

THE ROLE OF HOUSEKEEPING IN IMPROVING HOTEL SERVICE QUALITY

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Abstrak

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The hospitality industry is a service sector that prioritizes customer satisfaction through quality service. Amid increasingly fierce competition in the hotel business, every hotel is required to provide the best service to ensure guests' comfort and satisfaction. Housekeeping is one of the key departments in hotel operations, responsible for maintaining the cleanliness, tidiness, comfort, and aesthetic appeal of the hotel premises. The quality of service provided by Housekeeping directly influences guest satisfaction levels. This study aims to analyze the role of Housekeeping in improving hotel service quality. The method used in this study is a literature review drawing on various relevant sources. The results of the study indicate that Housekeeping plays a crucial role in creating a clean, comfortable, and safe hotel environment, thereby enhancing guest satisfaction and loyalty. Therefore, improving the competence of Housekeeping staff and implementing proper standard operating procedures (SOPs) are essential for maintaining the quality of hotel service.

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INTRODUCTION

The hospitality industry is a service sector that prioritizes customer satisfaction through quality service. Amid increasingly fierce competition in the hotel business, every hotel is required to provide the best service to ensure guests' comfort and satisfaction. Housekeeping is the department responsible for the cleanliness, tidiness, comfort, and aesthetics of all hotel areas, including guest rooms and public spaces. The cleanliness and comfort of the hotel environment are key factors that influence guests' first impressions and their level of satisfaction during their stay. Guests tend to judge a hotel's quality



based on the condition of the rooms, the cleanliness of the facilities, and the comfort of the environment they experience.

The Housekeeping department plays a vital role in maintaining the hotel's service quality standards. Good Housekeeping performance creates a clean, safe, and comfortable environment, thereby providing guests with a positive stay experience. Conversely, if the hotel's cleanliness and tidiness are not properly maintained, it can lead to complaints that negatively impact guest satisfaction and the hotel's reputation. In addition to maintaining cleanliness and comfort, Housekeeping also plays a role in supporting the smooth operation of the hotel through the proper implementation of standard operating procedures (SOPs). The professionalism, skills, and discipline of Housekeeping staff are key factors in delivering quality service that meets guest expectations.

High-performing employees are able to carry out their duties as assigned, understand how their work relates to that of others, and understand the company's goals. (Sri et al., 2023). In addition, cooperation between Housekeeping and other departments, such as the Front Office, is also essential to support the smooth operation of the hotel. Effective communication between departments can help resolve guest complaints more quickly and effectively, thereby ensuring guest satisfaction. Good performance by housekeeping staff not only impacts the cleanliness and comfort of the hotel but also contributes to increased guest loyalty and a positive image of the hotel in the eyes of the public. In an era of increasingly fierce competition in the hospitality industry, service quality is one of the key factors determining a hotel's success.

Based on the above description, housekeeping plays a very important role in maintaining and improving the quality of hotel service. Therefore, this study was conducted to determine the role of housekeeping in ensuring cleanliness, comfort, and guest satisfaction, thereby supporting the hotel's operational success.

LITERATURE REVIEW

Definition of a Hotel

A hotel is a type of accommodation that provides lodging, food and beverages, and other services to the general public and is managed on a commercial basis. The service a hotel provides to its guests is of the utmost importance because it directly affects the guests' comfort during their stay. Since guests expect the best service a hotel can offer, they may be satisfied or dissatisfied with the service provided. If the service a hotel provides to its guests is good, guests will stay longer or even plan to return for a future stay.

In addition to its primary function as a place to stay overnight, a professionally managed hotel generally provides food and beverage services, entertainment venues, and various other supporting facilities that can be enjoyed by the general public or travelers. The main characteristic of this business is a service system calculated on a daily basis and oriented toward financial profit through guest satisfaction. In line with this, (Tarmoedi, 2007) emphasizes that a hotel is a form of commercially managed accommodation, provided for anyone to obtain lodging services along with food, beverages, and other services.

Definition of the Housekeeping Department

Housekeeping is one of the departments in a hotel responsible for the comfort of all areas of the hotel. One source, (Djohan, 2016), explains that Housekeeping is a

department within a hotel responsible for the cleanliness, tidiness, aesthetics, and comfort of all areas of the hotel, including guest rooms, public areas, and other support areas.

This department is divided into two sections: Room Attendants and Public Areas. Room Attendants are the staff who interact directly with guests and are responsible for cleaning the rooms and ensuring their comfort and appearance. (Cahyono & Suyanto, 2015) Meanwhile, the Public Areas section is responsible for the hotel's common areas, such as the lobby, elevators, hallways, swimming pool, and staircases.

In addition, there are laundry and linen sections responsible for managing the washing and distribution of all hotel linens, such as bed sheets and towels, as well as gardeners and florists who are responsible for enhancing the aesthetics of the environment through plant care and floral arrangements. Through the synergy of all these departments, Housekeeping is able to establish hygienic and aesthetically pleasing service standards for a property.

Definition of Service

Service is defined as any action or activity that one party offers to another; it is essentially intangible and does not result in any transfer of ownership. (Hotel & Lampung, 2020) In the business world, service is one of the key factors that can influence customer satisfaction levels. Good service provides a positive experience for customers, thereby increasing their trust and loyalty toward an organization or company. Therefore, service should not only focus on meeting needs but also on providing comfort, convenience, and satisfaction to those receiving the service.

Definition of Quality

Quality is the level of excellence of a product, service, or process that demonstrates its ability to meet customer needs, expectations, and satisfaction. Quality can encourage customers to build strong relationships with a company. In the long term, these relationships can enable the company to thoroughly understand customers' expectations and needs. (Hotel & Lampung, 2020) . One such example is (Goetsch & Davis, 2006) , which explains that quality is a dynamic condition related to products, services, people, processes, and the environment that meets or exceeds expected standards. (Tjiptono, 2019) states that quality is a combination of the properties and characteristics of a product or service that determine its ability to precisely meet customer needs without defects or process failures.

Challenges Faced by the Housekeeping Department

A common challenge faced by the Housekeeping Department is a heavy workload, especially when hotel occupancy is high, requiring rooms to be cleaned within a limited timeframe. One challenge faced by maintenance staff is the presence of dust on bedheads and tables when staff are preparing rooms. (Putu et al., 2023) . In addition, a lack of cleaning supplies and materials can affect the quality of work performed. Often, the pillowcases used in the rooms are insufficient, causing delays in operational workflow, as room attendants must search for and wait for available pillowcases. (Putu et al., 2023)

Furthermore, according to (Darsono, 2011) , operational challenges in the Housekeeping department generally center on time management issues, limited resources, and interdepartmental coordination. One of the main obstacles that frequently arises is limited room cleaning time, especially during the holiday season or when the hotel's occupancy rate is high. This situation is exacerbated by delays in coordination from the front office regarding the status of guest rooms where guests have checked out, leaving room attendants with very little time to prepare the rooms.

Efforts to Improve Service Quality

The Housekeeping Department can improve service quality by consistently maintaining the cleanliness, tidiness, and comfort of all areas of the hotel in accordance with established standard operating procedures (SOPs). A hotel's physical facilities encompass all aspects that guests can directly see, touch, and experience during their stay, such as room cleanliness, the condition of furnishings, the layout, and other supporting infrastructure. Theories regarding physical facilities emphasize that the quality and physical condition of these facilities have a significant impact on guest satisfaction levels. Therefore, routine maintenance and periodic upgrades of facilities are crucial for maintaining quality standards that meet guest expectations. Meanwhile, non-physical facilities encompass the aspects of service, experience, and interaction that guests perceive during their stay at the hotel. (Swarna & Palembang, 2026)

Efforts to improve service quality through room quality control and the implementation of strict cleaning SOPs are discussed in depth by (Darsono, 2011) . Meanwhile, the important role of training for room attendants in developing their skills, hospitality, and speed of service to ensure guest satisfaction is discussed comprehensively by (Bagyono, 2012) .

RESEARCH METHOD

This study employs a descriptive research method using a literature review approach. The data used were obtained from various sources, such as books, scientific journals, articles, and websites related to housekeeping and hotel service quality. Data collection was conducted through a literature review by reading and analyzing materials relevant to the research topic. The collected data were then analyzed descriptively to obtain information regarding the role of housekeeping in improving hotel service quality.

At this stage, the researcher compiles and writes up the results of the literature review. When compiling and writing the review, it is important to avoid long and confusing words. In writing this article, the researcher used qualitative descriptive analysis. Qualitative descriptive research is a method used to uncover knowledge or theories from previous research through books and national and international journals. During the review process, the researcher identifies similarities, uncovers differences, offers perspectives, summarizes, and synthesizes these elements into new insights. (Waruwu et al., 2023)

RESULT AND DISCUSSION

Based on the literature review conducted, housekeeping plays a crucial role in improving the quality of hotel services. Housekeeping is responsible for maintaining the cleanliness, tidiness, and comfort of hotel areas. Well-maintained cleanliness and comfort can create a positive impression and enhance guest satisfaction during their stay.

In addition to maintaining cleanliness, the Housekeeping department also supports service quality through the implementation of Standard Operating Procedures (SOPs). Activities such as room cleaning, linen changes, and maintenance of hotel facilities are performed regularly to ensure that service standards are maintained. Excellent service from the Housekeeping department can create a comfortable stay and enhance the hotel's image in the eyes of guests.

In practice, the Housekeeping department still faces several challenges, such as a heavy workload when hotel occupancy rates rise, time constraints in preparing rooms,

and a lack of adequate work equipment. Therefore, employee training, oversight of SOP implementation, and the provision of adequate work facilities are necessary to ensure that service quality continues to improve. In this way, the Housekeeping department can make an optimal contribution to guest satisfaction and the hotel's operational success.

In addition to training, ensuring that room amenities are provided on time is also key to the success of Housekeeping operations. Basic necessities such as clean linens and towels must always be available in sufficient quantities on each staff member's trolley before the cleaning process begins. Delays in supplying these items are often the main cause of delays in room preparation, which ultimately leads to complaints from guests who want to check in immediately.

To maintain consistent cleanliness throughout the rooms, the Housekeeping department must implement a double-check mechanism. After the room attendant has finished cleaning and tidying the room according to standards, the housekeeping supervisor must conduct a final inspection before the room's status is changed to "ready for occupancy." This crucial step aims to ensure that no details are overlooked—such as the neatness of the bed and the cleanliness of every corner of the room—in order to provide a perfect stay for guests.

CONCLUSION

Based on the results of the literature review conducted, it can be concluded that the Housekeeping department plays a very important role in improving the quality of hotel service. Housekeeping is not only responsible for maintaining the cleanliness and tidiness of the hotel, but also contributes to ensuring guest comfort and building a positive image for the hotel. High-quality housekeeping service can increase guest satisfaction and support the smooth operation of the hotel as a whole.

Although there are several challenges in implementation—such as a heavy workload and limited work facilities—efforts to improve employee competencies and the consistent application of standard operating procedures (SOPs) can help maintain and improve service quality. Therefore, the Housekeeping department needs to receive proper attention from management so that it can provide optimal service to guests.

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