

THE EFFECT OF HOUSEKEEPING PERFORMANCE ON GUEST SATISFACTION AT GRAND ROCKY HOTEL BUKITTINGGI

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ABSTRACT

This study aims to examine the effect of housekeeping service performance on guest satisfaction at the Grand Rocky Hotel in Bukittinggi. A quantitative approach using an associative method was employed, involving 100 respondents selected through incidental sampling from guests staying at the hotel between August 2025 and January 2026. Data were collected using a validated and reliable questionnaire and analyzed using descriptive statistics, the Respondent Achievement Level (RAL), simple linear regression, the coefficient of determination (R^2), and the t-test using IBM SPSS Version 25. The results of the study indicate that housekeeping performance has a positive and significant effect on guest satisfaction, as shown by the regression equation $Y = 9.894 + 0.503X$, an F-value of 77.398, and a significance level of 0.000 ($p < 0.05$). The coefficient of determination (R^2) of 0.441 indicates that housekeeping performance explains 44.1% of the variance in guest satisfaction, while the remaining 55.9% is influenced by other factors. These findings suggest that maintaining and improving the quality of housekeeping performance can be an effective strategy for enhancing guest satisfaction and loyalty.

ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh kinerja layanan kebersihan terhadap kepuasan tamu di Grand Rocky Hotel Bukittinggi. Pendekatan kuantitatif dengan metode asosiatif digunakan, yang melibatkan 100 responden yang dipilih melalui pengambilan sampel insidental dari tamu yang menginap antara Agustus 2025 hingga Januari 2026. Data dikumpulkan menggunakan kuesioner yang telah divalidasi dan dapat diandalkan serta dianalisis menggunakan statistik deskriptif, Tingkat Pencapaian Responden (TCR), regresi linier sederhana, koefisien determinasi (R^2), dan uji-t dengan IBM SPSS Versi 25. Hasil penelitian menunjukkan bahwa kinerja housekeeping memiliki pengaruh positif dan signifikan terhadap kepuasan tamu, sebagaimana ditunjukkan oleh persamaan regresi $Y = 9,894 + 0,503X$, nilai F sebesar 77,398, dan tingkat signifikansi 0,000 ($p < 0,05$). Koefisien determinasi (R^2) sebesar 0,441 menunjukkan bahwa kinerja housekeeping menjelaskan 44,1% varians dalam kepuasan tamu, sedangkan sisanya sebesar 55,9% dipengaruhi oleh faktor-faktor lain. Temuan ini menunjukkan bahwa mempertahankan dan meningkatkan kualitas kinerja housekeeping dapat menjadi strategi yang efektif untuk meningkatkan kepuasan dan loyalitas tamu.

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1. INTRODUCTION

The tourism industry is a combination of various sectors that provide goods and services including accommodations, transportation, and entertainment which has now evolved into a digital ecosystem or “smart tourism” by leveraging technologies such as Artificial Intelligence and massive amounts of data to create more personalized travel experiences (Buhalis, 2022). The hospitality industry is one of the key sectors supporting tourism development, including in the city of Bukittinggi, which is one of the most popular tourist destinations in West Sumatra, boasting significant natural, culinary, and cultural attractions; therefore, tourists require hotel accommodations during their stay there.

One of the key aspects of hotel operations is the Housekeeping Department, which is responsible for the cleanliness, tidiness, completeness, and aesthetics of guest rooms, public areas, and internal work spaces. The performance of housekeeping staff directly contributes to guest comfort and the hotel’s image, as employee performance reflects the quality and quantity of work achieved in accordance with their assigned responsibilities (Mangkunegara, 2004). Good performance by the housekeeping staff significantly influences guests’ decisions when choosing a hotel to stay at over other hotels..

The Grand Rocky Hotel Bukittinggi is a 4-star hotel in downtown Bukittinggi with 144 guest rooms that is easily accessible to tourists. Based on the researcher’s observations during an internship from August 1, 2025, to January 31, 2026, negative comments regarding cleanliness were still found, corroborated by customer reviews on the Agoda and Booking.com platforms. These included complaints about stains and holes in the sheets, unclean bathrooms, air conditioners that did not cool properly, and staff who were unfriendly and unresponsive. These various complaints indicate a gap between the actual performance of employees on the ground and the service standards expected by guests, particularly regarding the implementation of

the Housekeeping Standard Operating Procedures (SOP).

Based on these issues, this study aims to analyze the performance of housekeeping staff, determine the level of guest satisfaction, and analyze the extent to which housekeeping performance influences guest satisfaction at the Grand Rocky Hotel in Bukittinggi. Previous research by Fouad, Hussein, and Attia (2013) showed that housekeeping performance has a significant effect on guest satisfaction at resort hotels, while Alamsyah and Aprilliyani (2024) demonstrated that front office department performance also has a positive effect on guest satisfaction. These studies underscore the importance of employee performance in shaping guest satisfaction; therefore, this study aims to reinforce these findings in the context of the Housekeeping Department at the Grand Rocky Hotel Bukittinggi.

2. METHOD

This study employs a quantitative approach using an associative method to determine the effect of housekeeping performance (variable X) on guest satisfaction (variable Y) at the Grand Rocky Hotel in Bukittinggi. The study was conducted from April to June 2026. The study population consisted of all rooms sold at the Grand Rocky Hotel Bukittinggi during the period from August 2025 to January 2026, totaling 14,026 rooms. The sample was determined using a non-probability sampling technique with incidental sampling, namely guests whom the researcher happened to encounter and deemed suitable as data sources based on the criteria. The sample size was calculated using the Slovin formula with a 10% margin of error, resulting in a minimum sample size of 100 respondents.

Data were collected through direct observation and a closed-ended questionnaire using a 1–5 Likert scale, consisting of 15 statements regarding the Housekeeping Performance variable (indicators

include: work quality, work quantity, timeliness, effectiveness, and independence) as well as 10 statements related to the Guest Satisfaction variable (indicators include: expectations, performance, comparisons, and experience). Before implementation, the measurement tool was pilot-tested on 30 respondents to evaluate its validity and reliability. The validity test results showed that all items for both variables were valid (calculated $r >$ table r of 0.361), while the reliability test results showed a Cronbach's Alpha value of 0.948 for the Housekeeping Performance variable and 0.914 for the Guest Satisfaction variable, both of which fall into the very high category

Research Procedures

1. Determine the research objects, variables, population, and sample using incidental sampling..
2. Developing research instruments based on the indicators of the Housekeeping Performance (X) and Guest Satisfaction (Y) variables using a Likert scale.
3. Validate the instrument by conducting validity and reliability tests to ensure the quality of the questionnaire.
4. Collecting data through the distribution of questionnaires, supplemented by direct field observations.
5. Processing and analyzing data using SPSS version 25 through tabulation, descriptive analysis, and inferential analysis
6. Draw conclusions based on the results of the analysis and statistics regarding the impact of housekeeping performance on guest satisfaction.

Teknik Analisis Data

1. Descriptive statistical analysis
2. Analysis of the respondents' achievement level (TCR)
3. Validity Test
4. Normality Test (Kolmogorov-Smirnov)
5. Homogeneity and Linearity Tests

6. Simple linear regression test
7. Hypothesis testing
8. Coefficient of determination (R^2) test

3. Results and Discussion

A. Research Results

Description of Research Variables

Descriptive analysis was conducted to examine the general overview of respondents' answers regarding the Housekeeping Performance (X) and Guest Satisfaction (Y) variables. The results of the data analysis are presented in Table 1 below:

Table1 : Descriptive Statistics of Research Variables.

Statistik	Housekeeping Performance	Guest Satisfaction
N (valid)	100	100
Mean	63,80	41,98
Median	63,00	42,50
Std. Deviation	5,135	3,887
Minimum	45	28
Maximum	75	50

The average score for the Housekeeping Performance variable is 63.80 (equivalent to 4.25 on an interval scale), indicating that Housekeeping performance falls into the "very good" category. Based on the Respondent Achievement Level (RAL), all performance indicators—namely, work quality, work quantity, timeliness, effectiveness, and independence—fall into the "very good" category, with the independence indicator receiving the highest rating (a score of 4.42 on the item regarding taking the initiative to ensure room cleanliness before handing it over to guests). This indicates that housekeeping staff are able to work proactively and independently in accordance with the hotel's service standards.

Meanwhile, the average score for the Guest Satisfaction variable was 41.98 (equivalent to 4.20 on an interval scale), which also falls into the "very good" category. All guest satisfaction indicators expectations, perceived performance, comparison, and experience fell into the good to very good

categories, with the highest score on the item regarding guests' willingness to stay again and recommend the hotel to others (score of 4.32). These findings indicate that the housekeeping services provided have been able to meet and even exceed guests' expectations during their stay.

Analysis Prerequisite Tests

Before testing the hypotheses, normality, homogeneity, and linearity tests were first conducted on the research data. The test results are presented in Table 2 below:

Table2 : Results of the Assumptions Test for Analysis

Test	Significance Value	Interpretation
Normality (Kolmogorov Smirnov)	0,013	The residual data are normally distributed
Homogeneity (Levene)	0,410	The data are homogeneous
Linearitas (Deviation from Linearity)	0,712	There is a significant linear relationship

The results of the normality test indicate that the residual data for the Housekeeping Performance and Guest Satisfaction variables are normally distributed. The results of the homogeneity test indicate a significance value of 0.410 (> 0.05), which means the data come from populations with equal variances. The results of the linearity test show a significance value of 0.712 (> 0.05), which proves the existence of a significant linear relationship between Housekeeping Performance (X) and Guest Satisfaction (Y), thus meeting the requirements to proceed to simple linear regression analysis.

The Effect of Housekeeping Performance on Guest Satisfaction

Hypothesis testing was conducted using simple linear regression analysis to measure the impact of Housekeeping Performance (X) on Guest Satisfaction (Y). The results of this analysis are presented in Tables 3 and 4 below::

Table3 : Results of the Simple Linear Regression Test (F-Test))

Model	F	Sig.
Regression	77,398	0,000

Table 1 Koefisien Regresi dan Koefisien Determinasi

Parameter	Value
Konstanta (a)	9,894
Regression Coefficient (b)	0,503
t-value	8,798
Significance	0,000
Correlation Coefficient (R)	0,664
Coefficient of Determination (R ²)	0,441 (44,1%)

Based on the analysis results, the following simple linear regression equation was obtained:

$$Y = 9,894 + 0,503X$$

An F-value of 77.398 with a significance level of 0.000 (< 0.05) indicates that the regression model of the Housekeeping Performance variable makes a significant contribution to the Guest Satisfaction variable. The regression coefficient (b) of 0.503, which is positive, indicates that a one-unit increase in Housekeeping Performance will increase Guest Satisfaction by 0.503 units, assuming all other variables remain constant. The t-test results yielded a calculated t-value of 8.798 with a significance level of 0.000 (< 0.05), so hypothesis H1 is accepted and H0 is rejected, meaning there is a positive and significant effect of Housekeeping Performance on Guest Satisfaction at the Grand Rocky Hotel Bukittinggi

The coefficient of determination (R²) value of 0.441 indicates that the Housekeeping Performance variable explains 44.1% of the variation in Guest Satisfaction, while the remaining 55.9% is influenced by other factors outside the scope of this study, such as the performance of other departments (front office, food and beverage, engineering), hotel facilities, room rates, location, and the hotel's overall atmosphere and comfort. The correlation

coefficient (R) of 0.664 indicates a positive and moderately strong relationship between the two variables, meaning that the higher the Housekeeping Performance, the higher the Guest Satisfaction.

B. Discussion

The findings of this study indicate that housekeeping performance plays a significant role in shaping guest satisfaction at the Grand Rocky Hotel in Bukittinggi. The quality of work—reflected in the meticulousness and sense of responsibility of the housekeeping staff in maintaining room cleanliness, the quantity of work in meeting room-cleaning targets, punctuality in preparing rooms and responding to guest requests, work effectiveness in accordance with SOPs, and the staff's ability to work independently without constant supervision—collectively contributes to a positive guest experience. These results align with Yulianto's (2020) theory, which states that employee performance is measured by quality, quantity, timeliness, effectiveness, autonomy in carrying out tasks.

These findings are also consistent with the research by Fouad, Hussein, and Attia (2013), which showed that housekeeping performance has a significant effect on guest satisfaction at resort hotels, where improving the quality of housekeeping services through training can enhance employee efficiency and hospitality, thereby impacting guest satisfaction and loyalty. Furthermore, the results of this study are also consistent with research conducted by Alamsyah and Aprilliyani (2024), which shows that the performance of the Front Office Department has a positive and significant effect on guest satisfaction, with a contribution of 56.8%, thereby confirming that employee performance across various hotel operational departments consistently serves as a key determinant of guest satisfaction..

Theoretically, the results of this study support Oliver's (2010) Expectancy Disconfirmation Model, which states that guest satisfaction is

formed by comparing expectations with perceived performance. When guests' perceived housekeeping performance meets or even exceeds their expectations, positive disconfirmation occurs, resulting in high guest satisfaction, as indicated by the Guest Satisfaction TCR score of 4.20 (excellent category) in this study. Therefore, the Grand Rocky Hotel Bukittinggi needs to continue maintaining and improving its housekeeping performance, particularly in ensuring consistent room cleanliness and responsive service, in order to strengthen guest satisfaction and loyalty in the future

4. Conclusion

Based on the results of the research and discussion conducted, it can be concluded that guest satisfaction at the Grand Rocky Hotel Bukittinggi is generally in the "very good" category, with an average score of 41.98 or 4.20, supported by "very good" performance on the indicators of expectations, performance, comparison, and experience. Housekeeping performance also falls into the "very good" category with an average score of 63.80 or 4.25, with the autonomy indicator receiving the highest rating, indicating that housekeeping staff are able to work proactively and take initiative in meeting guest needs in accordance with the hotel's service standards.

The results of the simple linear regression analysis show that Housekeeping Performance has a positive and significant effect on Guest Satisfaction, with the regression equation $Y = 9.894 + 0.503X$, an F-value of 77.398, and a significance level of 0.000 ($p < 0.05$). The coefficient of determination (R^2) of 0.441 indicates that Housekeeping Performance accounts for 44.1% of the variation in Guest Satisfaction, while the remaining 55.9% is influenced by other factors outside the scope of this study. These findings underscore the importance of maintaining and improving the quality of housekeeping performance particularly regarding room cleanliness, timeliness of service, and staff

friendliness as a strategy to enhance guest satisfaction and loyalty at the Grand Rocky Hotel Bukittinggi.

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