

## **Intention to Stay in a Hotel Neo Semarang, the Implementation of Hygiene and Sanitation in New Normal**

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**Abstract:** In this new normal time, visitors looking for a hotel look at the cleanliness of the hotel, as well as the cleanliness of the atmosphere, the cleanliness of the building and interior, the cleanliness of the rooms, the application of hygiene and sanitation, and the application of health protocols, in addition to the price. This is important to note, as we must still preserve personal hygiene through out the new normal cycle to avoid contracting the Covid-19 virus. The aim of this research is to show how hygiene and sanitation are applied to intention to stay during the new normal period in Neo Semarang hotels. Data was collected by interviewing the informants in this study, which was done using qualitative methods. Overall, the research findings, specifically the implementation of hygiene and sanitation at the Neo Hotel, are very positive. Hotel Neo applies hygiene and sanitation according to guidelines along with the implementation of strict health protocols so as to reduce the spread of the Covid-19 virus in their hotels.

**Keywords:** Hygiene, Sanitation, Intention to stay, New normal

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### **I. INTRODUCTION**

Hygiene and sanitation are extremely critical in this unfavorable situation or with the Corona virus; we must pay careful attention to our own and our environment's cleanliness. With this pandemic, the hotel must pay close attention to environmental hygiene and sanitation, both inside and outside the building. Because of this strategy, visitors will pay particular attention to the cleanliness of the hotel where they will stay in order to avoid spreading the virus to other guests.

The term hygiene is described as "a science related to health problems and various attempts to preserve or improve health," according to the Indonesian Encyclopedia (1982)[1]. Meanwhile, according to Labensky et al (1994)[2] sanitation is the establishment or maintenance of conditions that can prevent food contamination or the incidence of food-borne diseases. As a result, sanitation leads to more concrete attempts to achieve hygienic standards, which are manifested in field movements such as washing, structuring, sterilizing, and spraying pests, among other things.

People have begun to travel in this new normal age, both inside and outside of the city; those that travel outside the city would undoubtedly need lodging; this is an opportunity for hotels to increase occupancy, and the hotel would undoubtedly improve cleanliness. Its hotels usually have rooms, but they may also follow existing health guidelines while working or serving guests, such as wearing masks or face shields. This is all done to entice guests to stay overnight at the same time for the health of staff and guests. who stay overnight to avoid contracting the Covid 19 virus.

To face this new normal era, Hotel Neo is quite good in terms of hygiene and sanitation because it always pays attention to the cleanliness of its facilities, such as the cleanliness of the lobby space and the cleanliness of the rooms. hotel Neo always prioritizes its visitors and always tries to offer quality service to all its guests and of course if you want quality service, all employees must always pay attention to the hygiene and sanitation themselves and the whole hotel environment including all hotel components. If the hotel appears to be tidy, orderly, and attractive, guests will feel at ease in the Neo Semarang hotel, and it is not unlikely that the guest will return to the Neo hotel and even recommend it to his family, friends, and other acquaintances. . The customer is one important factor that must be considered by the company, because the customer is an asset that determines the success of the company[3]. The authors are interested in raising the issue, based on the context discussed above. 1. How did the Neo Semarang hotel handle hygiene and sanitation during the new normal period? 2. How is the Neo Semarang hotel using hygiene and sanitation to intention to stay during the new normal period?

### **II. LITERATURE REVIEW**

#### **Intention to stay**

Intention to stay is something personal and relates to the attitude of individuals who are interested in an object would have the strength and motivation to carry out a set of actions to approach or obtain the object. Intention to stay is a continuation of focus that serves as the starting point for the urge to engage in the

anticipated operation. Intention to stay is a consumer purchase intention. Usually the purchase intention is related to consumer behavior, perceptions, and attitudes[4]. A positive reinforcement generates excitement, which leads to interest. There are several factors that influence purchase intention, including quality factors, which are product attributes that are considered in terms of physical benefits; and price factors, which are product attributes that are considered in terms of price. Brand / brand factor, is an attribute that provides non-material benefits, namely emotional satisfaction; Price factors, actual and material sacrifices made by customers to purchase or own products; packaging factors, product attributes in the form of packaging rather than the main product; packaging factors, product attributes in the form of packaging rather than the main product; packaging factors, product attributes in the form of packaging rather than the main product; packaging factors, product attributes in the form of packaging rather than the main product; packaging factors, product attributes in the form of packaging rather than the main product. The degree to which consumers' attitudes toward the supply of existing products are reflected in the availability of goods; A reference factor is an external force that influences consumers' purchasing decisions, allowing it to be used as an advertising medium[5].

### **Hygiene**

Hygiene comes from the Greek language which means science to form and maintain health. In Greek history, Hygiene comes from the name of the Goddess, namely Hygea (Goddess of disease prevention). Hygiene is a science that teaches ways to maintain physical and spiritual health, as well as socially to achieve a higher level of health. Regarding kitchen equipment, both preparation, processing, holding, and serving, as well as kitchen's carts. Room Hygiene, concerning the room in which there are various floor objects, floors which must be smooth and dry and clean; Ceiling, which is clean so that it does not cause disease due to dust; Porcelain walls are clean and frequently washed; Bins in sufficient numbers between wet and dry trash must be separated; Electrical, water, gas and equipment installations that are always kept clean; Adequate air circulation so that the room is not hot; The ceiling on the ceiling usually has a chimney that functions as a smoke and dirty air from the kitchen.

Food Hygiene is concerned with the manufacturing and storage system so that food is clean and healthy. Various actions can be taken such as a) Get rid of spoiled food; b) Storing food with a closed stainless container; c) Storing the food separately so that it is not contaminated by other ingredients; d) Store at the appropriate temperature according to storage procedures; e) Cook food appropriately and not too long from the time it is eaten by guests; f) Sorting ingredients during preparation, weeding, and mise en place; g) Do not leave food outside its storage area so that it can be contaminated with bacteria or other microorganisms or diseased animals[6].

### **Sanitation**

The definition of sanitation is a creation or maintenance of conditions that are able to prevent food contamination or disease caused by food. So sanitation leads to more concrete efforts in realizing hygienic conditions and this effort is expressed in field movements in the form of cleaning, structuring, sterilizing, spraying pests and the like[7].

sanitation is an effort to prevent disease which focuses its activities on human environmental health efforts. In the Health Law No.23 of 1992, article 22 states that environmental health is implemented to create a healthy environmental quality, which can be done by improving environmental sanitation, both concerning the place and the substantive form or form in the form of physical, chemical or biological including changes in behavior. The quality of a healthy environment is an environmental condition that is free from risks that endanger the health and safety of human life, through settlements, among others, houses and dormitories or the like, through work environments between offices and industrial areas or the like. Sanitation objects include all places where we live/ work such as: kitchens, restaurants, parks, public areas, office spaces, homes and so on. The benefits of maintaining environmental sanitation include preventing infectious diseases, preventing unpleasant odors, reducing the percentage of illness, making the environment clean and healthy[8].

## **III. METHODOLOGY**

In this study the authors used a qualitative descriptive research method in order to obtain research results that could be understood by readers. A qualitative descriptive research method is research that intends to understand what is experienced by research subjects such as behavior, perceptions, motivation, actions and others holistically in a descriptive way in the form of words and language. a natural context and by making use of various scientific methods. The techniques are (1) Observation Method (Observation) Observation is a way of collecting data by observing and systematically recording the symptoms being investigated. (2). Interview method is a question and answer process in research that takes place orally. Today, interviewing techniques are widely used in Indonesia because it is one of the most important parts of any research. Without interviewing the research will lose information that can only be obtained by asking respondents directly. (3) The technique of

collecting data with documentation is the collection of data obtained through documents. The advantage of using documentation is that it is relatively inexpensive, more time and energy efficient. Whereas the weakness is that the data taken from the document tends to be old, and if there is something wrong in the print, the researcher will also take the data wrong. (4) Literature Study Techniques. This method is used to find data or information through reading scientific journals, reference books and information materials available in the library.

## **IV. DISCUSSION**

### **Hygiene and Food Sanitation**

According to the findings of the researchers' interviews, the neo hotel Semarang always pays attention to cleanliness and follows health guidelines when preparing food. Workers are instructed to always wash their hands before handling food ingredients and to always use handgloves even if they have washed their hands when serving guests at their breakfast. Also, according to the researchers' observations, the Neo hotel implements health protocols such as serving buffet food to guests so that the serving spoon is not touched by many people, and if the guests are few, the food will be proportioned and delivered to the guest room.

In processing food, the neo party uses fresh, fresh food ingredients and uses selected ingredients ordered the day before being processed and sometimes ordered on the same day, not only paying attention to the raw materials but also the cleanliness of the kitchen and also the tools are always maintained, they do general cleaning every month and do cleaning every day even if there is dirt, from the observations of small appliances such as knives, cutting boards, etc. they are clean cleaned all the time but large appliances such as ovens etc. still look a little dirty and the kitchen floor is a little slippery, for the material it is. they always use fresh ingredients ordered the day before and if the material that comes is of bad quality they will ask to replace it with good quality material. Neo hotels also always strive for the quality of the food they produce using fresh ingredients, clean and sanitary equipment, and handlers who adhere to their health protocols also do not forget to take measures to prevent cross-contamination by categorizing the use of their tools such as separating the use of cutting boards for meat and fruit so that bacteria found in raw meat do not infect fresh fruit and others, they also use plastic wrap to cover the food to be stored so that it does not contaminate each other.

### **Hygiene and Sanitation of Rooms and Spaces**

From the results of the interviews obtained by researchers, neo hotels in handling room cleaning during the pandemic or new normal they did it as usual but according to the health protocol standards set by the government in such an order, first knock on the door, then turn on the lights and open the curtains, continued go to the bed like removing the sheet / linen, then clean the bathroom after finishing, continue dusting the room and cleaning other facilities, make sure the room is clean, tidy and fragrant, for chemical use they use several types according to their function such as floor cleaner for the floor then there is a bowl cleaner for the closet and others, they always finish by spraying disinfectant for bathrooms, facilities and others so that the rooms are sterile. The tools they use are always sure to be sterile before use because they clean them after use and don't forget to spray disinfectant, not only the tools, but all the facilities in the room are also certain to be sterile, they clean them one by one until they are clean then wipe them with a disinfectant, for guests. the amenities they use are disposable so it is more hygienic, all employees also adhere to health protocols when doing their work such as using handglove while working

From the observations, the rooms at Neo Hotel do look clean and tidy, the equipment used is quite clean, but in some rooms there are stains on the pillows and some on the bed too, but the sheets they use are quite decent so they can cover the stains, the bathroom is clean and smell good . For a room such as a meeting room, it is also quite clean, they routinely do the carpet dusting.

### **Hygiene and Sanitation of Sanitary Facilities**

From the results of interviews obtained by researchers, Neo Hotel provides fairly complete sanitation facilities such as latrines, clean water containers, hand washing places, trash bins, during this pandemic, Neo Hotel also added that there was a handsanitizer, the sanitation facility was held with the aim of supporting personal hygiene. At the same time supporting the implementation of health protocols, from the observations at the Neo Hotel that these facilities were indeed available, even from the results of interviews with guests of the Neo Hotel, it was true that these facilities were provided.

Clean water quality requirements must meet physical requirements (odorless, colorless and tasteless) according to (Permenkes No.416 of 1990), for the problem of clean water supply neo hotels use well water or ground water that has been filtered and has been certified so that water is ensured. it is safe and does not cause skin disease or others. In terms of processing both liquid and solid waste, the neo hotel is also good enough to handle it, for neo hotel neo hotel liquid waste using the STP system, which stands for Sewage Treatment Plant,

which is a process of removing contaminants from wastewater and household wastewater. As for solid waste, Neo Hotel will separate the types of waste first, such as organic and inorganic, if the garbage inside is full, then dispose of it to the trash that is outside to be transported to the TPA

### **Hygiene dan Sanitasi Lingkungan dan Bangunan**

From the results of the interview, it was known that neo hotels in handling the cleanliness of their hotel environment and their buildings during the new normal period were different compared to before the corona virus, namely they implemented health protocols by adding disinfectant and ozone fluids when cleaning their environment, the cleaning process remained as usual, only added with health protocols. For example, employees use handglove when cleaning the environment and washing their hands after work, for public facilities they clean it regularly by spraying with disinfectant, especially facilities that are often touched by many people, such as elevators, stair railings, meeting room doors and rooms, etc. so as not to spread the Covid virus. -19 and for their disinfecting liquid they use the Diversey brand, from the observation that Neo Hotel routinely cleans its environment and its facilities use disinfectants. For the application of the health protocol they refer to the health protocol issued by the Ministry of Tourism and Creative Economy, namely the CHSE which stands for Cleanliness, Health, Safety, and Environment[9], in their neo hotel. has been certified by the CHSE with satisfactory assessment results, which means that the neo hotel has implemented health protocols properly and correctly such as tightening the application of health protocols for example the application of infrequent guarding, prohibiting crowds of people, appealing to always use masks, and washing hands with running water and soap.

### **Personal Hygiene**

From the results of interviews obtained by researchers, neo hotels in implementing and controlling the personal hygiene of their employees do this by always applying grooming standards such as clean clothes, short and clean nails, neat hair, and so on, then for controlling, they routinely check the personal hygiene of their employees including His personal locker did not forget to apply 5M, namely wearing a mask, washing hands with soap, maintaining distance, staying away from crowds, limiting mobilization and interaction to avoid transmission of the Covid-19 virus. All neo hotel employees have been tested using rapid tests and antigen swabs and if the employee is in an unhealthy condition, the neo hotel will leave him off until he is cured so that guests are not afraid when dealing with employees, for periodic health checks the neo hotel will do this within 1 year once while for the kitchen staff every 3 months this is done to monitor the health conditions of their employees.

In serving guests, Neo hotel employees also always apply health protocols, for example they always wear masks and face shields when working and minimize direct contact with guests, then they also check the temperature for guests who want to enter the hotel, always remind them to wear masks and wash their hands thoroughly. soap, from the observations of neo hotel employees, they always wear masks and face shields in serving guests and check the temperature before guests enter, neo hotel guests also say the same thing, namely employees always apply health protocols such as wearing masks and face shields.

### **Intention to Stay**

From the results of interviews obtained by researchers from 2 neo hotel guests, they were interested in staying at neo hotels due to the experience of staying and also seeing reviews on online travel agents that neo hotels are clean hotels, and neo hotels apply health protocols well and at affordable prices for them, they are also satisfied when staying at neo hotels because of the implementation of health protocols as well as good hygiene and sanitation, the employees also always urge them to implement health protocols such as reminding them to wear masks and keeping their distance. Based on the experience they got, both of them stated that they were willing to stay back at the neo hotel if they were in Semarang because of the implementation of good health protocols and good service as well as the right price in their pocket. Intention to stay is a continuation of attention which is the starting point for the continuation of the desire to carry out the expected activities[10]. Guests who are pleased with the hotel's standard and service are more likely to return[11].

## **V. CONCLUSION**

Hotel Neo Semarang still pays attention to cleanliness and implements health protocols when preparing its food, and it uses organic, fresh food ingredients and select ingredients ordered the day before being processed, and it also follows health protocols when serving guests at breakfast, such as getting buffet food for guests. The kitchen and its utensils are always kept clean; they do a general cleaning once a month and regular cleaning; they also take precautions to avoid cross-contamination by categorizing the use of their equipment. They handle room cleaning as usual during the pandemic or new normal, but according to the

government's standard health protocol, the equipment they use is still made sure to be sterile before use and they clean it after use and don't forget to spray disinfectant, all in accordance with the government's standard health protocol. The room's facilities are also guaranteed to be sterile; they are cleaned one by one until they are clean, and then disinfected. They handle room cleaning as usual during the pandemic or new normal, but according to the government's standard health protocol, the equipment they use is still made sure to be sterile before use and they clean it after use and don't forget to spray disinfectant, all in accordance with the government's standard health protocol. The room's facilities are often guaranteed to be sterile; they are cleaned one by one until they are. Latrines, clean water tanks, hand washing stations, and trash cans are among the amenities provided by Hotel Neo. The neo hotel is capable of treating both liquid and solid waste. For liquid waste, the neo hotel uses the STP facility, which stands for Sewage Treatment Plant, while solid waste is disposed of to the TPA. During the new normal time, there was a change in coping with the cleanliness of the environment, houses, and facilities in general, compared to before the corona virus, in that they introduced health procedures by incorporating disinfectant and ozone fluids. They refer to the health protocol provided by the Ministry of Tourism and Creative Economy, namely the CHSE, for the implementation of the health protocol. To combat the Covid-19 crisis, Hotel Neo has also tightened the application of the health protocol. They still use standard grooming when applying and monitoring employee personal hygiene, and they regularly check the personal hygiene of their employees, including their personal lockers. Both neo hotel workers have been screened using rapid testing and antigen swabs, and the neo hotel conducts annual health checks once a year for all employees, and every three months for kitchen staff. Guests who choose to stay overnight have a typical stay experience and can read feedback on online travel agencies. Because of the implementation of good health protocols and good service, as well as the right price in their pocket, the guest claimed that if he was in Semarang again, he would remain there again.

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