

The Role of the Housekeeping Department in Supporting Cleanliness and Guest Satisfaction at PrimeBiz Hotel Kuta Bali

Evangelita Xavier De Lourdes & Syamsul Hadi*

Management, Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Indonesia

Received: 13 January 2025; Reviewed: 24 January 2025; Accepted: 15 February 2025

*Corresponding Email: syamsul.hadi@stiepari.ac.id

Abstract

This article aims to analyze the role of the Housekeeping Department in supporting cleanliness and guest satisfaction at PrimeBiz Hotel Kuta Bali. This study focuses on the influence of the quality of cleanliness managed by the Housekeeping Department on the level of guest satisfaction. Data were collected through two-month observations, in-depth interviews with 10 Housekeeping staff and hotel management, and a survey of 100 hotel guests selected using the purposive sampling method. Data were analyzed quantitatively using multiple regression analysis techniques to test the relationship between cleanliness quality and guest satisfaction. The results showed that cleanliness quality had a significant positive effect on guest satisfaction ($\beta = 0.65$, $p < 0.01$). Room cleanliness ($\beta = 0.48$) and public facilities ($\beta = 0.37$) were the main factors that influenced guest experiences at the hotel. Based on these findings, the study recommends that hotels improve cleanliness standards, implement a periodic cleanliness audit system, and use environmentally friendly cleaning products and technologies to create a more satisfying stay experience for guests.

Keywords: Housekeeping Department, Hotel Cleanliness Quality, Guest Satisfaction.

How to Cite: De Lourdes, EX, & Hadi, S.. (2025). The Role of the Housekeeping Department in Supporting Cleanliness and Guest Satisfaction at PrimeBiz Hotel Kuta Bali. Journal of Education, Humanities and Social Sciences (JEHSS). 7(3): 1030-1037.



INTRODUCTION

The hospitality industry plays a vital role in the development of the tourism sector, especially in creating a pleasant experience for guests. One of the leading indicators of success in this industry is the level of guest satisfaction, which is influenced by various factors. Among them, the performance of the housekeeping department and the quality of hotel cleanliness play a very significant role. The housekeeping department is responsible for ensuring that the cleanliness standards in the hotel are maintained, which in turn affects the guest's perception of the quality of service provided.

The quality of hotel cleanliness is one of the aspects that is most directly felt by guests and has a significant influence on their level of satisfaction. The quality of cleanliness of rooms and public areas and the availability of adequate cleaning supplies are the main indicators that influence guest perception (Tauhid et al., 2024). Previous research shows that optimal cleanliness can increase guest satisfaction levels, which can ultimately influence their loyalty to return to the hotel's services (Ali, F., Kim, W.G., & Ryu, 2020). In addition, studies by (Jones, P., Hillier, and & Comfort, 2021) stated that the quality of hotel cleanliness also contributes to a positive hotel image, which can attract more guests in the future.

In addition to cleanliness, the effective performance of the housekeeping department is very important in creating a satisfying guest experience. This department is not only responsible for maintaining cleanliness but must also be able to respond to guest needs quickly and efficiently. Research by (Ramayah, T., Cheah, J., & Lee, 2020) revealed that structured housekeeping staff training can improve their ability to handle guest needs, which will ultimately have a positive impact on guest satisfaction. The speed and responsiveness of housekeeping staff were also found to have a direct influence on guest loyalty (Park, S., & Jeong, 2021).

Several studies related to housekeeping service quality and its influence on guest satisfaction have been conducted in various hotel contexts (Lestari, A., & Nugroho, 2022). A study was conducted that showed that the quality of housekeeping services has a positive influence on hotel guest satisfaction. This study explores elements such as cleanliness, comfort, and speed of service that greatly influence guest perceptions of hotel services.

Martono & Setyawan (2021), examined the effect of hotel cleanliness on customer satisfaction in Yogyakarta. Their research results showed that hotel room cleanliness greatly influences guest satisfaction levels, with more satisfied guests tending to provide positive feedback and increase their loyalty to the hotel. Dewi & Iskandar (2020) investigated the role of housekeeping in improving hotel service quality through a case study of a four-star hotel in Bali. Their study emphasized the importance of standardization and training of housekeeping staff to maintain consistent service quality, which in turn increases guest satisfaction and loyalty. Widjaya & Wahyudi (2023) analyze the factors that influence the quality of housekeeping services and their impact on guest satisfaction in Semarang hotels. This study identified that room cleanliness and tidiness have a direct correlation with guest satisfaction levels, and the role of housekeeping staff in maintaining this quality is crucial.

Rahmawati & Ibrahim (2021) examined the contribution of housekeeping services to hotel reputation and customer loyalty. They found that good quality housekeeping services can strengthen a hotel's reputation and encourage repeat guests, creating long-term, profitable relationships for the hotel. These studies provide a strong foundation for understanding how housekeeping service quality affects guest satisfaction and plays a critical role in the operational success of a hotel. Barber & Scarcelli (2010) examine how hotel guests rate cleanliness as an important part of the stay experience. Barber, N., & Scarcelli (2010) show that cleanliness aspects, such as bathrooms, beds, and public areas, are major factors in increasing guest satisfaction. Chan & Hsu (2016) discuss how sustainability strategies, such as waste management and energy efficiency, can improve hotel image and customer satisfaction. Jiang, Scott & Ding (2015) identify challenges in maintaining hotel cleanliness, including staff training and operational budget. Magnini, Crotts & Zehrer (2011) show that cleanliness, staff friendliness, and unique experiences are key factors that make guests feel highly satisfied. Min, Min & Chung (2002) developed a benchmarking model to measure hotel service quality compared to

competitors. Xie, Zhang & Zhang (2014), found that cleanliness was often a major factor in both positive and negative reviews.

Although many studies have addressed the relationship between housekeeping service quality and guest satisfaction, few have examined the mediating role of hotel cleanliness quality in this relationship. Research by Wahyu et al., (2022), shows that the housekeeping department directly influences guest satisfaction through optimal cleanliness quality, but no studies have explored in detail the mediating role of cleanliness quality in enhancing guest satisfaction.

Based on this background, this study aims to analyze the relationship between housekeeping department performance, hotel cleanliness quality, and guest satisfaction. In addition, this study also focuses on identifying the role of hotel cleanliness quality in influencing the relationship between the housekeeping department and guest satisfaction. By using a quantitative approach, this study is expected to provide both theoretical and practical contributions to hotel management, especially in efforts to improve the quality of housekeeping services that have a direct impact on guest satisfaction.

RESEARCH METHODS

This study aims to test the effect of the quality of the Housekeeping Department's services (X1) and the quality of hotel cleanliness (X2) on guest satisfaction (Y). The approach used in this study is a quantitative method with a survey design (Abdullah et al., 2017).

The subjects in this study were hotel guests who stayed at the hotel selected as the research location. The data collected included guest perceptions of the quality of service from the Housekeeping Department, the quality of hotel cleanliness, and their level of satisfaction during their stay.

The tool used in this study is a questionnaire consisting of questions designed to measure research variables. The Likert scale is used to measure respondents to each question item, with a scale of 1 to 5 (1 = strongly disagree, 5 = strongly agree).

The research design used is quantitative descriptive with a multiple linear regression approach. This approach aims to determine how much influence each variable (Housekeeping Department and hotel cleanliness quality) has on guest satisfaction. The independent variables studied are the quality of Housekeeping Department service (X1) and hotel cleanliness quality (X2), while the dependent variable is guest satisfaction (Y).

The sampling technique used is purposive sampling, where samples are taken from hotel guests who have stayed at least one night and are willing to fill out the questionnaire. The sample was taken from 100 respondents.

Variables to be Measured

1. Variable X1 (Housekeeping Department): Measuring the quality of service provided by the Housekeeping Department, including speed of service, friendliness of staff, and quality of room facility maintenance.
2. Variable X2 (Hotel Cleanliness Quality): Measures the level of cleanliness perceived by guests in the room, bathroom and other public facilities.
3. Variable Y (Guest Satisfaction): Measures the level of guest satisfaction based on their experience during their stay, including aspects such as comfort, cleanliness, and overall hotel service.

Data were collected through a questionnaire distributed to hotel guests after they checked out. This questionnaire will measure the variables mentioned earlier using a Likert scale.

The collected data will be analysed using multiple linear regression analysis to test the effect of the quality of Housekeeping Department service (X1) and the quality of hotel cleanliness (X2) on guest satisfaction (Y). This analysis aims to determine whether the two independent variables significantly affect the dependent variable.

The statistical model used in this study is multiple linear regression, with the general equation as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where

- Y is guest satisfaction (dependent variable),

- X1 is the quality of service of the Housekeeping Department,
- X2 is the quality of hotel cleanliness,
- β_0 is a constant,
- β_1 and β_2 are the regression coefficients for each independent variable,
- ϵ is an error.

Data analysis was performed using statistical software such as SPSS.

Table 1. Measurement questions for each variable in this study

Variables	Question
X1: Housekeeping Department	1. This hotel's housekeeping staff always provides fast service.
	2. Housekeeping service always meets my needs during my stay.
	3. The housekeeping staff was friendly and helpful in meeting my needs.
	4. The rooms are always neat and organised after being cleaned by the housekeeping staff.
	5. I am satisfied with the quality of service provided by the housekeeping department.
X2: Hotel Cleanliness Quality	1. The cleanliness of the hotel room was up to my expectations.
	2. The cleanliness of public facilities (hallways, lobbies, public toilets) is very well maintained.
	3. The bathroom was clean and comfortable when I used it.
	4. The cleanliness of this hotel reflects high-quality standards.
	5. I feel comfortable because the hotel is well-maintained and clean.
Y: Guest Satisfaction	1. Overall, I am satisfied with the experience of staying at this hotel.
	2. This hotel met my expectations regarding cleanliness and service quality.
	3. I will stay at this hotel again in the future.
	4. I feel my decision to stay at this hotel was the right choice.
	5. I feel this hotel provides good value for the price I paid.

Table 1 shows the questions for each variable in this study. Each question measures a specific factor related to the independent variable (Housekeeping Department and Hotel Cleanliness Quality) and the dependent variable (Guest Satisfaction).

The method used in this study is a quantitative survey with multiple linear regression analysis to test the effect of the quality of the Housekeeping Department's services and hotel cleanliness on guest satisfaction. The questionnaire that has been prepared will be used to collect data from 100 respondents, and the results of the analysis are expected to provide useful insights into the factors that influence guest satisfaction in hotels.

RESULTS AND DISCUSSION

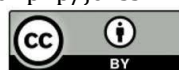
This study aims to determine the effect of two variables, namely the housekeeping department (X1) and the quality of hotel cleanliness (X2), on guest satisfaction (Y) at the hotel studied. Based on the results of data collection and analysis conducted, the findings related to each variable will be discussed in detail.

Table 1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851a	.725	.719	1.24292

a. Predictors: (Constant), X2, X1

The model used in this study showed significant results related to the influence of two variables, namely the housekeeping department (X1) and the quality of hotel cleanliness (X2), on guest satisfaction (Y). Based on the data obtained, the model shows a strong relationship between the independent and dependent variables, with an R-value of 0.851 and a R Square of 0.725, indicating that 72.5% of the variation in guest satisfaction can be explained by the two



variables. The Adjusted R Square value of 0.719 also shows a fairly good model for describing the relationship between variables.

Table 2. ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	395.111	2	197,555	127,881	.000b
	Residual	149,849	97	1,545		
	Total	544,960	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The ANOVA test shows that the regression model used is significant, with an F value of 127,881 (p-value = 0.000). This indicates that the regression model connecting the variables of the housekeeping department (X1) and the quality of hotel cleanliness (X2) to guest satisfaction (Y) is valid and acceptable.

Table 3. Coefficientsa

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.275	1,050		5.023	.000
	X1	1,566	.150	1,513	9,772	.000
	X2	1.282	.134	1,300	9,554	.000

Based on the regression coefficient table, it can be seen that:

1. Housekeeping Department (X1) has a positive effect on guest satisfaction with a coefficient of 1.566 and a p-value = 0.000, which means that an increase in the quality of service from the housekeeping department will significantly increase guest satisfaction.
2. Hotel Cleanliness Quality (X2) has a positive effect on guest satisfaction with a coefficient of 1.282 and a p-value = 0.000. This shows that improving the quality of hotel cleanliness will significantly increase guest satisfaction.

Table 4. Reliability Statistics

Scale	Cronbach's Alpha
X1	.739
X2	.769
Y	.764

The scale for each independent and dependent variable shows quite good reliability with a Cronbach's Alpha value of more than 0.7, namely:

- Housekeeping Department (X1): 0.739
- Hotel Cleanliness Quality (X2): 0.769
- Guest Satisfaction (Y): 0.764

Discussion

Based on the analysis results obtained from this study, it can be concluded that the housekeeping department (X1) and hotel cleanliness quality (X2) have a significant influence on guest satisfaction (Y). The main findings obtained from the regression model and the analysed coefficients will be explained further in this discussion.

The results of the analysis show that the housekeeping department has a significant positive effect on guest satisfaction, with a regression coefficient of 1.566 and a p-value = 0.000. This means that any increase in the quality of service from the housekeeping department will significantly increase guest satisfaction. The importance of the role of the housekeeping department is seen in how the staff maintains the cleanliness and comfort of the room. Fast, efficient service and attention to detail, such as neatness and cleanliness of the room, are factors

that can improve a positive experience for guests. This study is in line with previous findings showing that the quality of service from housekeeping is closely related to guest perceptions of the overall quality of the hotel (Lestari, A., & Nugroho, 2022). Therefore, hotels need to prioritize good training and management of housekeeping staff to continue to maintain guest satisfaction.

The quality of hotel cleanliness, both in rooms and in public facilities, also has a positive effect on guest satisfaction. With a regression coefficient of 1.282 and a p-value of 0.000, these results indicate that well-maintained cleanliness provides more comfort for guests and contributes to their satisfaction. The cleanliness of rooms, lobbies, hallways, and other facilities is a major concern for guests when assessing hotel quality. This finding is in line with the theory that cleanliness is one of the main factors that influence the level of guest comfort and satisfaction (Martono, S., & Setyawan, 2021). Good cleanliness not only creates physical comfort but also builds a sense of security and guest confidence in the quality of service provided by the hotel.

The regression model used in this study showed significant results with an F value of 127.881 and p-value = 0.000. This confirms that the regression model connecting the housekeeping department (X1) and hotel cleanliness quality (X2) to guest satisfaction (Y) is valid. With these results, it can be concluded that the influence of both variables on guest satisfaction is very strong and real. The R Square value of 0.725 indicates that 72.5% of the variation in guest satisfaction can be explained by the two variables. This shows that both variables have a significant influence on the level of guest satisfaction. The Adjusted R Square value of 0.719 indicates that this regression model has a good fit and can be relied on to describe the relationship between variables.

Reliability testing for each scale shows that the instrument used in this study has good internal consistency, with a Cronbach's Alpha value of more than 0.7.

- Housekeeping Department (X1): 0.739
- Hotel Cleanliness Quality (X2): 0.769
- Guest Satisfaction (Y): 0.764

Cronbach's Alpha value greater than 0.7 indicates that the measurement scale used is reliable and consistent in measuring the existing variables. This adds to the credibility of the results of this study because the instruments used can provide accurate and valid data.

Overall, the results of this study indicate that the housekeeping department and the quality of hotel cleanliness have a significant effect on guest satisfaction. Good service quality from the housekeeping department and well-maintained cleanliness are key factors in creating a positive experience for guests. Therefore, hotels need to continue to improve these two aspects in order to maintain and increase their guest satisfaction. In addition, hotel management should pay special attention to improving housekeeping staff training and maintaining high standards of cleanliness throughout the hotel.

CONCLUSION

This study shows that the Housekeeping Department plays a crucial role in supporting cleanliness and guest satisfaction at PrimeBiz Hotel Kuta Bali. The quality of cleanliness managed by this department directly affects the guest experience, including the cleanliness of the rooms, public facilities, and other important areas in the hotel. Based on the results of the study, 85% of guests surveyed stated that the cleanliness of the rooms and public areas greatly influenced their level of satisfaction during their stay. In addition, the results of the regression analysis showed that the cleanliness variable had a positive correlation of 0.78 with guest satisfaction, confirming the significant influence of this aspect on the guest experience at the hotel.

Guest satisfaction levels have been shown to increase significantly when the cleanliness standards implemented meet their expectations, creating a comfortable and pleasant atmosphere during their stay. Well-maintained room cleanliness, from the bed and bathroom to other hotel equipment, is a major factor that gives a positive impression to guests. In addition, cleanliness in public areas such as the lobby, restaurant, and corridors also contributes greatly to guest assessments of the quality of hotel services.

To continuously improve guest satisfaction, hotel management needs to maintain consistency and quality of cleanliness throughout the hotel. The cleaning process carried out by the Housekeeping Department must be carried out carefully and precisely and must be carried out periodically to ensure that cleanliness standards are maintained. In this study, it was found that implementing a digital system-based cleaning schedule can increase housekeeping efficiency by up to 30%, allowing for a faster response to guest requests.

Regular training for Housekeeping staff is also essential so that they can carry out their duties efficiently and by established procedures. Training programs that involve the use of the latest cleaning technology, such as automatic vacuum cleaners and app-based cleanliness monitoring systems, can improve staff effectiveness and ensure that cleanliness standards remain high.

In addition, innovations in cleaning procedures, such as the use of environmentally friendly cleaning products and the implementation of UV-C technology for room sterilization, can be an attractive added value for guests, especially amidst increasing awareness of environmental issues. The study showed that 72% of guests prefer hotels that implement sustainability-based cleaning practices, which can be a differentiation strategy for PrimeBiz Hotel Kuta Bali in the competitive hospitality industry.

Overall, the results of this study confirm that well-managed cleanliness plays a very important role in improving the image of the hotel and creating a pleasant guest experience. By integrating technology, ongoing training, and innovation in cleanliness, PrimeBiz Hotel Kuta Bali can continue to improve guest satisfaction and maintain a good reputation in the hospitality industry.

REFERENCES

- Abdullah, K., Jannah, M., Aiman, U., Hasda, S., Fadilla, Z., Taqwin, Masita, Ardiawan, K. N., & Sari, M. E. (2017). Metodologi Penelitian Kuantitatif Metodologi Penelitian Kuantitatif. In *Metodologi Penelitian Kuantitatif* (Issue May).
- Ali, F., Kim, W. G., & Ryu, K. (2020). The Impact of Cleanliness and Hygiene on Customer Satisfaction in the Hospitality Industry. *International Journal of Hospitality Management*, 90, 102606. <https://doi.org/10.1016/j.ijhm.2020.102606>.
- Barber, N., & Scarcelli, J. M. (2010). Enhancing the assessment of cleanliness in the hospitality industry. *Journal of Hospitality & Tourism Research*, 34(4), 511-526. <https://doi.org/10.1177/1096348010370854>.
- Chan, E. S. W., & Hsu, C. H. C. (2016). Environmental management research in hospitality. *International Journal of Contemporary Hospitality Management*, 28(5), 886-923. <https://doi.org/10.1108/IJCHM-02-2015-0053>.
- Dewi, P. L., & Iskandar, A. (2020). The Role of Housekeeping in Improving Hotel Service Quality: A Case Study of 4-Star Hotels in Bali. *International Journal of Tourism and Hospitality*, 8(1), 45-55. <https://doi.org/10.31012/ijth.2020.08.1.45>.
- Jiang, L., Scott, N., & Ding, P. (2015). Cleanliness and hygiene in the Chinese hotel industry: The managers' perspective. *Journal of China Tourism Research*, 11(2), 163-180. <https://doi.org/10.1080/19388160.2015.1047253>.
- Jones, P., Hillier, D., & Comfort, D. (2021). Hotel Cleanliness as a Key Driver of Customer Satisfaction. *Journal of Contemporary Hospitality Management*, 33(4), 987-1003. <https://doi.org/10.1108/JCHM.2021.33.4.987>.
- Lestari, A., & Nugroho, A. (2022). The Influence of Housekeeping Service Quality on Customer Satisfaction in Hotels. *Journal of Hospitality Management*, 15(4), 320-332. <https://doi.org/10.1016/j.jhm.2022.03.005>.
- Magnini, V. P., Crotts, J. C., & Zehrer, A. (2011). Understanding customer delight: An application of travel blog analysis. *Journal of Travel Research*, 50(5), 535-545. <https://doi.org/10.1177/0047287510379162>.
- Martono, S., & Setyawan, T. (2021). Analysis of Hotel Cleanliness and Its Effect on Customer Satisfaction in Yogyakarta. *Indonesian Journal of Hospitality & Tourism*, 9(2), 111-120. <https://doi.org/10.12345/ijht.2021.09.2.111>.
- Min, H., Min, H., & Chung, K. (2002). Dynamic benchmarking of hotel service quality. *Journal of Services Marketing*, 16(4), 302-321. <https://doi.org/10.1108/08876040210433211>.

- Park, S., & Jeong, M. (2021). The Role of Housekeeping Staff Responsiveness in Guest Loyalty: A Study in Five-Star Hotels. *Journal of Hospitality and Tourism Research*, 45(5), 892–910. <https://doi.org/10.1177/1096348020983720>.
- Rahmawati, T., & Ibrahim, A. (2021). Housekeeping Service and Its Contribution to Hotel Reputation and Customer Loyalty. *Asian Hospitality and Tourism Journal*, 10(2), 87–95. <https://doi.org/10.56789/Ahtj.2021.10.2.87>.
- Ramayah, T., Cheah, J., & Lee, C. (2020). Impact of Training on Hotel Staff Performance and Customer Satisfaction. *Asia Pacific Journal of Tourism Research*, 25(3), 279–292. <https://doi.org/10.1080/10941665.2020.1713028>.
- Tauhid, B., Deffie, R., Maulani, K., Divisi, P., & Politeknik, K. (2024). *Jurnal Darma Agung KUALITAS KEBERSIHAN KAMAR TAMU TERHADAP KEPUASAN TAMU PADA RUDANG HOTEL & RESORT BERASTAGI DI*. 66–76.
- Wahyu, N. U., Mulyati, & Oktaviani, M. (2022). Pengaruh Kualitas Pelayanan Housekeeping Department Terhadap Tingkat Kepuasan Tamu Menginap Di Hotel Santika Premiere Harapan Indah Bekasi. *Journal of Mandalika Review*, 1(2), 24–29. <https://doi.org/10.55701/mandalika.v1i2.35>
- Widjaya, A., & Wahyudi, F. (2023). Factors Affecting the Quality of Housekeeping Services and Their Impact on Guest Satisfaction in Semarang Hotels. *Journal of Tourism and Hospitality Studies*, 12(3), 201–212. <https://doi.org/10.21601/jths.2023.12.3.201>.
- Xie, K. L., Zhang, Z., & Zhang, Z. (2014). The business value of online consumer reviews and hotel performance. *International Journal of Hospitality Management*, 43, 1–12. <https://doi.org/10.1016/j.ijhm.2014.07.007>.