IMPACT OF HYGIENE AND SANITATION ON REVISIT INTENTION AT SANTIKA DEPOK HOTEL

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Abstract
Achieving universal access to adequate sanitation and improved hygiene is an essential step on every country's journey to securing good health for its citizens. The good hygienic practices are mandatory standards for all industries, including the hotel industry. To be able to stay competitive in the industry, it is crucial for hotel operators to consistently improve their internal factors, e.g. hygiene and sanitation, towards achieving successful occupancy rate. The objectives of this study are to investigate the effects of the hygiene and sanitation on the intention to revisit Santika Depok hotel and to suggest recommendation on ways to improve the hotel occupancy rate. The overall finding of this study suggests that hygienic room attendant influences hotel guests to revisit, meanwhile the sanitation of the room and hotel environment do not.
Keywords: hygiene, sanitation, housekeeping, cleanliness

Abstrak
Mencapai akses ke sanitasi yang memadai dan meningkatkan kebersihan adalah langkah penting bagi setiap negara untuk mendapatkan kesehatan yang baik bagi warganya. Praktik higienis yang baik adalah standar wajib untuk semua industri, termasuk industri hotel. Agar tetap kompetitif di industri ini, penting bagi operator hotel untuk secara konsisten meningkatkan faktor internal mereka, misalnya kebersihan dan sanitasi, demi menuju pencapaian tingkat hunian yang sukses. Tujuan dari penelitian ini adalah untuk menyelidiki efek dari kebersihan dan sanitasi pada niat untuk mengunjungi kembali hotel Santika Depok dan untuk menyarankan rekomendasi tentang cara-cara untuk meningkatkan tingkat hunian hotel. Temuan keseluruhan dari studi ini menunjukkan bahwa petugas kamar yang higienis memengaruhi tamu hotel untuk mengunjungi kembali, sementara sanitasi kamar dan lingkungan hotel tidak.
Kata Kunci: kebersihan, sanitasi, housekeeping, kebersihan

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INTRODUCTION

Implementing environmental health requirements in public places is an example of the effort that must be made in improving community health status. Hotels must be able to realize the atmosphere needed by guests, for example, by improving cleanliness and sanitation in all departments. Cleanliness of a hotel, e.g. good hygiene and sanitation, will be a factor in choosing the main guests who will stay at the hotel. The department that is responsible for cleaning and sanitizing hotel areas is the housekeeping department, which includes maintaining the cleanliness, tidiness and completeness of guest rooms, restaurants, bars, and public places in hotels, including places for employees. According to Sudira (1996), based on the theory of catering, cleanliness is a science of health and issued the emergence of disease. Cleanliness is more about the problem of bacteria as a cause of disease. The word cleanliness is derived from the Greek language which means knowledge to form and permit health (Vandegrift et al., 2017). In Greek history, hygiene was quoted from the name of a Goddess, Hygea (Goddess of Disease Prevention), knowledge that teaches ways to maintain physical, spiritual and social health to achieve a higher level of well-being. Hygiene is the way people choose and protect health.

Even though the rate affects customers' decision, other hotel guests would look for other factors besides pricing. To attract customers who would be averse to price, hotel operators should promote their business by providing outstanding quality service. An internal factor, e.g. cleanliness (hygiene and sanitation), has positive impact on hotels' occupancy rate (Al Saleem & Al-Juboori, 2013; Chowdury & Chowdury, 2014). In today's competitive hospitality industry that offers no guarantees for winning repeat business, the customers are becoming more sensitive with quality of service regardless of the room rent. Thus, the objectives of this study are to investigate the effects of the hygiene and sanitation on the intention to revisit Santika Depok hotel and to suggest recommendation on ways to improve the hotel occupancy rate.

Several research questions are formulated to address the issue: What is the important factor that has the greatest impact on the hotel revisit intention? What the hotel management should do to attract more costumers to their hotel?

LITERATURE REVIEW

Sanitation

Sanitation is an effort to fight disease which focuses on environmental health (Rejeki, 2015). Thus, every effort made by someone to the environment so that it is conditioned clean and healthy. Broadly speaking, according to Purnawijayanti (2001), sanitation science is the application of principles that will help improve, maintain, or restore good health to humans. Based on this explanation, the application of sanitation is important for human health.

Hygiene

Hygiene (derived from the name of the Greek goddess of health, Hygieia) is usually interpreted as "cleanliness", but in a broad sense, hygiene includes all conditions and practices, patterns of life, place conditions, throughout the production chain, which are needed to ensure food safety (Surono, 2016). In this sense the meaning of hygiene is closely related to individuals, food and drink because it is a requirement to achieve health status. Humans in this case as food handlers must pay attention to personal circumstances and practices, as well as their lifestyle so that they are in a healthy condition so that they do not endanger the food they produce. According to Rejeki (2015), hygiene is how people maintain and protect health.

RESEARCH METHODOLOGY

Collecting data is an important step in research given the importance of the meaning of the data in research so in this study the data collection methods used are as follows:

a. Questionnaire

Questionnaire, according to Sugiyono (2004), is a way of collecting data by distributing questions to respondents and respondents will provide responses to these questions. Selection of questionnaire technique in this study in order to obtain accurate data directly from the people who will be asked for data.

b. Documentation Method

According to Arikunto (2010), the documentation of the origin of the document which means written goods. Documentation is a data collection method used by researchers to investigate written objects such as books, magazines, documents, regulations, minutes of meetings, daily notes.

Primary and Secondary Data

Primary data in this study are data directly obtained from respondents through the distribution of questionnaires in Depok Santika hotel. Santika Hotel was chosen as a research because it is the most populous hotel in Depok and the total population in this study amounted to 1872.

In this study, the secondary data are opinions of others regarding consumer hygiene and sanitation obtained through the internet, guest comments or online sites, such as tripadvisor.
This research uses descriptive quantitative to achieve research objectives. Data collection method used is non-probability sampling. Non-probability sampling is a sampling technique that does not provide opportunities or equal opportunities for everyone who is not or a member population to be selected as a sample. This sample was published, systematic sampling, quota, accidental, purposive, saturated, snowball (Sugiyono, 2016). Questionnaires are distributed to hotel guests who have stayed at least 1 time. Analysis of the data in this study using SPSS. The initial step taken is to test the validity and reliability test. In calculating the data, researchers use the mean or average, and regression test.

The researcher managed to distribute 125 questionnaires with the results of 68 male respondents and 57 female respondents. Questionnaires were distributed to guests who had stayed at Santika Depok Hotel at least 1 time.

RESULTS AND DISCUSSION

In calculating data, the researcher uses averages, which is the results of the answers obtained by means of calculations obtained are useful for developing conclusions as proposed by Sugiyono (2004):
0% - 25% = Not good
26% - 50% = Good Enough

51% - 75% = Good

76% - 100% = Very Good

Table 1. Hotel Environmental Sanitation

No	Question	Average
1	The location of Hotel Santika Depok is not in the direction of the wind from sources of pollution (smoke, odor, dust) and other contaminants.	65%
2	Hotel building separate from other rooms sturdy / strong / permanent, no insects	59%
3	The floor is clean, waterproof, not slippery, flat, and dry	58%
4	The walls are waterproof, flat and clean	65%
5	Ventilation available and functioning well, eliminates unpleasant odors, Enough guarantees comfort	53%
6	Lighting / lighting, spread evenly in each room, good light intensity and not blinding	79%
7	The roof does not become a den of rats and insects, does not leak, quite gentle. Ceiling height of at least 2.4 m	81%
8	Clean water, not mixed, not tasteless and mixed	65%

Based on Table 1, it is known that the average total results of the environmental sanitation variable questionnaire (X1) at Hotel Santika Depok is 66% which is classified as good category. From all the indicators of the statement, it can be seen that the lowest indicator is in the available and functioning ventilation, eliminates unpleasant odors and sufficiently guarantees a sense of comfort. This is influenced by the location of the Santika Depok hotel building which joins the Margonda residence which causes poor ventilation and causing unpleasant odors and reducing comfort. While for the highest results from observations found on the roof that does not become a den of rats and insects, does not leak and is quite gentle and the ceiling is at least 2.4 meters high, this is influenced by the quality of the building is good and strong.

Table 2. Room Sanitation

No	Question	Average
9	The rooms are pleasant to live in	32%
10	The air conditioner works well	32%

11	Hot water works well	22%
12	The television works well	65%
13	The lighting works well	62%
14	Amenities, equipment in clean and good condition	59%
15	The bed and sheets are tidy and neatly arranged	77%
16	The condition of the room is not stuffy and smelly	34%
17	The temperature is in the range 18-28 Celsius	54%
18	Bathroom clean and odorless	82%
19	The floor is not slippery and clean	84%

Based on Table 2, it is known that the average results of the total questionnaire of hotel room sanitation variable (X2) at Hotel Santika Depok is 55% which is classified as good category. Of all the indicators, there is one indicator that has the smallest value, namely hot water functioning properly from the results of observations and interviews conducted because this is caused by several rooms that have poor mixing valves so that the hot water is not maintained properly. Whereas the highest indicator is found on non-slippery and clean floor indicators.

Table 3. Personal Hygiene Room Attendant

No	Question	Average
20	Room Attendants are friendly and kind	82%
21	Room Attendant looks clean and hygiene	88%
22	Room Attendant uses equipment according to cleanliness standards	61%
23	Room Attendants are very concerned about hygiene and sanitation	87%

Based on Table 3, it is known that the average total results of the personal hygiene room attendant (X3) variable questionnaire at the Hotel Santika Depok is 79% which is classified as very good. Of all the indicators, there is one indicator that has the smallest value, namely room attendant uses equipment in accordance with the cleanliness standard from the results of observations and interviews conducted, this is caused by some room attendants who do not use gloves when doing the cleaning procedure. Whereas the highest indicator is in the room attendant who looks clean and hygiene.

Table 4. Personal Hygiene Room Attendant

No	Question	Average
24	I will return to Hotel Santika Depok	79%
25	I would recommend Hotel Santika Depok to my colleagues	82%

Based on Table 4, it is known that the average results of the total questionnaire variable decision to revisit (Y) the Santika Hotel Depok is 81% which is classified as very good category.

Multiple Linear Regression Test

To test the hypothesis, the researcher used multiple linear regression analysis. The results of the calculation of multiple linear regression analysis using SPSS 16.0 for Windows are as follows:

Linear Regression

To answer the hypothesis, the researcher used multiple linear regression analysis. The multiple R (R) from the regression test (Table 5) indicates that the strength of the overall linear relationship is 0.331. The result of R Square is 0.110, which illustrates that only 11.0% of revisit intention can be described through hotel environment sanitation, room sanitation, and room hygiene attendant. Based on Table 6, the F-test result shows that the Sig. value is 0.000 which is less than alpha (<0.05), meaning that the relationship is considered significant.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.331	0.110	0.088	1.53694

a. Predictors: (Constant), ttlx3, TotalX1, ttlx2

Table 6. ANOVA

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6299.174	3	2099.725	24.588	0.000
	Residual	10247.624	120	85.397		
	Total	16546.798	123			

a. Predictors: (Constant), X3, X2, X1

Table 7. Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-11.584	11.353		1.020	0.310		
	X1	0.067	0.307	0.017	0.217	0.829	0.867	1.154
	X2	0.022	0.284	0.006	0.079	0.937	0.886	1.129
	X3	0.665	0.079	0.614	8.424	0.000	0.973	1.028

Dependent Variable: Y

Based on the output in Table 7, a double linear regression equation is obtained:

Y = -11.584 + 0.067 X1 + 0.022 X2 + 0.665 X3 which means:

a. The regression coefficient X1 of 0.067 states that each increase of one hotel environmental sanitation variable will improve the decision to visit again. And conversely, the hotel environmental sanitation dropped by one score, the decision to revisit is also predicted to decrease by 0.067.

b. The regression coefficient X2 of 0.022 states that each increase of one hotel room sanitation variable will improve the decision to visit again. And conversely, hotel room sanitation fell by one score, the decision to revisit is also predicted to decrease by 0.022.

c. X3 regression coefficient of 0.665 states that each increase of one personal hygiene room attendant variable will increase the decision to visit again. And conversely, personal hygiene room attendant dropped by one score, the decision to revisit is also predicted to decrease by 0.665.

Further Discussion

For the effect of hotel environmental sanitation (X1) on the decision to revisit (Y), the value of t is 0.217 with a Sig. of 0.829 (Table 7). Meanwhile, to test the proposed hypothesis is accepted or rejected by looking at the t-test value and the level of Sig. Terms of acceptance or rejection occur if the value of t > t-table and the level of Sig. ≤ 0.05, then H0 is rejected and accept Ha. Before looking at the table of table values, it must first determine the degree of freedom (df) of the entire sample studied (N) with the formula db = N - 2. In this study the number of samples used was 125 guests, then db = 125 - 2 = 123 at the 5% significance level (t-table = 1.66). The hypothesis is as follows:

H0: there is no effect of hotel environmental sanitation (X1) on the decision to revisit (Y).

Ha: there is an influence of hotel environmental sanitation (X1) on the decision to revisit (Y).

Based on the output in Table 7, the value of t-count = 0.217 < t-table = 1.66 and the level of Sig. = 0.829> 0.05, so it can be concluded that H0 is accepted and Ha is rejected, meaning that there is no influence of hotel environmental sanitation on the decision to revisit.

For the effect of room sanitation (X2) on the decision to revisit (Y), the t-count is 0.079 with Sig. of 0.937 (Table 7). The hypothesis is as follows:

H0: there is no influence of hotel room sanitation (X2) on the decision to revisit (Y)

Ha: there is an effect of hotel room sanitation (X1) on the decision to revisit (Y).

Based on the output in Table 7 (Coefficients), the value of t-count = 0.079 < t-table = 1.66 and the value of Sig. = 0.937 > 0.05, so it can be concluded that H0 is accepted and Ha is rejected, meaning that there is no effect of hotel room sanitation on the decision to revisit.

For the influence of personal room hygiene attendant (X3) on the decision to revisit (Y), the t-count is 8.424 with Sig. 0.000 (Table 7). The hypothesis is as follows:

H0: There is no influence of personal hygiene room attendant (X3) on the decision to revisit (Y).

Ha: there is an influence of personal hygiene room attendant (X3) on the decision to revisit (Y).

Based on the output in Table 7, the value of t-count = 8.424 > t-table = 1.66 and the level of Sig. = 0.000 <0 .05, so it can be concluded that H0 is rejected and Ha is accepted, meaning that there is an influence of personal hygiene room attendant on the decision to revisit.

CONCLUSION

Based on research conducted by the researcher, the conclusion can be drawn as follows:

1. Based on the average results of total questionnaires and observations, the environmental sanitation of the Santika Depok hotel can be classified as good. From all the indicators of the statement, it can be seen that the lowest indicator is in the availability and functioning ventilation, unpleasant odor elimination and a sense of comfort. This is influenced by the location of the Santika Depok hotel building which joins the Margonda residence causing poor ventilation system and unpleasant odors and reducing comfort. While for the highest results from observations, it was found that the roof was free of rats and insects, no leakage and the ceiling height is at least 2.4 meters, which is influenced by the quality of the strong building.

2. The average results of the total questionnaire variable hotel room sanitation (X2) at the Hotel Santika Depok is 55% which is classified as good category. Of all the indicators, there is one indicator that has the smallest value, namely hot water that was functioning properly from the results of observations and interviews conducted. This is due to the presence of several rooms that have poor mixing valves so that hot water is not maintained properly. Meanwhile, the highest indicator is found to be the non-slippery and clean floor.

3. The average total results of the personal hygiene room attendant (X3) variable questionnaire at the Santika Hotel Depok is 79% which is classified as very good. Of all the indicators, there is one indicator that has the smallest value, namely room attendant which uses equipment in accordance with the cleanliness standard. From the results of observations and interviews conducted, it was found that room attendants do not use gloves when doing the cleaning procedure. The highest indicator is in the room attendant that looks clean and hygienic.

4. The average results of the total questionnaire variable decision to revisit (Y) at the Santika Hotel Depok is 81% which is classified as very good. From the highest indicator results, 82% of the guests would recommend the Santika Hotel Depok to their colleagues or family to stay overnight.

5. From the results of the multiple linear regression analysis it was found that the sanitation of the hotel environment does not have an impact on the decision to revisit and there is no effect of hotel room sanitation on the decision to revisit. However, personal hygiene room attendant would influence the decision to revisit.

Managerial Implications

Based on the results of this study, the author has several suggestions that can be considered, including:

1. For sanitation, the hotel environment of Santika Depok should pay more attention to air ventilation and do periodic maintenance so as not to cause unpleasant odors and reduce the comfort of the guests by adding green open spaces and several windows in various areas.

2. For sanitation hotel rooms, the thing that should be more noticable is the availability of hot water, which can be maintained by periodical check-up on the availability and distribution of room water.

3. For personal hygiene from room attendant staff that must be considered is the use of cleaning equipment that is still not in accordance with the standard where there are still many room attendants who do not use gloves in carrying out cleaning procedures.

4. It is recommended to hold regular trainings to raise awareness about sanitation and hygiene. It is also advisable to hold periodic observations at the Santika Depok hotel to find out if the room attendants have carried out in accordance with the SOP for cleanliness standards.

5. The hotel should pay more attention to aspects of hygiene and sanitation both in the environment and in hotel rooms even though the results are not too influential. But this can be used as a reference for improvement in implementing hygiene and sanitation both in the vicinity of the hotel and in hotel rooms. And the most must be considered is in terms of personal hygiene room attendant which is very influential on the decision to revisit hotel.

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