The Influence Of Sanitation, Cleanliness, And Facilities On Customer Satisfaction During Overnight Stays With Service Quality As A Mediating Variable At Hotel Grasia Semarang

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Abstract*. This research was conducted at the Grasia Hotel Semarang which aims to analyze and explain the effect of sanitation and cleanliness and facilities which are in unfavorable conditions due to an increase and decrease in the occupancy rate of consumers staying from January 2022 to October 2022, and slow service to consumers when check-in, at the time of stay or in-house and at check out.Research data obtained through questionnaires and interviews. The sample used in the study had one hundred respondents. The research results are expected to provide useful information for management and teachers. The data obtained were processed using descriptive analysis and quantitative statistical analysis. Quantitative analysis uses multiple regression analysis to determine the effect of the independent variable on the dependent variable, test the model, test the hypothesis, and but before carrying out the test, the validity and reliability tests are carried out first.The results of the regression analysis show that the increase in consumer satisfaction is influenced directly or indirectly by sanitation, cleanliness, facilities, and quality of service. The results of the multiple regression analysis test showed a significant F value, with a determination correlation value of adjusted R2 square of 0.629. This shows that sanitation, facilities, and quality of service significantly affect consumer satisfaction while staying together with a close relationship of 62.9%. This shows that to increase consumer satisfaction, it is necessary to have sanitation, cleanliness, facilities, and good service quality.*

Keywords*. Sanitation Cleanliness; Facilities; Service Quality; Consumer Stay Satisfaction.*

INTRODUCTION

Tourism, as a strategic sector supporting the national economy, plays a vital role as a source of foreign exchange for the country. In the context of Indonesia, the government continues to develop the tourism sector to attract both local and domestic tourists to increase the country's foreign exchange earnings. These efforts are key to the success of tourism in Indonesia, impacting not only the national economy but also the hospitality sector. In this context, it is important for every hotel, including Hotel Grasia Semarang, to ensure smooth operations and enhance quality as part of future development.

The importance of consumers for Hotel Grasia Semarang cannot be overlooked. Quality service is the primary key to meeting consumer needs and expectations. In this regard, all components of the hotel, including facilities, sanitation, service, and cleanliness, need to meet high standards. Successfully meeting consumer expectations can create satisfaction, invite repeat business, and even serve as effective promotion through positive experiential stories shared with others. Facility factors also have a significant impact on consumer satisfaction, encompassing package offerings, room amenities, and cleanliness as key components. In the

era of intense competition in the hotel industry, comfort, friendliness, and security are crucial in maintaining consumer satisfaction and minimizing competition with other hotels.

This research will investigate a number of fundamental questions to understand the dynamics of the relationship between cleanliness, facilities, service quality, and consumer satisfaction at Hotel Grasia Semarang. First, the research will explore the influence of cleanliness on the service quality at the hotel. Next, the research focus will include the impact of facilities on the service quality provided by Hotel Grasia. Subsequently, the research will inquire how cleanliness contributes to the level of consumer satisfaction among those staying at the hotel. Further questions will explore the impact of facilities on consumer satisfaction at Hotel Grasia Semarang. The research will also explore the direct influence of service quality on the level of consumer satisfaction at the hotel. Additionally, mediation aspects will be explored by asking whether service quality mediates the influence of cleanliness on consumer satisfaction. Finally, the research will investigate whether service quality mediates the relationship between facilities and consumer satisfaction at Hotel Grasia Semarang.

THEORETICAL STUDY

The theoretical study on service quality highlights the definition of service as any intangible activity or benefit that does not result in the ownership of something, as explained by Kotler (2020). The measurement of service quality is conducted through a comparison of customers' perceptions of the service they receive. Service quality is measured as the level of excellence expected and controllable to meet consumer expectations, following Wyckof's concept in Rangkuti (2016). Overall service quality is determined by the alignment between customer desires and perceived performance. Service quality is also described as the features, characteristics, or attributes of a product or service that influence its ability to satisfy consumer needs, both expressed and implied. The conclusion drawn from this understanding is that service quality involves consumer perceptions of the excellence of a product or service, resulting from a comparison between desired and perceived performance after purchase. In assessing the level of service quality, the key factors influencing it are expected service and perceived service.

The theoretical study on sanitation and cleanliness emphasizes health efforts involving the maintenance and protection of individual cleanliness, such as handwashing and dish care to preserve health. According to the Indonesian Ministry of Health (Depkes RI) (2014), cleanliness also involves environmental protection, including providing trash bins in restaurants to prevent littering. The definition of cleanliness, according to Merriam (2019),

encompasses all conditions or actions aimed at improving health, including self-care and health protection from work-related hazards. This study also covers the object and scope of sanitation activities in restaurants, involving efforts to maintain and protect environmental cleanliness and paying special attention to human environmental factors. Although the terms cleanliness and sanitation have different meanings in environmental health science, both have the same goal: to ensure that humans can live healthily and avoid health problems or diseases.

The theoretical study on facilities in the context of hotel services states that facilities are physical resources that must be available before a service can be offered to consumers, according to Tjiptono (2015). Facilities include everything used by employees in relation to their work and operational efficiency. Dimyanti (2012) states that facilities are tangible forms that enhance the value of a product or service. In the context of hotel services, Sumayang (2013) emphasizes that facilities are the provision of physical equipment that facilitates consumers in meeting their needs. Facilities are also described as actions to balance the competitive pressures of time, cost, and quality. Important aspects of hotel service facilities involve the completeness, cleanliness, and tidiness of the facilities offered, the condition and function of the facilities, ease of use, and the completeness of the tools used. In conclusion, hotel facilities encompass everything provided for the comfort of consumers, whether staying overnight or just visiting, creating a pleasant experience during their time in the hotel.

METHOD

This research adopts a quantitative approach, considered a scientific method as it fulfills concrete, empirical, objective, measurable, rational, and systematic scientific criteria (Sugiyono, 2017). The research design used is path analysis, chosen to investigate causality relationships, both direct and indirect. This approach is selected to gather opinions from a number of individuals on a specific topic, creating a strong empirical foundation for understanding the relationships between variables in this study.
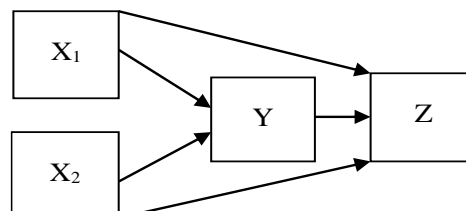
Explanation:

X_1: Sanitation and Cleanliness
X_2: Facilities
Y: Service Quality
Z: Guest Satisfaction during Stay

The research method involves a population of consumers who stayed at Hotel Grasia Semarang over the last 10 months, from January to October 2022, totaling 12,569 individuals. To determine the sample, the accidental sampling technique is used, where individuals who happen to meet the researcher are considered potential samples. The sample size calculation is performed using the Slovin formula with a desired error rate of 10%. Using this formula, a sample size of one hundred individuals is obtained to participate in the research at Hotel Grasia Semarang.

The research instrument used is a questionnaire to measure the research variables. Instrument quality is crucial in ensuring the accuracy of the collected data. A good instrument must meet two main requirements: validity and reliability (Arikunto, 2015). Validity testing is used to determine the extent to which the questionnaire accurately measures what is intended. Validity is measured by comparing the calculated value (r) and the table value (t), where a question is considered valid if $r > t$ (Sugiyono, 2017). Validity testing is conducted using the SPSS version 16 computer program. Additionally, reliability testing is performed using the Cronbach Alpha method, indicating consistency among the questions in the questionnaire. To be considered reliable, a questionnaire must provide a Cronbach Alpha value > 0.60 at a 95% confidence level (Ghozali, 2016). The data processing for reliability testing is done using the SPSS for Windows version 16.0 computer program.

Regression analysis is used in this research to evaluate the influence of independent variables on the dependent variable, using a simple or multiple regression approach. A simple regression equation involves one independent variable and one dependent variable, while a multiple regression equation involves more than one independent variable. In the context of path analysis, an extension of regression analysis, multiple regression equations are used to estimate the causality relationships between variables based on the predefined theory.

After path analysis is conducted, hypothesis testing is performed to assess the significance of the combined influence of independent variables on the dependent variable. This testing uses an F-test with a significance level of 5% and a one-sided test. If F calculated $>$ F table, the independent variables collectively influence the dependent variable.

The determination test or adjusted R-square is used to assess how much of the dependent variable's variability can be explained by the independent variable. An adjusted R-square value approaching one indicates a significant contribution of the independent variable to the variation in the dependent variable.

In the partial hypothesis test, a t-test is used to assess the individual influence of each independent variable on the dependent variable. Ho: $\beta = 0$ indicates no significant influence,

while Ha: $\beta \neq 0$ indicates a significant influence. If the P-value < 0.05, the hypothesis is accepted.

The mediation effect test is conducted through path analysis to examine the influence of the mediation variable in the relationship between independent and dependent variables. Path analysis allows the evaluation of the direct and indirect effects of the mediation variable in that relationship (Ghozali, 2010).

RESULTS AND DISCUSSION

The Influence Of Sanitation And Cleanliness On Service Quality At Hotel Grasia Semarang

The research results indicate a significant influence between the variables of sanitation and cleanliness (X1) and facilities (X2) on service quality (Y), with customer satisfaction (Z) mediating the relationship at Hotel Grasia Semarang. Thus, the proposed hypotheses can be accepted.

The positive and significant influence of sanitation and cleanliness on service quality is supported by the calculation results, with a regression coefficient for sanitation and cleanliness of 0.637 and a significance level of $0.000 < 0.05$. The restaurant's environmental sanitation dimension contributes the most to service quality, with an average dimension score of 4.16. This indicates that guests provide positive feedback on the restaurant's environmental sanitation, including furniture, ventilation, lighting, and overall environmental cleanliness.

Additionally, the physical evidence dimension within the facilities also positively contributes to service quality, with an average dimension score of 4.22. Complete facilities, employees wearing neat and clean uniforms, and adequate facilities play a role in enhancing service quality.

The research results also note that the sanitation of equipment dimension is the variable with the lowest score, namely 4.08. Although still considered good, there are criticisms and suggestions regarding the sanitation of equipment such as knives, spoons, and forks. Therefore, improvements in equipment sanitation can be a focus for enhancing customer satisfaction and service quality.

In the theoretical context, this research supports the view that sanitation and cleanliness contribute positively to service quality. These findings align with previous research, such as the study conducted by I Wayan Arnanta (2019), which states a positive and significant influence of sanitation and cleanliness on service quality.

The Influence Of Facilities On Service Quality At Hotel Grasia Semarang

The research results indicate a positive and significant influence between the facilities variable (X2) and service quality (Y) at Hotel Grasia Semarang. This is reinforced by the regression coefficient of facilities, which is 0.478, and a significance level of $0.000 < 0.05$, thus accepting the second hypothesis. It means that the better the facilities provided by the hotel, both physically and non-physically, will enhance the quality of hotel management services in the following periods.

In the physical facilities dimension, the environmental sanitation of the restaurant contributes the most to service quality, with an average dimension score of 4.23. Guests provide positive feedback on the availability of spacious and secure parking areas, comfortable garden areas, clean coffee shops, WiFi access, clean places of worship, and smoking rooms areas. The improvement in service quality also occurs through the physical evidence dimension, with an average dimension score of 4.22, indicating the hotel's success in providing adequate facilities.

Furthermore, the non-physical facilities dimension positively contributes to service quality, with an average dimension score of 4.09. Guests give positive feedback on excellent service and information services meeting expectations. Although the conditions are already good, continuous improvement is needed to increase guest occupancy rates in the following periods.

In theory, facilities are considered physical resources that must be present before a service can be offered to consumers. Facilities include everything used, occupied, and enjoyed by employees, both directly related to work and for the smooth running of operations. The alignment of service quality with consumer expectations is assessed from the consumer's perception of the services provided. Therefore, good facilities, both physical and non-physical, can improve service quality and satisfy consumer expectations, in line with previous research findings by Sukma Hidayatun Nahdiliyin (2020).

The Influence Of Sanitation And Cleanliness On Guest Satisfaction At Hotel Grasia Semarang

The research results indicate that sanitation and cleanliness (X1) have a positive and significant influence on guest satisfaction (Z) at Hotel Grasia Semarang. The regression coefficient for sanitation and cleanliness is 0.309, with a significance level of $0.001 < 0.05$, thus accepting the third hypothesis. This means that the better the sanitation and cleanliness provided by the hotel management to guests, the higher the guest satisfaction during the following periods.

In the dimension of sanitation and cleanliness, the environmental sanitation of the

restaurant contributes the most to guest satisfaction, with an average dimension score of 4.16. Guests provide positive feedback on the presence of furniture such as tables and chairs, toilets, ventilation, air circulation, roofs, ceilings, lighting, and illumination in the restaurant environment. There is also an increase in guest satisfaction through the loyalty dimension to the offered products, with an average dimension score of 4.32. Consumers are willing to make repeat purchases related to sanitation cleanliness, facilities, and service quality that meet their expectations.

Other dimensions that contribute positively are food cleanliness (average dimension score of 4.13) and personal cleanliness (average dimension score of 4.12). However, the equipment sanitation dimension has the lowest score with an average dimension score of 4.08. Although the equipment sanitation at Hotel Grasia Semarang is considered clean, there are still criticisms and suggestions that need attention to improve services according to guest expectations.

Based on the definition, cleanliness is all conditions or actions aimed at improving health. Sanitation, as a health effort, involves the maintenance and protection of environmental cleanliness. Consumer satisfaction is measured by the extent to which the perceived benefits of a product align with customer expectations. This research shows a positive and significant influence between sanitation and cleanliness and guest satisfaction, consistent with previous research findings by Indri Triyani (2019).

The Influence Of Facilities On Guest Satisfaction At Hotel Grasia Semarang

The research results indicate that facilities (X2) have a positive and significant influence on guest satisfaction (Z) at Hotel Grasia Semarang. The regression coefficient for facilities is 0.174, with a significance level of 0.002 < 0.05, thus accepting the fourth hypothesis. This means that the better the facilities provided by the hotel, both physically and non-physically, will increase the occupancy rate and guest satisfaction in the following periods.

In the facilities dimension, the environmental sanitation of the restaurant becomes the most influential dimension on service quality, with an average dimension score of 4.23. Guests provide positive feedback on physical facilities such as parking areas, garden areas, coffee shops, WiFi access, places of worship, and smoking rooms areas. There is also an increase in guest satisfaction through the loyalty dimension to the offered products, with an average dimension score of 4.32. Consumers are willing to make repeat purchases related to hygiene sanitation, facilities, and service quality that meet their expectations.

The non-physical facilities dimension also contributes positively to service quality with an average dimension score of 4.09. Guests provide positive feedback on excellent service and

information services meeting customer expectations. Although this condition is considered good for improving service to guests, attention is needed to continuously increase guest occupancy rates in the following periods.

According to Sumayang (2013), facilities are the provision of physical equipment that provides convenience for consumers to carry out their activities so that consumer needs can be met. Facilities include completeness, cleanliness, tidiness, the condition and function of facilities, and ease of use of facilities. Consumer satisfaction, according to Kotler (2020), is the level of someone's feelings after comparing the performance of a product with their expectations. The results of this study align with the findings of Wedi Andesta (2019), stating that facilities have a positive and significant influence on guest satisfaction.

The Influence Of Service Quality On Guest Satisfaction At Hotel Grasia Semarang

The research results indicate that service quality (X3) has a positive and significant influence on guest satisfaction (Z) at Hotel Grasia Semarang. The regression coefficient for service quality is 0.508, with a significance level of 0.000 < 0.05, thus accepting the fifth hypothesis. This means that the better the service quality provided by the hotel through physical evidence, reliability, responsiveness, assurance, and empathy, the higher the guest satisfaction during the following periods.

In the dimension of service quality, physical evidence becomes the most influential dimension on guest satisfaction, with an average dimension score of 4.22. Guests provide positive feedback on the physical facilities that are considered complete and employees who wear complete, neat, and clean uniforms. There is also an increase in guest satisfaction through the loyalty dimension to the offered products, with an average dimension score of 4.32. Consumers are willing to make repeat purchases related to sanitation cleanliness, facilities, and service quality that meet their expectations.

The empathy dimension has an average dimension score contribution of 4.20, while the reliability and responsiveness dimensions have an average dimension score contribution of 4.19 that affects guest satisfaction. Some dimensions of the service quality variable that are considered good involve employee understanding of consumer needs, service that is fast as promised, and service that meets expectations related to reliability. However, the assurance dimension has the lowest score, which is 4.09, indicating criticism and suggestions related to employee competence, credibility, communication, and consumer safety.

According to Kotler (2020), service is any activity or benefit provided by one party to another that is intangible and does not result in ownership of something. Service quality can be measured through customer perceptions of the service they receive. Consumer satisfaction,

according to Kotler (2020), is the level of someone's feelings after comparing the performance of a product with their expectations. The results of this study are consistent with the research by Yandri Anika Rahmat (2020), which shows that service quality has a positive and significant influence on guest satisfaction.

Service Quality Mediates The Influence Of Sanitation And Cleanliness On Guest Satisfaction At Hotel Grasia Semarang

The research indicates that service quality (X) mediates the influence of sanitation and cleanliness (Y) on guest satisfaction (Z) at Hotel Grasia Semarang. The path analysis results show that the indirect calculation value (0.323) is greater than the direct calculation value (0.309), indicating the presence of mediation. Therefore, the sixth hypothesis is accepted, stating that service quality plays a mediating role between sanitation and cleanliness and guest satisfaction. Thus, improving sanitation and cleanliness will not only directly enhance guest satisfaction but also through the improvement of service quality.

Consumers perceive service quality based on the sanitation and cleanliness of food as one of the preventive efforts focusing on the liberation of food and beverages from any hazards that may affect health. Consumer purchasing decisions are influenced by their assessments of service quality. If the service quality is satisfactory, consumers will make repeat purchases or become potential consumers. Conversely, if service quality is disappointing, consumers may switch to products from other companies that are considered more satisfying.

These findings align with the research by Rusma Rahmawati (2021), which also indicates that service quality mediates the influence of sanitation and cleanliness on guest satisfaction.

Service Quality Mediates The Influence Of Facilities On Guest Satisfaction At Hotel Grasia Semarang

The research indicates that service quality (X) mediates the influence of facilities (Y) on guest satisfaction (Z) at Hotel Grasia Semarang. Path analysis shows that the indirect calculation value (0.242) is greater than the direct calculation value (0.174), indicating the presence of a mediating effect. Therefore, the seventh hypothesis is accepted, affirming that service quality functions as a mediator between facilities and guest satisfaction. Hence, improving facilities will not only enhance guest satisfaction directly but also through the enhancement of service quality.

The existence of a gap between service quality specifications and service delivery is a key factor, involving elements such as role ambiguity, role conflict, employee task fit, appropriateness of technology used, control systems from superiors, and perceived control. Overall, these factors influence customer satisfaction and need to be well-managed.

Facilities, which involve the provision of physical equipment to meet customer needs, are seen as an action to balance the pressures of time, cost, and quality. Service quality is perceived as a mediator that sustains the relationship between facilities and guest satisfaction. These findings align with the research by Riko Andofal, Rian Surenda and Dwi Pratiwi Wulandari (2023), which also asserts that service quality mediates the influence of facilities on guest satisfaction.

CONCLUSION

Based on the research findings, it can be concluded that there is a positive and significant influence of sanitation and cleanliness on the service quality at Hotel Grasia Semarang, and facilities also play a positive and significant role in service quality. Additionally, sanitation and cleanliness, as well as facilities, each have a positive and significant impact on guest satisfaction at the hotel. Service quality also proves to have a positive and significant influence on guest satisfaction. Moreover, service quality functions as a mediator that mediates the influence of sanitation and cleanliness as well as facilities on guest satisfaction at Hotel Grasia Semarang. This conclusion highlights the importance of maintaining and improving sanitation, facilities, and service quality as a strategy to enhance guest satisfaction at the hotel.

SUGGESTION

Based on the research findings, the researcher provides the following recommendations:

For the management of Hotel Grasia Semarang, it is advised to continually improve equipment sanitation by ensuring cleanliness and hygiene to meet guest expectations. Physical facilities also need enhancement, particularly in improving the responsiveness of cleanliness staff to meet consumer expectations. Additionally, the management is advised to focus on improving service quality by providing assurance of safety and comfort to guests to enhance consumer satisfaction.

For guests of Hotel Grasia Semarang, it is recommended to provide constructive criticism and suggestions regarding the sanitation and cleanliness of the equipment used, as an effort for constructive improvement in future services. Input related to non-physical facilities is also expected from guests to assist in improving the service of cleanliness staff. Furthermore, guests are also encouraged to provide feedback and suggestions regarding service quality,

offering feedback that can serve as an evaluation for hotel management in enhancing consumer satisfaction in the subsequent period.

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