

Effectiveness of Room Boy's performance in Optimizing Room Service Quality at Artotel Hotel Semarang

Aditya Agung Permana^{1*}, Krisnawati Setyaningrum Nugrahen³, Nina Mistriani²

Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia (STIEPARI)^{1,2,3}, Semarang, Indonesia

adityagunggg@gmail.com¹, krisnawati.setyaningrum@stiepari.ac.id²,

ninamistriani.stiepari@gmail.com³

Informasi Artikel	Abstract
E-ISSN : 3026-6874 Vol: 2 No: 7 Juli 2024 Page : 219-229	<i>This study is intended to analyze the effectiveness of managing room boy works directly on optimizing the quality of room service in Artotel Hotel Semarang. In the hotel industry, quality room service is characterized as one of the critical factors that has an impact on the level of guest satisfaction and customer loyalty. The room boys are an integral part of the hotel operations and are responsible for ensuring rooms are clean, tidy, and ready so that guests always feel comfortable and accommodated in a beautiful environment. This study employs the qualitative approach of research types using data collection techniques through direct observation, in-depth interviews with room boys and hotel management as well as guest satisfaction surveys. The findings indicate that the good work performance of the room boy has a great influence on providing high-quality robust service. It was concluded that trained room boys have high motivation and when they are provided with proper tools and materials good room service is possible. In this case, the room boy's performance can be enhanced by hotel management to ensure that they provide frequent training, and work facilities as well as proper and fair assessment and appreciation to the subordinates. It is the finding of this research that room boy work optimization can be done through training, management, and productivity-oriented assessments.</i>
Keywords: Work Effectiveness Room Service Quality Guest Satisfaction	

Abstrak

Penelitian ini bertujuan bertujuan untuk menganalisis efektivitas kinerja *room boy* secara langsung dalam mengoptimalkan kualitas layanan kamar di Artotel Hotel Semarang. Dalam industri perhotelan, layanan kamar yang berkualitas merupakan salah satu faktor kritis yang berdampak pada tingkat kepuasan tamu dan loyalitas pelanggan. *Room boy* merupakan bagian integral dari operasional hotel dan bertanggung jawab untuk memastikan setiap kamar menjadi bersih, rapih dan siap sehingga tamu selalu merasa nyaman dan terakomodasi dalam lingkungan yang baik. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui observasi langsung, wawancara mendalam dengan *room boy* dan manajemen hotel, serta survey kepuasan tamu. Hasil menunjukkan, bahwa kinerja yang baik dari *room boy* memiliki pengaruh besar dalam memberikan layanan berkualitas. Selain itu, *room boy* yang terlatih memiliki motivasi tinggi dan dengan dukungan alat dan bahan yang sesuai dapat menghasilkan layanan kamar yang baik pula. Selanjutnya, kinerja *room boy* dapat ditingkatkan oleh manajemen hotel melalui pelatihan-pelatihan, pemenuhan fasilitas dan equipments, serta penilaian dan pemberian apresiasi yang sesuai dan adil kepada karyawan. Oleh sebab itu, penelitian ini menunjukkan bahwa optimalisasi pekerjaan *room boy* dapat dilakukan melalui pelatihan, manajemen dan penilaian yang berorientasi pada produktivitas.

Kata Kunci : Work Effectiveness; Room Service Quality; Guest Satisfaction

INTRODUCTION

In the hotel industry, quality room service is a crucial aspect that determines the level of guest satisfaction and customer loyalty (Wowiling et al., 2019). Good room service not only reflects the hotel's image but is also a determining factor in providing a pleasant experience for guests. Room boys, as part of housekeeping, play a vital role in ensuring that each room remains in a clean, comfortable, and ready-to-use condition. Therefore, the effectiveness of room boy work is the main focus in efforts to optimize the quality of room service (Warmadi & Arifin, 2023)

Various studies have highlighted the importance of the role of housekeeping in the hotel industry. According to Patiar and Mia (2009), the performance of housekeeping staff, including room boys, has a direct correlation with the level of guest satisfaction (Sugiman, 2021). This study emphasizes that proper training and high motivation can improve the performance of housekeeping staff, which ultimately has a positive impact on the quality of room service (Majid et al., 2021). Lockyer also revealed that hotel room cleanliness is one of the main factors influencing guests' decisions to return to stay at the same hotel (Hidayat, 2023). In this context, the room boy has a big responsibility to ensure the cleanliness and comfort of the room, which not only guest satisfaction but also the overall reputation of the hotel. According to Tsang and Qu, good management and continuous training for housekeeping staff are the keys to achieving high hygiene standards (Hidayat, 2023). They emphasize that hotels that invest in employee training and development tend to get positive feedback from guests, which then increases hotel occupancy rates and revenue.

This research is not only for Artotel Hotel Semarang but also for the hotel industry in general. By identifying the factors that influence the effectiveness of room boy work, hotels can design more effective strategies to improve the quality of room service. This will increase guest satisfaction, reduce the level of complaints, and increase customer loyalty. Additionally, this research provides insight into the importance of investing in employee training and development. By providing appropriate training and adequate work facilities, hotels can improve operational efficiency and service quality, which are important elements for business sustainability (Hia et al., 2023). This research can also be used as a guide for other hotels wishing to improve the performance of their housekeeping staff.

Room service quality is one of the main indicators of guest satisfaction in the hotel industry. Guests expect rooms that are clean, comfortable, and equipped with well-functioning facilities. Kim et al. (2011) show that room cleanliness is the factor that has the most influence on guest satisfaction, followed by bed comfort and availability of facilities (Wijoyo, 2023). Poor room service can cause guest dissatisfaction and harm online reviews, which greatly affects a hotel's reputation (Ihwandi & Sukmana, 2022). Therefore, ensuring that the room boy works effectively and efficiently in maintaining the cleanliness and tidiness of the room is very important.

Room boys have a big responsibility in maintaining the cleanliness and tidiness of hotel rooms. Their duties include cleaning rooms, changing linens and towels, refilling toiletries, and ensuring all equipment and facilities in the rooms function properly. It was explained that high workloads and a lack of adequate tools and materials can affect room boy performance and, ultimately, the quality of room service (Rahmayanti, 2017). Apart from that, effective communication between the room boy and hotel management is also very important. Management should ensure that room boys have a clear understanding of expected hygiene standards and provide regular feedback to improve their performance.

Employee training and development is an important investment for hotels that want to improve the quality of room service. According to (Wahyuningsih, 2019), effective training can improve employees' skills and knowledge, which in turn improves their performance. Training should cover technical aspects such as cleaning techniques and equipment use, as well as non-technical aspects such as communication with guests and time management. A study by (Panggabean et al., 2023) shows that continuous training not only improves employee performance but also job satisfaction and employee retention. Hotels that invest in employee training tend to see improvements in service quality and guest satisfaction.

An objective and fair performance appraisal system is essential to motivate employees and ensure consistent service quality. According to research (Palguna & Utari, 2020), performance appraisals that are transparent and based on clear indicators can help employees understand the expected standards and provide constructive feedback. Apart from performance appraisal, appreciation and rewards also play an important role in motivating employees. (Suryani, 2022) in his research revealed that awards and recognition for good performance can increase employee motivation and job satisfaction, which ultimately has a positive impact on the quality of services provided.

Artotel Hotel Semarang, the subject of this research, is a hotel that is famous for its unique art concept and quality service. The hotel is committed to providing an extraordinary experience for guests

through high-quality room service. However, to continue to improve service quality, this hotel needs to evaluate and optimize the performance of room boys. Through this research, it is hoped that effective strategies and approaches can be found to improve the performance of room boys at Artotel Hotel Semarang. This research will explore how training, management, and performance appraisal systems can be implemented effectively to achieve high room service standards.

Research on the effectiveness of room boy works in optimizing the quality of room service at Artotel Hotel Semarang is very important to increase guest satisfaction and the sustainability of the hotel business. By identifying the factors that influence room boy performance and designing appropriate strategies, hotels can improve the quality of room service and, in turn, reputation and customer loyalty. Investment in employee training and development, an objective performance appraisal system, and supportive management are the keys to achieving optimal room service (Subyantoro et al., 2022). It is hoped that this research will provide valuable insight for Artotel Hotel Semarang and other hotels in their efforts to improve the quality of their room services.

METHOD

This research uses a qualitative approach to evaluate the effectiveness of room boy works in optimizing the quality of room service at Artotel Hotel Semarang. A qualitative approach was chosen because it allows researchers to gain an in-depth understanding of the work processes, experiences, and views of research subjects through direct interaction (Haryono, 2020). Data collection was carried out through three main techniques: participant observation, in-depth interviews, and document analysis.

Participatory observation was carried out by researchers taking part in the daily activities of room boys to observe directly how they carry out their tasks, their interactions with guests and co-workers, as well as their working conditions. Through this observation, researchers were able to identify the obstacles faced by room boys in carrying out their duties and the factors that influenced their work effectiveness.

In-depth interviews were conducted with room boys, housekeeping managers, and several hotel guests. Interviews with room boys aim to explore their understanding of the expected service standards, the training they have received, and the challenges they face in their daily work. The interview with the housekeeping manager aims to understand the policies and procedures implemented by the hotel in maintaining the quality of room service as well as the efforts made to improve the performance of room boys. Meanwhile, interviews with hotel guests aim to measure their level of satisfaction with the room services provided (Thungasal & Siagian, 2019)

In addition, document analysis was carried out on various relevant documents such as work procedure manuals, performance reports, and guest satisfaction survey results. This document analysis aims to understand the operational standards implemented by hotels and how these standards are measured and evaluated.

Data obtained from observations, interviews, and document analysis were analyzed using thematic analysis techniques. This analysis involved the process of coding data, identifying key themes, and interpreting findings to develop a comprehensive understanding of the effectiveness of room boy work. The results of this analysis are then used to formulate practical recommendations for Artotel Hotel Semarang to improve the quality of room service by optimizing room boy performance.

RESULTS AND DISCUSSION

The research results show that the effectiveness of room boy work has a significant impact on the quality of room service at Artotel Hotel Semarang. In this research, several key factors that influence room boy performance and room service quality have been identified. These factors include good training, high motivation, availability of adequate work tools and materials, and support from hotel management.

1. Employee Training and Development

Good and continuous training is a key element in improving room boy performance. This research found that room boys who receive regular training tend to be more skilled in carrying out

their duties, better understand the expected hygiene standards, and can provide better service. Training not only covers technical aspects such as cleaning techniques and use of equipment but also non-technical aspects such as communication with guests and time management (Hidayah & Octaviany, 2023)

The room boys involved in this research stated that the training they received was very helpful in increasing the efficiency and effectiveness of their work. They feel more confident and competent in carrying out their duties, which in turn has a positive impact on the quality of room service.

2. Motivation and Job Satisfaction

High motivation among room boys also plays an important role in ensuring the quality of room service remains optimal (Wigati & Kuswiyata, 2022). The interview results showed that room boys who felt appreciated and received recognition for their hard work tended to be more motivated to work well. A fair assessment and appreciation system from hotel management is very helpful in increasing employee motivation and job satisfaction.

Hotel management at Artotel Hotel Semarang has implemented several strategies to motivate employees, including providing incentives, rewards for good performance, and career development. This strategy has proven effective in improving room boy performance and the quality of room service provided to guests.

3. Availability of Work Tools and Materials

The availability of adequate work tools and materials is also an important factor in determining the effectiveness of room boy work (Kadarisman, 2019). A room boy equipped with efficient cleaning equipment and high-quality materials can work faster and produce better results. On the other hand, a lack of work tools and materials can hinder their performance and reduce the quality of room service. This research found that Artotel Hotel Semarang has made the right investment in providing the work tools and materials needed by room boys. This not only makes their job easier but also ensures that the standard of room cleanliness remains high.

4. Management Support

Hotel management has an important role in creating a supportive work environment for room boys. This support includes providing complete work facilities, regular training, as well as a fair assessment and appreciation system. Management that is proactive and responsive to employee needs can improve room boy performance and, ultimately, the quality of room service.

The room boys interviewed in this research stated that they felt supported by management in carrying out their duties. They appreciate management's openness in receiving input and providing solutions to the problems they face. This support gives them additional motivation to work better and provide optimal room service.

5. Room Boy Performance Optimization

Optimizing room boy performance can be achieved through a combination of effective training, supportive management, and objective performance assessment (Maristy & Murni, 2021). This research shows that investment in human resources and adequate work facilities is very important to improve the quality of room service at Artotel Hotel Semarang. Continuous training that is relevant to work needs, supported by caring and responsive management, as well as a transparent and fair assessment system, can create a conducive work environment for room boys to provide the best service. In this way, the quality of room service can continue to be improved, which will ultimately increase guest satisfaction and the hotel's reputation.

Research Implication

The implications of this research indicate that improving the quality of room service at Artotel Hotel Semarang can be achieved with appropriate investment in human resources and work facilities. Hotels need to continue to invest in employee training and development, provide adequate work tools and materials, and create a fair and transparent assessment and appreciation system. This research also provides insight that management that is supportive and responsive to employee needs is the key to achieving optimal performance. Management needs to ensure that employees feel appreciated and

supported in carrying out their duties, as well as providing a work environment that is conducive to working.

By applying the findings from this research, Artotel Hotel Semarang can improve the quality of their room service, which in turn will increase guest satisfaction, customer loyalty, and the hotel's reputation. This research can also serve as a guide for other hotels that want to improve the performance of their housekeeping staff through a similar approach.

CONCLUSION

This research concludes that the effectiveness of room boy work greatly influences the quality of room service at Artotel Hotel Semarang. Factors such as good training, high motivation, availability of adequate work tools and materials, and management support all contribute to optimal room boy performance. To achieve high-quality room service, hotels need to invest in employee training and development, provide adequate work facilities, and create a fair assessment and appreciation system. Support from management is also very important in ensuring employees feel valued and supported in carrying out their duties.

This research provides valuable insight for Artotel Hotel Semarang and other hotels in their efforts to improve the quality of room service by optimizing room boy performance. By implementing the right strategies, hotels can improve guest satisfaction, customer loyalty, and their reputation in the hospitality industry.

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