The Influence Of Sanitation, Hygiene And Menu Variations On Guest Satisfaction At Kapolagha Restaurant Hotel Grandhika Pemuda Semarang

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Abstract . *This research aims to determine and analyze the influence of sanitation, hygiene and menu variations on guest satisfaction at Kapolagha Restaurant, Grandhika Pemuda Hotel, Semarang. The research method used is a quantitative research method, where variables are measured using a Likert scale. The data collection method was carried out by distributing questionnaires to respondents. The population in this study were 100 guests at the Kapolagha Restaurant, Grandhika Pemuda Hotel, Semarang. Data processing uses SPSS tools, with descriptive analysis and multiple regression analysis hypothesis testing. The research results show that sanitation variables have a positive and significant effect on guest satisfaction; hygiene variables have a positive and significant effect on guest satisfaction; the menu variation variable has a positive and significant effect on guest satisfaction; sanitation, hygiene and menu variety variables have a positive and significant effect on guest satisfaction; and the menu variation variable is the most dominant variable in guest satisfaction.*

Keywords: Sanitation, Hygiene and Menu Variations on Guest Satisfaction.

INTRODUCTION

Tourism is a sector that can support macro economic growth in Indonesia, especially in declining economic conditions. Tourism has long been recognized as a significant contributor to economic growth in Indonesia. It not only provides a source of revenue for the government but also generates employment opportunities for the local population. In times of declining economic conditions, the tourism sector can serve as a stabilizing force. When other industries are struggling, tourism often remains resilient due to the allure of natural landscapes, cultural attractions, and historical sites in Indonesia. Along with the development of the tourism sector, the hotel industry in Indonesia, especially in Semarang, is growing rapidly, so that more and more hotels are being established in every area of Semarang, ranging from budget type hotels to star hotels. The establishment of hotels in different areas of Semarang has a ripple effect on the local economy. It stimulates the construction industry as new hotels are built and existing ones undergo renovations and expansions. Additionally, the hospitality industry generates a demand for a wide range of goods and services, including food and beverages, transportation, and recreational activities. This, in turn, benefits local suppliers, farmers, and transportation service providers, contributing to a more diversified and robust local economy. The impact of the development of the hotel industry provides many hotel choices for potential consumers, but also affects the occupancy rate of consumers staying at hotels. To enhance occupancy rates and remain competitive in the dynamic hotel industry of Semarang, hotels must employ strategic

approaches. It's essential to focus on delivering excellent service and continually upgrading facilities to meet or exceed guest expectations.

Effective marketing is equally important. Hotels need to create a compelling online presence and engage with potential guests through various digital channels. An attractive website, positive online reviews, and a strong social media presence can help draw in new visitors. Affordability is a balancing act. While maintaining competitive prices, hotels must not compromise on service quality or facilities. Creative pricing strategies, loyalty programs, and packages can be employed to attract a wide range of consumers. The increase in the number of residences is greatly influenced by consumer purchasing decisions in choosing alternative hotel stays. Therefore, factors such as service quality, facilities, and affordable prices greatly influence consumer purchasing decisions. To increase hotel occupancy rates, it is important for hotels in Semarang to compete in providing good quality service and facilities, as well as marketing hotels appropriately at affordable prices.

METHOD

Research This type of research uses quantitative research with a descriptive approach, namely a case study at Kapolagha Restaurant, Hotel Grandhika Pemuda, Semarang. A descriptive approach is research that attempts to describe solutions to current problems based on data in the field. Quantitative research is used to examine certain populations and samples, data collection uses research instruments, quantitative/statistical data analysis with the aim of testing the hypothesis that has been proposed which can be accepted or rejected.

RESULTS AND DISCUSSION

Food sanitation in hotels is an effort to control factors in food, people, places and equipment that can or may cause disease or health problems (Dewi, 2022; Septyanto & Nugraheni, 2021). food sanitation in hotels is a multifaceted and essential aspect of the hospitality industry. It encompasses rigorous practices and measures to control factors related to food, people, places, and equipment that may pose health risks. Maintaining high food sanitation standards not only safeguards the health and well-being of hotel guests but also preserves the hotel's reputation and ensures compliance with regulations, ultimately contributing to the success of the hotel business. The indicators of sanitation in this research are:

1. Efforts are made to maintain environmental cleanliness
2. Facilities that support efforts to maintain environmental cleanliness such as the

availability of cleaning tools (handwash, sanitizer, trash cans and others).

3. Intensity of sterilization activities in the restaurant environment.

Hygiene is a preventive health effort that focuses on individual efforts, as well as human personal health efforts. Hygiene itself comes from the Greek word "hugicine" which means healthy and clean (Auliya & Aprilia, 2016). Hygiene is a comprehensive set of practices and behaviors that aim to maintain and promote health, prevent the spread of diseases, and ensure the cleanliness and well-being of individuals, communities, and environments. It involves personal and public health efforts that span various aspects of daily life, encompassing both physical and mental well-being. The indicators of hygiene in this study are:

1. Intensity of sterilization activities in the restaurant environment.
2. Level of awareness and willingness to maintain personal hygiene and work environment.

The variety of food and drink menus is a menu that suits customer needs and desires. Indicators of menu variations according to Kotler (2012) are taste, size, product quality, appearance and product availability. The indicators of menu variations in this research are as follows:

1. Guest interest in the menu served.
2. Satisfaction of guests who come with the menu served.
3. Willingness or intensity of guests to come back.

The variety of food and drink menu and customer-centric food and drink menu is an essential element of the hospitality and food service industry. It not only caters to a wide range of customer preferences but also contributes to customer satisfaction, loyalty, and business success. Adapting the menu to changing customer desires and dietary considerations is a strategic approach that fosters long-term growth and competitiveness in the industry.

Guest satisfaction is a positive or negative feeling that arises when consumers realize that their needs and desires match their expectations (Lorenssa et al., 2020; Nugraheni & Octafian, 2020). The indicators of guest satisfaction in this research are as follows:

1. Guest satisfaction with the menu served
2. Guest satisfaction with the cleanliness of employees and the restaurant environment
3. The guest's desire to return to visit
4. Guest loyalty.

Tabel 1. Analisis Regresi Linier Berganda

Coefficientsª						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	1.322	1.226		1.078	.284
	Sanitasi	.385	.103	.249	3.728	,001

	Hygiene	.360	.126	.217	2.846	.005
	Variasi_Menu	.605	.094	.509	6.400	,001
a. Dependent Variable: Kepuasan_Tamu						

Tabel 2. Uji Anova (F test)

ANOVAª						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	280.482	3	93.494	77.570	<,001ᵇ
	Residual	115.708	96	1.205		
	Total	396.190	99			
a. Dependent Variable: Kepuasan_Tamu						
b. Predictors: (Constant), Variasi_Menu, Sanitasi, Hygiene						

Tabel 3. Uji Koefisien Determinasi

Model Summaryᵇ				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841ª	.708	.699	1.098
a. Predictors: (Constant), Variasi_Menu, Sanitasi, Hygiene				
b. Dependent Variable: Kepuasan_Tamu				

From the results of the multiple linear regression analysis in table 3, the regression coefficient on the sanitation variable (X_1) is 0.249, the regression coefficient on the hygiene variable (X_2) is 0.217, the regression coefficient on menu variations (X_3) is 0.509 on tabel 3. Sanitation plays a pivotal role in enhancing guest satisfaction, as it has a positive and significant impact. Likewise, hygiene is another critical factor contributing to guest satisfaction, with a positive and significant effect observed.

Moreover, the variety in menu offerings has been identified as a key contributor to guest satisfaction. Menu variations also exhibit a positive and significant impact on guest satisfaction, indicating that a diverse and well-crafted menu enhances the overall dining experience.

The combined impact of sanitation, hygiene, and menu variations collectively demonstrates a positive and significant influence on guest satisfaction. These three elements work in tandem to create a positive dining environment, ensuring the well-being and contentment of guests(Nugraheni, 2020).

Interestingly, among these factors, it is menu variation that stands out as the most dominant influencer of guest satisfaction. This highlights the importance of offering a diverse and appealing menu that aligns with the preferences and desires of patrons, ultimately contributing significantly to their overall satisfaction at Kapholaga Restaurant Grandhika Pemuda Semarang.

CONCLUSION

From the results of the discussion, it can be concluded that what emerged in this research is as follows:

a. Sanitation has a positive and significant effect on guest satisfaction at Kapholaga Restauran Grandhika Pemuda Semarang.

b. Hygiene has a positive and significant effect on guest satisfaction at Kapholaga Restauran Grandhika Pemuda Semarang.

c. Menu variations have a positive and significant effect on guest satisfaction at Kapholaga Restauran Grandhika Pemuda Semarang.

d. Sanitation, Hygiene and Menu Variations have a positive and significant effect on guest satisfaction at Kapholaga Restauran Grandhika Pemuda Semarang.

e. Menu variation is the variable that has the most dominant influence on guest satisfaction at Kapholaga Restauran Grandhika Pemuda Semarang.

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