and washes employee uniforms using environmentally friendly cleaning materials, such as: chemical liquids and powders that contain low foam and chemicals that are not harmful to living beings and the environment.

e. Indicator 5 (Room Rate)

The results of data analysis on indicator V related to room rates show an average number of 4.65 with very high criteria, these figures can be seen in Table 1. This value indicates that the room rate in accordance with the service is also a benchmark in the application of green housekeeping aimed at achieving satisfaction in accordance with guest expectations. This condition is offered by the hotel to implement green housekeeping because appropriate and affordable room rates can increase loyal customer loyalty. The application of green housekeeping is in accordance with statements that refer to room rate indicators in accordance with services provided based on green housekeeping such as: As was the case in the field when Mr. Lucky booked a room (Business Suite), and Mr. Surya booked a room (Superior deluxe) at Swiss-Belhotel Sorong. This condition can be seen that the types of rooms booked are different. This difference can be observed in terms of the price of the rooms booked by the two guests in terms of facilities and services. The application of green housekeeping on the business suite type Mr. Lucky got a discount on the express laundry service. While the discount is not applied to Mr. Surya recalls he booked a superior deluxe room.

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After analyzing the data and observing at Swiss-Belhotel Sorong, the results were obtained based on the five field indicators based on the score and variable criteria. Here are the tables. which refers to the category of each indicator as follows. The following are tables that refer to the categories of each indicator, namely the operational needs indicator is an indicator that must be maintained because it is important in providing a service to guests. Room condition indicators are also maintained, only that there must be supervision in the event of a shortage in room condition cleaning services. Room facilities indicators are indicators that must be maintained so that room facilities remain complete and safe based on green housekeeping. Work procedure indicators explain that employees work with professionalism and green working based on green housekeeping. and room rates are indicators that apply green housekeeping so that appropriate and affordable room rates can increase loyal customer loyalty.

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Table 2. Data Statistic Implementation of Green Housekeeping at Swiss-Belhotel Sorong

No	Statement	1	2	3	4	5	Average	Category
	Operational needs							
1	Using environmentally friendly operational equipment and supplies to support operations				12	175	4,92	Very high
2	Operational needs remain safe, economical, and in accordance with guest needs.				56	120	4,63	Very high
	Room Condition							
3	Rooms are kept safe, environmentally friendly and comfortable for guests			3	32	145	4,89	Very high
4	The room has a nice view and is clean, and green				52	125	4,65	Very high
	Room Facilities							
5	Complete and safe room facilities				36	145	4,76	Very high
6	Environmentally friendly and clean room facilities				40	140	4,73	Very high
	Work procedures							
7	Employees work professionally and green working			3	12	170	4,86	Very high
8	Employees follow the correct sop at work			3	40	135	4,68	Very high
	Room Rate							
9	Room rates are in accordance with the services provided	1			36	140	4,65	Very high
10	Room rates are very rational, there are discounts, on special days	1			44	130	4,60	Very high
	Total Average						**4,72**	
	Category							**Very high**

Source: Data processed, 2022

a. Indicator 1 Operational Need

According to Table 2 Statement 1. It can be explained that a total of 38 respondents, can be presented into 3 employees who stated that they agreed to be implemented, then 35 people stated that they strongly agreed to be implemented, with an average of 4.92 and no employee stated that it was not implemented in connection with the statement using environmentally friendly equipment and green supplies in the housekeeping department. As for statement 2. It can be explained that a total of 38 respondents, can be presented as 14 employees who stated that they agreed to be implemented, then 24 people or strongly agreed to be implemented with an average of 4.63 and no employees stated that they were not implemented in connection with the statement of operational needs in housekeeping department that it is safe, environmentally friendly, economical, and according to guest needs. Based on the calculation above, it can be explained that the statement. (Very high) has been implemented very well in the hotel for the implementation of green housekeeping at Swiss-Belhotel Sorong.

b. Indicator 2 Room Condition

According to Table 2 Statement 3. It can be explained that a total of 38 respondents, can be presented as 1 employee who stated that they did not agree to be implemented, and 8 employees who stated that they agreed to be implemented, then 29 people strongly agreed to be implemented with an average of 4.89, and not there are employees who stated that it was not carried out in connection with the statement that the rooms were still safe, environmentally friendly, and in comfortable conditions. As for statement 4, it can be explained that a total of 38 respondents, can be presented as 13 employees who stated that they agreed to be implemented, then 25 employees strongly agreed to be implemented with an average of 4.65 and there were no employees who stated that they were not implemented in connection with the statement that the room had a good view. , clean, and green, and comfortable. Based on the calculation above, it can be explained that the statement (Very high), has been implemented very well in the hotel for its implementation at Swiss-Belhotel Sorong.

c. Indicator 3 Room Facilities

According to Table 2 statement 5. It can be explained that a total of 38 respondents, can be presented as 9 employees who stated that they agreed to be implemented, then 29 employees stated that they strongly agreed to be implemented with an average of 4.76 and no employees stated that they were not implemented in connection with the statement. complete and safe room facilities. Then, in statement 6. It can be explained that a total of 38 respondents, can be presented into 10 employees who stated that they agreed to be implemented, then 28 employees strongly agreed that it was carried out with an average of 4.73, and no employee stated that it was not implemented in connection with the facility statement. the rooms are clean, and green, and comfortable. Based on the calculation above, it can be explained that the statement (Very high) has been implemented very well in the hotel for its implementation at Swiss-Belhotel Sorong.

d. Indicator 4 Work Procedure

According to Table 2 statement 7. It can be explained that a total of 38 respondents, can be presented as 1 person or employee stating that they do not agree to be implemented, and 3 employees who agree to be implemented, 34 people strongly agree to be implemented with an average of 4.86 and no employees which states that it is not implemented in connection with the statement of employees working professionally and green working. Then statement 8. It can be explained that a total of 38 respondents, can be presented as 1 employee who stated that they did not agree to be implemented, and 10 people stated that they agreed to be implemented, then 27 people strongly agreed to be implemented with an average of 4.68 and no employee stated that it was not implemented. in connection with statements of employees working in accordance with SOPs. Based on the calculation above, it can be explained that the statement (Very high) has been implemented very well in the hotel for its implementation at Swiss-Belhotel Sorong.

e. Indicator 5 Room Rate

According to Table 2 statement 9. It can be explained that a total of 38 respondents can be presented as 1 employee who does not agree to be implemented and 9 employees agree to be implemented, then 28 people strongly agree to be implemented with an average of 4.65. Then the statement 10. It can be explained that a total of 38 respondents, can be presented as 1 employee stating that they do not agree to be implemented, and 11 employees stated that they agree to be implemented, then 26 employees stated that they strongly agreed to be implemented with an average of 4.60. Based on the calculation above, it can be explained that the statement (Very high) has been implemented very well in the hotel for its implementation at Swiss-Belhotel

Sorong. Based on the results of the green housekeeping implementation index, it can be explained that the green housekeeping implementation index value is 4.21 (very high) (very well implemented) which means that the application of green housekeeping at Swiss-Belhotel Sorong has been implemented very well in daily operations in housekeeping department which aims to preserve the environment, save energy, and ensure maximum guest satisfaction

Conclusion

Based on the results of research at the Swiss-Belhotel Sorong regarding the implementation of Green Housekeeping is very important for staff to maintain the hotel's environment. The application of green housekeeping by the housekeeping department staff has been implemented well but in the future it still needs to be improved. The results of the analysis of the application of green housekeeping at Swiss-Belhotel Sorong get good or positive results, which can be interpreted that the implementation of green housekeeping in the housekeeping department has been implemented well, which is indicated by the average value in the very high category of the five indicators, namely: Operational Needs , Room Conditions, Room Facilities and Work Procedures, Room Rates.

Acknowledgment

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