

## **GUEST SATISFACTION ANALYSIS TOWARD CHSE IMPLEMENTATION AT ASTON BRAGA HOTEL AND RESIDENCE BANDUNG.**

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### **Abstract**

The purpose of this research is to determine the implementation of the CHSE that has been carried out by the management of Aston Braga Hotel and Residence in ensuring safety and security for visiting guests. The research method of this research used quantitative research by giving questionnaires to respondents to assess the level of expectations and the level of perceived performance in the implementation of the CHSE using the Important Performance Analysis method. The sample used as respondents in this study were 331 respondents based on the number of guests who stayed in February 2021 using the Slovin formula. Based on research data result regarding Guest Satisfaction Index with the implementation of CHSE is 90.9% which have indicated "Very Good" criteria and for the IPA matrix, it is known that the indicators located in quadrants 1-4 need attention by management. Conclusions of this research obtained that the management of Aston Braga Hotel and Residence having a high commitment to service in the new normal era in implementing the CHSE so that the CHSE certification hopes to build trust in the community that the Indonesian tourism industry in the future will be rise.

**Keywords:** Cleanliness, Healthy, Safety and Environment, Hotel Industry

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### **A. INTRODUCTION**

The Covid-19 pandemic destroyed all sectors of the world economy, including tourism, which had a huge impact. To break the chain of the spread of Covid-19, almost all countries in the world have implemented a lockdown. Many hotel employees are finally sent home, hotels cannot operate due to very low occupancy so that hotels cannot cover their operational costs. According to the Minister of Tourism and Creative Economy, the cause of the collapse of the tourism economy during the pandemic was the cessation of human movement due to the pandemic which made people more active at home, according to Kemenparekraf data 78.8% of respondents thought that now is not the right time to travel, they think for holidays or traveling when the pandemic situation is better in Indonesia. Judging from data from the Central Statistics Agency (BPS) West Java had a result of the Covid 19 pandemic there has been a very significant decrease in tourists. In June 2020, only 103 foreign tourists (foreign tourists) visited West Java compared to foreign tourist arrivals who entered from the airport in June 2019 fell almost 100% resulting in a significant decrease of 98.83 % due to the closure of Husain Sastranegara Airport and Kertajati Airport. The number of tourist arrivals in June 2020, relatively increased compared to May 2020 of 79 people, an increase of 30.38%. (detik.com, 2020)

To revive the wheels of the economy, especially in hospitality industry, began to try to get up by implementing several health protocols to protect tourists who come or guests who stay at hotels. The hotel industry is an industry that is very vulnerable to being affected by disasters such as terrorist

attacks, natural disasters and virus pandemics as it is today, thus the hotel industry is expected to be able to provide a sense of security and comfort to guests who come to stay with the implementation of health protocols and also ensure the health of employees. as well as customers in increasing the willingness of customers to support their business (Kanasari et al., 2021). In order to revive the hospitality and tourism industry, the Government, in this case the Ministry of Tourism and Creative Economy, issued guidelines and a CHSE (Cleanliness, Healthy, Safety and Environment) certification program for restaurants, cafes, hotels, spas, tourist destinations to tourist villages, where by implementing health protocols, It,s means that the tourism sector ensures the health of tourists who come to Indonesia.

Implementation of Cleanliness, Health, Safety and Environmental Sustainability (CHSE) issued by the Ministry of Tourism and Creative Economy (KEMENPAREKRAF) which is based on the Decree of the Minister of Health Number HK.01.07 / Menkes / 382/2020 concerning health protocols for the community in public places and facilities in to prevent and control Covid-19(Pantiyasa, 2021), This program covers the readiness of the hotel industry and also the hotel employees to provide services related to the implementation of four main points, such as cleanliness, health, safety and environmental sustainability. This implementation will adjust pattern of demand and behavior of tourists after the Covid-19 outbreak will be greatly influenced by their awareness of these four points. When serving guests, employees must be able to own and explain regulation of hotels during the Covid 19 pandemic. The following is data on four -star hotels in Bandung that have received a CHSE certificate from Sucofindo in 2020 with a satisfactory score.

**Table 1.1**  
**Four Star Hotels in Bandung City that Receive CHSE Certifications**

<b>NO</b>	<b>Hotel Name</b>
1.	Aston Pasteur
2.	Art Deco Luxury Hotel and Residence
3.	Aston Tropicana Hotel Bandung
4.	Belviu Hotel Bandung
5.	Best Western Premier La Grande Bandung
6.	Courtyard by Marriott Bandung Dago
7.	De Paviljoen Bandung
8.	FOX Harris Bandung
9.	Grand Tebu Hotel Bandung

Source: Disbudpar City Bandung, 2020

From table 1.1. Above can be seen that several four-star hotels in the city of Bandung have received the CHSE certificate.

**Table 1.2**  
**Guest Comment regarding Guest Responses to the Implementation of Health Protocols at Aston Braga Hotel & Residences in 2020-2021**

NO	Date	<i>Guest Comment</i>
1.	25 August 2020	Most satisfying 4 star hotel. the service is good, all the staff are friendly, the facilities are also complete, the rooms are comfortable, the breakfast is also good. The check-in time did wait a bit long, according to the staff, because it was a pandemic, the room needed to be sterilized. all the fun at the Aston Braga Hotel & Residadnce.
2.	25 August 2020	Clean rooms, friendly staff, good food, with Covid 19 conditions all hotel staff follow health protocols, if you go to Bandung want to stay here again.
3.	3 September 2020	It is very nice to come and stay at the Aston Braga Hotel. from the beginning of the reception, from the officer who opened the gate, the clerk who checked the covid protocol to the receptionist were all friendly. Do not hesitate to be in this Aston Braga Hotel and Residence.
4.	19 October 2020	Check-in is fast, during this pandemic they spray disinfectant first before guests can enter the room. while waiting, we were given a welcome drink, a large room with a bathtub. Breakfast with many variant menus. Kids can pony ride and feed the rabbit.

Source: Traveloka and Agoda, 2020-2021

In table 1.2 regarding guest responses to the implementation of health protocols at the Aston Braga Hotel Bandung, many guests commented that the Aston Braga Hotel & Residence Bandung hotel has implemented health protocols in the hotel area. Based on literature analysis there not many articles discussed about implementation CHSE related with customer satisfaction. The previous article (Maemunah, 2021) describes the implementation of the general guidelines for the CHSE health protocol in restaurants around the Southern Java route in Ciamis district is still not going well. The general guidelines for health protocols are more on activities and service activities both from internal and external parties. Then the article from (Ray Octafian, Aletta Dewi Maria, Nugraheni, 2020) only discussed the CHSE Implementation intended for homestay managers who are selected from four selected tourism villages, namely Penggarit Village, Surajaya Village, Kaliprau Village and Sikasur Village. The final result of CHSE training is that homestay managers can help prevent and control Covid - 19 for people in public places and facilities in order to prevent the occurrence of new epicenters or clusters during the pandemic and the main thing is the safety of tourists who stop by tourist villages during the pandemic. Based on those analysis, there a gap that to be investigate whether the CHSE implementation is increasing the guest satisfaction or not. Therefore researchers want to analyze the connection between CHSE Implementation and Guest Satisfaction in pandemic of Covid-19 when visiting Hotel. This research will figure out the element of hotel facilities and services in Aston Braga Hotel and Residence need to be improved based on implementation CHSE Health Protocol to ensure safety and security of guest during their stay on this Pandemic Covid-19.

### **1.1. Formulation of the problem**

1. How is the implementation of the CHSE protocol in the Aston Braga Hotel & Residence Bandung area?
2. What is the the level of expectations and the level of perceived performance of guests towards the implementation of the CHSE protocol at Aston Braga Hotel & Residence Bandung?
3. How is the Important Performance Analysis Matrix for guests regarding the implementation of the CHSE at Aston Braga Hotel & Residence?

## **2. Theoretical review**

### **2.1 Implementation of the CHSE**

In the national Covid-19 disaster management, the government together with several related ministries in handling and forming work teams that focus on the measures needed in tackling the Covid- 19 outbreak in Indonesia, especially the tourism sector and related industries. in it, the government agrees with the holding of the Indonesia Care CHSE (Cleanliness, Hygine, Safety, Environment) program (Kemenparekraf, 2020). The Implementation Guide for Cleanliness, Health, Safety and Environmental Sustainability (CHSE) or hereinafter referred to as the Implementation Guide for Cleanliness, Health, Safety and Environmental Sustainability in Hotel or Accomidation is an operational guide from the Decree of the Minister of Health Number HK.01.07 / Menkes / 382/2020 on Health Protocols for the Community in Public Places and Facilities in the Context of the Prevention and Control of Corona Virus Disease 2019 (Covid-19). This program aensuring the safety of travelers eager to explore Indonesia, the Tourism and Creative Economy Ministry introduced InDOnesia CARE, an initiative for Indonesia's tourist establishments to implement cleanliness, health, safety and environment (CHSE) measures as their first priority. The highlighted letters read "I DO CARE" to emphasize that Indonesia highly regards CHSE protocols of itsvisitors.

This guide also intended for hotel and their employees in meeting guests' needs for clean, healthy, safe and environmentally friendly tourism products and services during the Covid-19 pandemic. This guide can also be a reference for Provincial Governments, Regency or City Governments, as well as business and professional associations related to hotel operation to conduct socialization, education, simulations, trials, assistance, guidance, monitoring and evaluation in the implementation of cleanliness, health, safety and environmental sustainability, in order to increase the confidence of the parties, business reputation and tourism destinations.

## **B. RESEARCH METHOD**

### **3. Research methodology**

#### **3.1 Types of research**

The type of research used is descriptive quantitative research according to (Mulyadi, 2011) Quantitative research is a good assessment method, because it uses tools or instruments to measure certain symptoms and is processed statistically, a qualitative method that is considered capable of explaining symptoms or phenomena completely and comprehensively.

#### **3.2 Data Analysis Techniques**

In analyzing the data in this study using the Important Performance Analysis method, which is a tool to assess the level of importance and performance of the company, then the average value of the importance and performance is analyzed on the Importance-Performance Matrix. (Anggraini, 2014). IPA helps in comparing consumer expectations with company performance. The calculation is that if the level of expectation is higher than the company's performance, the consumer has not reached satisfaction, and vice versa.

#### **3.3 Population and Sample**

The population in this study used the number of guest stayed at the Aston Braga Hotel and Residence in February 2021, which is 1932 guests according to the data provided by the Front Office Department. As for the number of samples for guests studied based on the calculation of the Slovin formula with a margin of error of 5%, which is 331 respondents

## **C. CONCLUSION**

### **4. Research Results and Discussion**

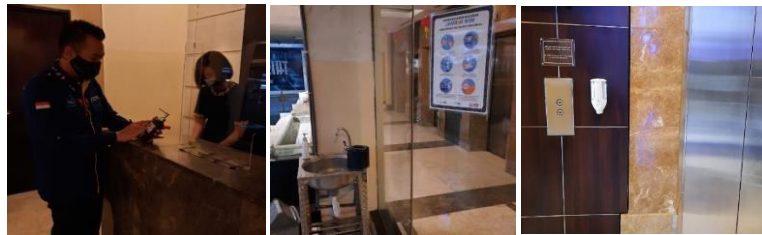
#### **4.1 Implementation of the CHSE protocol at Aston Braga Hotel & Residence Bandung**

Based on the Decree of the Minister of Health, HK. 01. 07 / Menkes / 382/2020 concerning Health Protocols for Communities in Public Places and Facilities in the Context of the Prevention and Control of Corona Virus Disease 2019 (Covid-19) and the CHSE guidebook published by the Ministry of Tourism and Creative Economy in July 2020 provides regulations regarding the service procedures performed by the hotel. There are several parts of the hotel that receive special attention, such as the front office, kitchen area, guest room, lobby, restaurant and other areas included in hotel facilities and infrastructure.

##### **4.1.1 Cleanlines**

Based on observations conducted by researchers regarding the application of the CHSE Protocol in the aspect of cleanliness, the management of Aston Braga Hotel and Residence has implemented cleanliness in all areas such as the lobby area, front office, public area and guest room, namely by implementing a hand washing area equipped with hand washing soap or hand sanitizers for both guests and hotel employees so that the area is always clean from germs and bacteria of public facilities along with the guidelines that are installed in the hotel area to meet the cleanliness aspect. Following are the documentation results of the application of the cleanliness aspect at the Aston Braga Hotel and Residence.

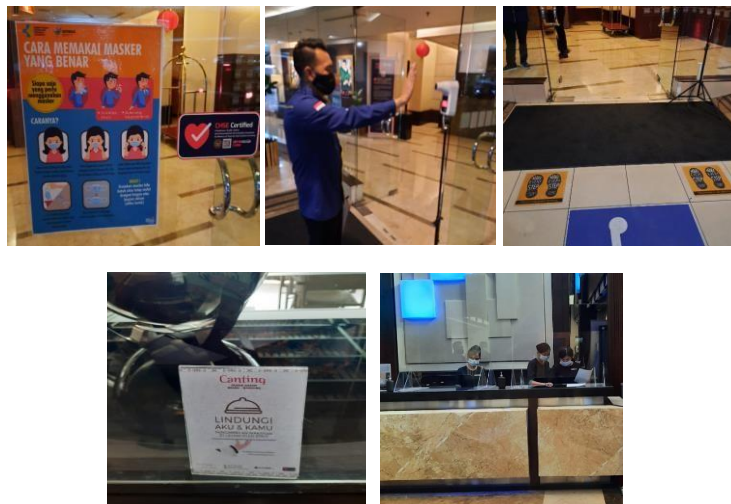
Figure 1. Implementation of cleanliness at Aston Braga Hotel and Residence



#### Health

Based on observations carried out by researchers regarding the implementation of the CHSE Protocol in the health aspect, the management of Aston Braga Hotel and Residence is trying to maintain the health of hotel guests and employees by implementing policies related to health protocols, several activities that have become a focus such as procedures for mandatory wearing masks in the hotel area. then check the body temperature at the entrance for guests and employees in the entrance area, then There are several signs that are easily visible about maintaining the queue distance at check-in, giving partitions or dividers between employees and guests in the Front Office, the maximum sign for elevator users, seating layout when in the restaurant is only limited to 2 people. This minimizes the occurrence of crowds for hotel guests and employees.

Figure 2. Implementation of health aspects at Aston Braga Hotel and Residence



#### 4.1.2 Safety

Based on observations made by researchers regarding the implementation of the CHSE Protocol in the safety aspect, the management of Aston Braga Hotel and Residence is committed to maintaining security and safety for hotel guests and employees in accordance with the applicable CHSE protocol. One way is to prepare procedures in the event of a natural disaster, fire or emergency. The focus of the management is to ensure the safety of guests and employees in the Aston Braga Hotel and Residence area. This form of implementation is carried out by management by installing a map of the location of evacuation routes and gathering points in case of an emergency. The presence of fire extinguishers in each location of the hotel in sufficient numbers, accompanied by instructions for use for hotel employees.

Figure 3. Implementation of safety aspects at Aston Braga Hotel and Residence



**4.1.3 Environment**

Based on observations made by researchers regarding the application of the CHSE Protocol in environmental aspects, the management of Aston Braga Hotel and Residence has made efforts to implement policies in environmental sustainability, with the concept of environmentally friendly within the hotel area. The form of activities carried out is by using bottled water in a dispenser that is placed in the corridor of the hotel room so that if guests want to refill drinks in their room they can use the water in the dispenser so that they can reduce the use of bottled water and reduce plastic waste, then a policy for prohibition. smoking in all areas of the hotel either in the room or in public areas except for the smoking area that has been provided by the hotel, as well as the installation of hotel campaign to save water that installed in all the wastafel in the guest room.

Figure 4. Implementation of environmental aspects at Aston Braga Hotel and Residence



**4.2 Attitudes of guests towards the implementation of the CHSE protocol at Aston Braga Hotel & Residence Bandung**

The following is the calculation result of the recapitulation of filling out the questionnaire regarding the level of guest expectations and the level of performance that has been carried out related to the implementation of the CHSE at Aston Braga Hotel and Residence Bandung, which is 311 respondents so that the percentage of performance suitability is obtained. Researchers divided several areas used by guests such as the entrance area, lobby and front office area, guest room area, restaurant area and public area. The assessment criteria for each attribute are shown in the following table.

**Table 1. Attribute Assessment Criteria**

0.81 - 1.00	Very good
0.66 - 0.80	Good
0.51 - 0.65	Pretty good
0.35 - 0.50	Not good
0.00 - 0.35	Not very good

**Table 2. Guest Attitudes Toward the Implementation of CHSE at Aston Braga Hotel and Residence Bandung**

Entrance Area		Expectancy Level	Performance Level	Interpretation Criteria
No.	Attribute Statement	Yi	Xi	Score Tki
1	Provision of a hand washing area	1467	1378	93.9
2	Check body temperature	1489	1378	92.5
3	Cleaning fluid for guest items	1467	1443	98.4
4	Safety distance special mark	1465	1386	94.6
5	A sign of wearing a mask	1404	1359	96.8
6	No smoking sign	1328	1291	97.2
	Total	8620	8235	95.5

Lobby Area (Front Desk and Concierge)				
7	Provision of hand sanitizers and tissues	1511	1414	93.6
8	Safe distance from reception with divider	1522	1312	86.2
9	Providing CHSE information by officers	1460	1235	84.6



10	Provision of medical conditions and travel history forms	1291	1208	93.6
11	Providing information for evacuation routes	1303	1286	98.7
	Total	7087	6455	91.1

Guest Room Area				
12	Provision of hand sanitizers	1391	1312	94.3
13	The condition of the toilet and room is clean and hygienic	1522	1332	87.5
14	Trash can	1479	1242	84.0
15	Guidelines are available for evacuation routes	1430	1359	95.0
16	Availability of green hotel campaign	1434	1318	91.9
	Total	7256	6563	90.4

Area Restaurant				
17	Officers use masks and hand gloves	1498	1249	83.4
18	There is a safe distance from the officer	1474	1281	86.9
19	There is a seating arrangement of 1 metre	1489	1214	81.5
20	Menus can be accessed by cellphone	1413	1227	86.8
21	Provision of hand sanitizers in the restaurant area	1434	1252	87.3
22	The toilet is hygienic and clean	1479	1079	73.0
23	Providing evacuation route guidance	1391	1341	96.4
24	There is a designated smoking area	1193	1163	97.5
25	A fire extinguisher is available	1273	1063	83.5
	Total	12644	10869	86.0

Public Areas and Hotel Facilities				
26	Guidelines for using facilities	1291	1220	94.5
27	Provision of soap / hand sanitizer	1333	1273	95.5
28	Giving special mark on the lift for a safe distance	1378	1355	98.3
29	Seating arrangements with a safe distance	1458	1378	94.5
30	Waste trash in a closed state	1153	1100	95.4
31	Toilets are clean and hygienic	1489	1188	79.8
32	Providing evacuation route guidance	1156	1083	93.7
33	Provision of a special smoking area	1193	1163	97.5
34	A fire extinguisher is available	1263	1117	88.4
	Total	11714	10877	92.9
	Result	<b>47321</b>	<b>42999</b>	<b>90.9</b>

Based on the results of the questionnaire data processing, the next step is to calculate the suitability level of all attributes using the formula below this:

$$Tki = \frac{\sum Xi \times 100\%}{\sum Yi}$$

$$Tki = \frac{42,999 \times 100\%}{47,321}$$

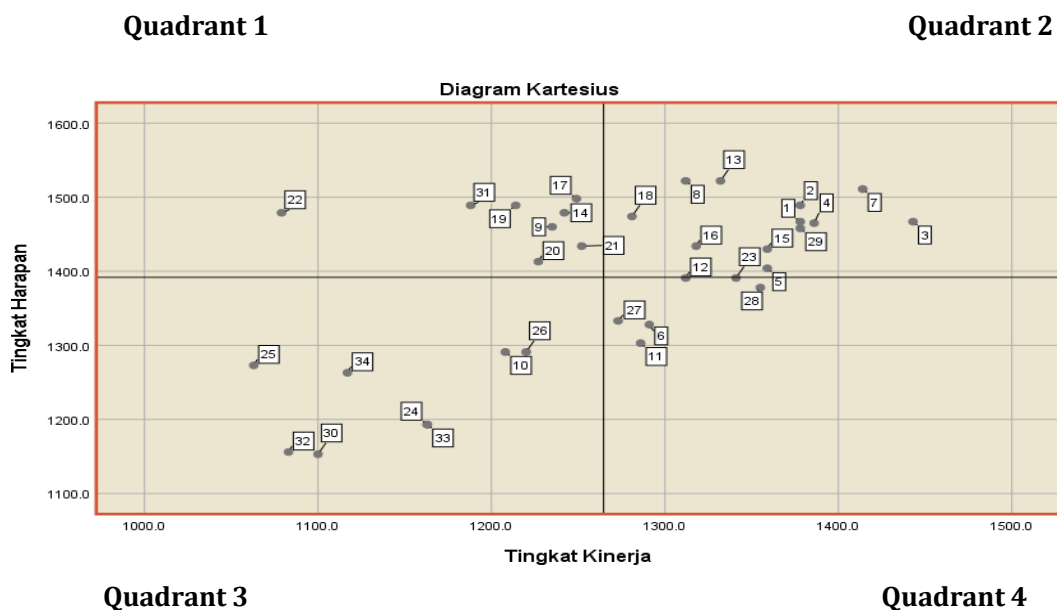
$$= 90,9\% \text{ or } 0.909$$

According to the calculation results *Customer Satisfaction Index* When viewed from the level of performance and the level of expectation that guests stay with regarding the implementation of CHSE at the Aston Braga Hotel and Residence by looking at the assessment attributes of the various areas visited by guests and the attribute assessment criteria, the CHSE application is classified as VERY GOOD criteria, score 90.9 % or 0.909.

### 4.3 Important Performance Analysis Matrix

The next step is based on the results regarding the gap between the level of performance and the level of guest expectations regarding the implementation of the CHSE at the Aston Braga Hotel and Residence, which is integrated into the Important Performance Analysis using SPSS software in the Cartesius diagram as follows.

Figure 1. Cartesius Diagram IPA



Based on the Cartesius diagram above, the results of the gap analysis per attribute can be divided into four quadrants, namely:

1. Square 1 (Top Priority)

In the quadrant analyze what attributes have a high level of importance and a low level of satisfaction. The attributes that fall into this quadrant are:

(22) Toilet in restaurant area, (31) Toilets in public areas, (19) Seating arrangements in restaurant areas, (9) Providing health information in the lobby area, (17) Application of buffets in the restaurant area, (20) List of menu, (14) Trash bin in the guest room area. The current condition is not satisfactory for guests, so the hotel has an obligation to improve the application of some of these attributes.

2. Squared 2 (Maintain Achievement)

In the quadrant to analyze what attributes have a high level of importance and a high level of satisfaction. The attributes included in this quadrant are:

(21) Provision of hand washing facilities in restaurants, (18) Safe distance by staff, (8) Safe distance by the reception FO, (13) Clean bathroom and hygiene in the Lobby, (16) Environmental campaign in the guest room area, (12) Provision of liquid soap and hand sanitizer in guest rooms, (23) Evacuation routes in the restaurant area, (5) Policy for wearing masks in the entrance area, (15) Provision of evacuation routes in guest rooms, (1) Provision of hand washing soap at the entrance to the hotel, (2) Provision of body temperature checks at the entrance, (4) Signing of safety distance at the entrance area, (29) Granting of seating positions in restaurants, (7) Reception desk equipped with hand sanitizer in the lobby, (3) Provision of disinfectant for guest items at the entrance. The current condition of the hotel has an obligation to be able to maintain the application of some of these attributes.

3. Squares 3 (Low Priority)

In the quadrant analyze what attributes have a low level of importance and a low level of satisfaction. The attributes that fall into this quadrant are:

(25) Provision of fire extinguishers in restaurants, (32) Provision of directions for evacuation routes in public areas, (30) Provision of adequate trash bins in public areas, (34) Provision of fire extinguishers in public areas, (24) Provision of a smoking area in the restaurant area, (33) Provision of smoking areas in public areas, (10) Procedure for guest travel history and health conditions in the Lobby area, (26) Guidelines for the use of facilities in public areas. The current condition of the hotel does not need to think about this attribute because it is not a problem for guests so it is not a priority but must still be considered.

4. Squared 4 (Excessive)

In the quadrant analyze what attributes have a low level of importance and a high level of satisfaction. The attributes that fall into this quadrant are:

(27) Provision of hand soap in public areas, (6) Prohibition of smoking at the entrance, (11) Provision of gathering points in the lobby area, (28) Adjustment of the standing position on the lift. The current condition of the hotel needs to pay attention to this attribute by maintaining the standard.

**5. Conclusions and suggestions**

Based on field observations related to the implementation of the CHSE at Aston Hotel and Residence Bandung, the researchers will conclude as follows:

1. The management of Aston Braga Hotel and Residence in its implementation has a high commitment to services in the new normal period for guests who come due to the Covid -19 Pandemic, this is evidenced by obtaining the CHSE Certification conducted by BNSP and the Ministry of Tourism and Creative Economy with a number I Do Care Certificate: IL.04.02 / 3780 / MK / 2020 on November 30, 2020 in the SATISFACTORY category.
2. The provision of facilities and infrastructure related to the implementation of the CHSE in the Aston Braga Hotel and Residence area is adequate for guests who will stay, starting from the hotel entrance area, lobby and front office area, guest room area, restaurant area and public area. With this step, it provides assurance for guests who come to feel safe, comfortable and healthy so that they do not hesitate to stay so that it will directly increase tourism growth during the Covid-19 pandemic, especially domestic tourists in traveling to Bandung and staying at the Aston Braga Hotel. and Residence Bandung.
3. Based on the results of the assessment score of the level of conformity between expectations and performance for guests of 90.8% of the implementation of the CHSE in the Aston Braga Hotel and Residence area, it belongs to the VERY GOOD criteria. So that guests feel that the provision of facilities and infrastructure carried out by the management has a high commitment in providing a sense of security, clean and healthy comfort when they visit. With this CHSE certification activity, it is hoped that it can build trust in the community that the Indonesian tourism industry will rise again in the future.

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