Analysis of Guest Room Service by Room Attendants in the Housekeeping Department (Case Study: Mercure Bali Sanur Resort Hotel)

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Abstract

Good or bad service of this room section or often called room attendant in affecting guest satisfaction directly. This is because this product is sought after by guests staying at the hotel so that the service requires special attention. The purpose of this study is to see the general description of hotel room service and changes in physical services that occur in hotel room service by room attendants from the past to the present. A qualitative descriptive approach was used based on data collected through observation, literature studies and interviews with chamber attendants, supervisors and executive housekeepers. The data analysis technique used is qualitative analysis by paying attention to reduction data, display data, and verification data. The concept of SOP (Standard Operating Procedure) housekeeping service, room attendant service, and traveler satisfaction concept are used in the analysis to process information about the current condition of room service by room attendants. The results show that there are some physical service changes that occur in room service according to guest requests. Room service currently has several changes due to technological developments so that hotels need to adjust to some of the physical services that have been provided before.

Keywords: Room analysis, tourist satisfaction, housekeeping department, room attendant
INTRODUCTION

In accommodation services, providing satisfaction to visitors or what is often referred to as guests is very important given by the staff on duty. The services provided are diverse which provide all the needs and desires of guests during their stay. This satisfaction is expected to increase the intention of tourists to visit again and recommend them to friends and relatives about their experiences while staying at the hotel (Abdusaidova, 2021). Therefore, hotel officers must be able to provide maximum service when serving guests staying at the hotel. One of them is a housekeeping officer who during work and meets directly with guests while working.

In the working group in housekeeping, there is another division of sections in charge of several departments. The section is divided into 3 major groups, namely the laundry section, public area section and room section. The room section is directly in contact with guests, where the cleaned area is the area where guests stay, namely guest rooms. Good or bad service of this room section or often called room attendant in affecting guest satisfaction directly. This is because the product is sought after by guests staying at the hotel so that the service requires special attention. In addition, speed and tidiness are needed by this section in cleaning the room. One of them is the same as the case study in a hotel in Spain where the average room cleaning depends on the status of the room seen in the standard room where the standard cleaning room of guests who stay for 15 minutes while the room check-out up to 30 minutes. (Aguilar-Escobar, 2021). Judging from the descriptive statistics of room cleaning recorded using a percentage of 100 percent, the three longest times in cleaning the room are 1) making bed by 22.97 percent, bedside table and table 13.72 percent, and washbasin, mirror and shower screen 13.29 percent. Services and standards in some hotels have little difference between one hotel and another hotel according to the products sold and offered by the hotel concerned. Generally, occupied-room cleaning is 15 to 20 minutes of cleaning while check-out is 30 to 45 minutes of cleaning. In addition, the hotel’s Star or non-Star class also affects the room service offered and the guest’s experience during the stay. Services that are commonly obtained by guests are, of course, room service in the form of neat beds and towel service provided in each room used. The striking difference is in the preparation of guest supplies and amenities prepared by hotel staff specifically. Some hotels implement this, one of which is Mercure Bali Sanur Resort Hotel.

Mercure Bali Sanur Resort Hotel is one of the star hotels located in the Tourism Area in Sanur that offers a number of services and facilities that support the needs of tourists
during their stay. This hotel has several facilities such as restaurant, bar, spa, meeting room that supports the needs of tourists during their stay. This hotel is included in the Accor Group is one of the hotel chains originating from France. The characteristics of guests who visit this hotel are guests who revisit. Therefore, room attendants need to pay attention to the room service provided. In this case, there are some changes in the room service provided, for example, there used to be many brochures in the room, now it has changed, replaced by a small barcode image in the room. Likewise, other room services such as changing the use of soap and shampoo to a large size and attached to the wall as well as amenities such as ashtrays and hair dryers that need to be requested by new guests are provided. Most room service today is provided to guests, if guests need it only. According to Abdusaidova (2019) stated that improving service quality through service innovation offered can increase labor productivity and tourist satisfaction. This sees a trend that the current trend of guests staying at hotels is only temporary. While more activities outside the hotel.

There are several tourist destinations visited by tourists staying at this hotel such as tours in UBUD, and Nusa Penida which is more favorite and visited. When the room clerk on duty often finds that there are rooms with guest belongings for days in the room without any guest activities during the stay (still in neat condition). Sometimes, there are also empty guest rooms that have no items but the status of guests still staying there or often referred to as ONL (Occupied No Luggage) room status. Therefore, room service today is right to minimize room service provided by guests. Given that the work of room attendants has a scope of responsibility in preparing guest rooms to be ready for sale (Nugraha and Setiyariksi, 2019).

The urgency in this study is more to see the room service provided by the room attendant at this hotel and see the comparison of changes in physical service that occur from the room service. Given that not only due to the changing trend of guests, but also from the impact of the COVID-19 pandemic, many hotels have gone bankrupt as a result of this outbreak. The hotel also needs time to recover from this slumped situation so that it can bounce back and be able to compete with other hotel competitors in providing current services to guests.

**FORMULATION OF THE PROBLEM**

Based on the problems that have been described, the formulation of this research problem can be described as follows:
1. What are the general descriptions of hotel room service by room attendants at Mercure Bali Sanur Resort Hotel?

2. What are the changes in physical service that occur in hotel room service by room attendants at Mercure Bali Sanur Resort Hotel from the past to the present?

LITERATUR REVIEW

HOUSEKEEPING DEPARTEMENT

Housekeeping terminology consists of two core words that describe the meaning in it, namely the word "house" which means house or residence and the word "keeping" which means to do guarding activities. Literally many interpret that housekeeping itself is a job that tends to do cleaning activities alone. It is true that such a thing is one of the duties and responsibilities of this department, but it needs to be underlined that this section is holding an important part in hotel operations. According to Orbani (2017) stated that the definition of housekeeping is to maintain, carry out the process of cleanliness, tidiness, and maintenance well in the short and long term. Housekeeping department can also mean a part that is in charge and responsible for maintaining cleanliness, tidiness, beauty, and comfort of all areas of the hotel both inside and outside the hotel including guest supporting facilities such as restaurants, meeting rooms and toilets (Rumekso, 2009: 7; Wirya, 2023).

In housekeeping Indonesian is often referred to as "Housekeeping" which has a similar meaning. In its operations, there is no doubt that this department plays a role in providing direct satisfaction to guests who stay. These services include such as cleanliness and beauty of common areas, guest laundry service, additional housekeeping services during the guest’s stay and guest room service. According to Agusnawar in Rumekso (2009: 9) identifying the sections in this department, namely:

1. Room section
2. Houseman section
3. Lena and uniform section
4. Laundry section
5. Maintenance section
6. Housekeeping office section
ROOM ATTENDANT

Each section has its own duties and responsibilities according to the assigned scope of work. Although the work has been divided according to their areas of expertise, workers are also expected to be able to work together as a team. This is meant to be working together in completing work, complementing each other, supporting each other to achieve common goals. Therefore, teamwork is very important, especially in this housekeeping department, so that the results obtained can be maximized in providing services to guests. A very complex service in housekeeping is in the room service section carried out by room attendants.

Room service is what tourists look for when visiting hotels. In the services provided adjust to the type of room and type of bed contained in the hotel. In addition, it also adjusts to current guest demands, especially guests staying at the hotel. The concierge who cleans guest rooms is often also called a "roomboy" for men and for women is called a "room maid". The term is still used by room attendants to distinguish cleaning attendants based on their gender. According to Rumekso (2009: 25) states that a roomboy is a staf who maintains cleanliness, beauty, comfort and completeness in guest rooms. The quality of this officer greatly determines the good or bad quality of service provided by the hotel. The following is a description of the duties and responsibilities of the room attendant.

1. Managing the room becomes the main task and the room attendant on duty. Officers who are diligent, meticulous and skilled in working will be able to produce rooms that are clean, neat, complete according to procedures and comfortable occupied by guests.
2. Serve guests at any time according to guest requests.
3. Carry out orders from superiors, both related to daily tasks such as cleaning, preparing rooms that will be occupied immediately or other additional tasks in the maintenance of guest rooms.
4. Establish cooperation with other room attendants such as helping each other when there is unfinished work.
5. Establish cooperation with other sections in housekeeping such as with linen and laundry sections and public area sections.
6. Establish cooperation with other sections in other departments in the hotel such as Food and Beverage Department, Front Office Department, Engineering Department, Security Department, Sales and Marketing Department and Human Resources Department.
7. Other duties such as keeping guests' belongings safe, and guarding hotel belongings.
STANDARD OPERATING PROCEDURES ROOM SERVICE

When preparing a room, officers also need to know the types of rooms contained in the section where they are on duty. The types of guest rooms in general there are standard room types, deluxe rooms, junior suite rooms, executive suites and president suites. According to Rumekso (2009: 50-60), standard rooms for international standard hotels at least have facilities such as:

1. Bedroom beds for one to two people equipped with spring mattress, two pillows, three sheets or using duvey as part of the blanket cover, one bed pad and extra pillows and blankets adjust to guest requests.

2. Lighting lamps in several parts such as TL Entrance, Ceiling Entrance, Wardrobe Lamp, Dressing Lamp, Night Lamp, Night Table Lamp, Foot Lamp, Standing Lamp, Wall Mouth Bed Lamp, TL Bathroom, Ceiling Bathroom, Teras Lamp, Flash Light

3. Air Conditioner (AC) dan Termostant

4. Wardrobe that contains inside such as hanger with a total of 8 pieces, laundry bag, and plastic / cloth bag, laundry list.

5. Full length mirror/body mirror

6. Refrigerator, refrigerator or often called Mini Bar

7. Luggage Rack

8. Dressing Table/dresser desk equipped with dressing glass, dressing lamp and drawers. Usually on the dressing table there is one astray, one stationary map, one tray, tray tray on which there is one water jug, thermos of drinking water, two pieces of drinking glass. In addition, there is also one magazine from a travel agent, in his drawer there is one telephone book and two holy books (Qur'an and Bible / Injil).

9. Television Set such as TV Programs in domestic and foreign broadcasts, and video programs.

10. Waste basket, plastic wastebaskets that are in guest rooms under dressing tables and in bathrooms to make it easier for officers to pick up trash.

11. Coffee table and coffee chair

12. Night tables are usually placed night table lamps sometimes also often referred to as bed side tables because they are located next to the bed. Usually there is a directory of service / service directory book, telephone that can be used to communicate locally, interlocal to abroad, room service menu book, one memo pad, one ballpoint / pencil, one tend card
13. Balcony table and chairs

14. Private bathroom with cold and hot water. In addition, there are also other completeness such as wash basin table complete with one tissue box, two face towels, one soap dish (solid soap, bath foam, shampoo, shaver, comb, shower cap, cotton bud, denta set). Soap dishes are sometimes replaced with wash basin shelve, which is a kind of shelf near the wash basin to put bathroom equipment such as denta sets, shampoo shower caps and others. There are also candles along with candle glass / candle stands, astray and matches, sanitary bags, and roll paper / toilet paper. There are also wash basin bowls, wash basin drains, wash basin stoppers or wash basin plugs and chains. Usually above the wash basin there is a mirror bathroom mirror, sometimes also in the suite room there is a hair dryer nearby. Then there is also a toilet bowl consisting of toilet bowl seats, toilet bowl rings, toilet bowl covers and toilet bowl flushers, and on the left of the toilet bowl there is a paper holder toilet or a place for tissue roll paper. In the bathroom bathtub there is a bathtub bowl, bathtub drain, hot and cold water tap, shower. On the side of the bathtub attached to the bathroom wall there is a soap dish, safety handle.

15. There is a bathroom curtain / shower curtain, gorydyn made of plastic which aims so that when guests take a bath the water does not spray to other parts. In addition, there is a bathroom curtain hook to hang the bathroom gordyn and towel rack to put bath towel and hand towel.

16. In addition to the above facilities, sometimes also in guest rooms installed fire alarm / fire indicator on the ceiling of the room, there is a silencer in the form of wall paper to maintain guest privacy and a sound system that allows hotel music programs to be played by operators.

In carrying out room services, room officers should know and be able to understand in general the standard operating procedures (SOPs) applied when working. In general, hotel SOPs differ from one another depending on the designation and workflow carried out by room attendants when on duty. The following table illustrates the procedure: guest room security before cleaning the room.
### Table 1. Guest Room Security

<table>
<thead>
<tr>
<th>Entering the living room</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Make sure you’re in the correct space before entering</td>
<td></td>
</tr>
<tr>
<td>2. Check the privacy sign on the door, if it looks like the room should not be entered. Guest privacy must be maintained at all times.</td>
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</tr>
<tr>
<td>3. You have to knock on doors politely and follow the rules, then you have to tell them who you are (i.e. Housekeeping). This should be repeated at least 3 times before entering the room. No staff members entered the living room unannounced</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Opening the door</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>1. Open the door slowly and tell yourself back. Ask permission before opening the door to enter the room.</td>
<td></td>
</tr>
<tr>
<td>a. If guests are indoors, make sure entry is granted</td>
<td></td>
</tr>
<tr>
<td>b. If the guest does not respond, when entering the room make sure the guest is not sleeping</td>
<td></td>
</tr>
<tr>
<td>2. Leave the door open when staff are in the room to ensure staff security and safety</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Leave the room</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Always make sure the door closes properly after you leave the room.</td>
<td></td>
</tr>
<tr>
<td>2. All room doors must be fully closed</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Access to living room</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. In the event of a guest request access to the room or back area around the guest floor, inform the guest that they must see reception to gain access to that room. Only registered guests and corresponding staff have access to the living room</td>
<td></td>
</tr>
<tr>
<td>2. Under no circumstances is access to the rooms and back areas granted to everyone.</td>
<td></td>
</tr>
</tbody>
</table>

Sources: Mercure Bali Sanur Resort Hotel

In Stage 1, when entering the living room, the first thing to note is to confirm the guest room number to be entered. It could be that when accessing to clean the guest room, it turns out that there is a mistake in terms of seeing the status of the room and knocking on the door of the room to be checked. In this case, the room clerk needs to be careful in carrying out the checking task. The second step is to check whether the guest's privacy sign is installed or not. What is meant is the sign "Don't Distrub" or we often give the abbreviation DND. If guests put the sign in front of the door, we do not disturb the room to maintain the safety and
comfort of guests during their stay. The third is to standardize access to the guest room by knocking on the door 3 times before entering the guest room. Make sure the condition and position of the guest when entering the guest room whether the guest responds or not.

Stage 2, more attention is paid to the time of access to guest rooms. First ask permission to enter the guest room by saying "excuse me". Please confirm and ask permission from the guest whether they are allowed to clean their room while the guest is in the room. Make sure to get the guest’s permission when cleaning the room so that the staff can provide safe service. Then if no guest is found when opening the door, make sure the guest’s position is definitely in the bedroom, bathroom and balcony. This aims to ensure the comfort of guests again when the room attendant carries out room cleaning activities. Also, if the guest is sleeping in the room, be sure to clean the guest room when the guest wakes up. Second, do this cleaning activity in the condition of an open door. This is so that when cleaning the room avoid all perceptions of loss and other bad things when cleaning the room.

Then Stage 3, when leaving the guest room, things that need to be considered are first make sure to leave the room the door closed properly. This aims to find out whether the door is functioning properly or not. In addition, sometimes the door that uses this card lock sometimes runs out of battery power. Therefore, it is necessary to charge so that the door can be closed properly. Second, make sure all doors are closed properly, both on the balcony door, bathroom door and room door. This aims to avoid things that actually harm guests during their stay. In addition, it also shows the performance of the room clerk by showing a neat room with a well-closed door.

The last is Stage 4, when access to the guest room for things that need to be observed and aware by the room attendant. First, if there is something suspicious such as a stranger requesting access to the guest room both from the front door of the room and the back door in the room section. Must be informed to go to the front desk in advance. This is because only registered guests and room attendants on duty have the authority to access the room. This is so that guest goods are avoided from negative actions that may occur, one of which is the theft of goods. The second point is that room key access is not given to just anyone so that room staff needs vigilance if they find guests who cannot access their rooms.

TOURIST STAY SATISFACTION

In providing quality service to guests, room attendants need to pay attention to several things that are important points in the service itself. To get satisfaction from the
service provided, room staff need to provide quality service to guests who stay. Judging from the service dimension, there are five dimensions that can be described in providing room service appropriately to guests who stay. The five dimensions of service are (Rumekso, 2009: 37):

1. Tangibles, namely the appearance of employees and other physical facilities such as equipment and equipment that support the implementation of services.
2. Reliability is the ability to deliver precisely and correctly the type of service that has been promised to guests.
3. Responsiveness is the awareness or desire to help guests and provide appropriate service.
4. Assurance is the knowledge and courtesy and confidence of employees. This dimension has characteristics in competence to provide service and have an attitude that can be trusted by consumers.
5. Empathy is giving special attention to guests. Specifically referred to is trying to understand the wants and needs of guests who stay.

The best quality of service that has been provided by room staff sometimes also has problems in terms of the similarity of services provided. Of course, individual services from one another will be different, especially seen from the attitude of the room attendant. Meanwhile, in terms of skills and knowledge, adjusting to what is owned by each individual can be learned as the work done progresses. The thing that needs to be remembered by room staff is that in providing services to guests, of course, do not discriminate between one guest and another such as local and foreign guests. Not from the problem of the currency used, but the guest has paid a certain amount with the experience that will be gained during the stay so that the room staff is obliged to provide the best service to ensure guest satisfaction and the intention to visit the hotel where you work in the future.
METHOD

This research is located at Mercure Bali Sanur Resort Hotel located at Mertasari Street Number 3 West Sanur, Denpasar, 80228 Bali, Indonesia.

Sources: https://www.mercureresortsanur.com/, 2023

Figure 1. Location Mercure Bali Sanur Resort

This study uses a qualitative descriptive approach based on data collected through observation, literature studies and interviews with room attendants, supervisors and executive householders to find out more about changes in trends in room services that occur today. The data analysis technique used is qualitative analysis by paying attention to reduction data, display data, and verification data (Miles and Huberman in Sugiono, 2018). The concept of SOP (Standard Operating Procedure) for housekeeping services, room attendants, and the concept of traveler satisfaction are used in the analysis to process information about current trends in room service by room attendants.

FINDING AND DISCUSSION

A. Overview of Mercure Bali Sanur Resort Hotel

Located just 20 minutes from Ngurah Rai International Airport. Mercure Resort Bali Sanur is located east of Denpasar city - in a quiet and relaxing neighborhood on Sanur beach, where the history of Balinese art and culture has been preserved for centuries. Located right on one of Bali’s most beautiful, quiet and white sandy beaches, the resort showcases Bali’s cultural heritage and hospitality. Experience your stay in our iconic Balinese Cottages with
Alang-Alang roofs and Lombok architecture. Surrounded by 5 hectares of lush tropical gardens, it gives you a sense of spaciousness and tranquility. Our attentive and friendly staff is dedicated to your comfort, ensuring a memorable vacation that you will cherish for years to come. This vacation destination offers one of the largest private beachfront resorts in Sanur, a complete destination.

1. **Hotel History**

Surya Beach Hotel is one of the accommodation activities or star hotels that are administratively located on Mertasari street neighborhood of Sanur village. The owner of the Surya Beach Hotel is PT Jakarta Setiabudi Property Tbk, which is located at Jln. H.R Rasuma Said, Jakarta 12920 Indonesia. Hotel Surya Beach was built in 1988 and entered the soft opening period in November 1988 and Grand opening in July 1989. From 1993-1995 the name of Hotel Surya Beach was changed to Travalodge Hotel under the management of SPHC (Southern Pacific Hotel Cooperation) and became a 4 (four) star hotel. From 1996-1998 the name Travalodge Hotel was changed again to Park Royal Hotel which from SPHC, the hotel whose name was Park Royal was a 5 (five) star qualified hotel.

From 1998-2003 the Park Royal Hotel was changed again to Raddin Hotel, where the name Raddin Hotel comes from the Madurese language which means beautiful. With the name Raddin, the hotel again became a 4 (four) star hotel. On April 10, 2003 until now the name Raddin Hotel was changed to Mercure Resort Sanur Bali Hotel. The owner has entrusted the management of this hotel to one of the largest hotel management in the world, ACCOR, where ACCOR itself has managed more than 6,500 hotels throughout the world under the names Pullman, Sofitel, Novotel, Mercure, Ibis, All Season, Formula 1.

The construction of Mercure Resort Sanur Bali Hotel was built in 2003 and entered the opening period on April 10, 2003. Mercure Resort Sanur Bali is a 4 (four) star hotel located at Jln. Mertasari No.3 Sanur. Mercure Bali Sanur Resort has 189 rooms (consisting of Superior, Deluxe, Executive and Family Suite types), 2x swimming pool facilities, 1x ballroom (name: Pandu Ballroom), 2x meeting rooms (name: Bima and Yudhistira), 1x tennis court, 1x Kids Club, 2x bars (name: Sahadewa and Breeze Bar) and 1x main restaurant (name: Pandawa Restaurant), as well as 1 Spa house.
1. Hotel Facilities

a. Restaurant and Bar

Sahadewa Bar

This bar is located next to the Sahadewa Pool, providing refreshments for guests who are swimming. The bar serves a wide range of tropical drinks including fresh juices, young coconuts, classic cocktails, and cold beer as well as a selection of light snacks to complete your day in the sun by the pool. Opening hours are from 10am to 6pm.

Pandawa Restaurant

The restaurant at Mercure Bali Sanur Resort is open from 7.00 am to 11.00 pm serving breakfast, lunch and dinner. Providing a variety of traditional and international food, but during the Covid-19 pandemic, the restaurant is only open if there are guests who will eat at the restaurant, usually served in the room for breakfast to avoid crowds. Visitor capacity during normal conditions usually accommodates a total of 60 people. The restaurant is located next to Nakula Pool.

Breeze Bar

This bar is open from 07.00 am to 24.00 pm every day serving beverage orders coming from Pandawa Restaurant. Breeze Bar sells a variety of drinks such as alcoholic, non-alcoholic, local and international mixed drinks. Besides that, it also sells drinks that are made by themselves such as sweet fragrant drinks, warniceh, liacium and others. However, during the pandemic within 2 years it did not operate due to the reduction in visitors or guests staying at the hotel. But at this time this facility has started operating again to serve guests who visit during check-in and stay at Mercure Hotel.

b. Recreation Facilities

For recreational facilities at Mercure Bali Sanur Resort there are 2 swimming pools: Pandawa Pool & Nakula Pool.

c. Additional Facilities

Other facilities that support guest services, at Mercure Bali Sanur Resort include:

d. Laundry Service
e. **SPA**

Pampering, stress relief and rejuvenation. Sanjivani Spa has 2 unique outdoor areas and 6 indoor treatment rooms. Offering a wide range of health & beauty treatments, using natural spa products and cared for by our professional therapists. Choose from a wide selection of treatments to complete your perfect vacation! From traditional massage & aroma therapy, foot reflexology, to beauty treatments such as haircut, hair spa, facial or manicure-pedicure to bring you to the perfect state of mind. Open daily from 10 am to 7 pm.

f. **Meeting Room**

Whether your group is planning a small social gathering, a formal board meeting, a large-scale conference or an elegant banquet, our professional banquet team is at your service. Feel free to ask us about any special requirements. We are always happy to create a customized package to suit your needs. The versatile Pandu Ballroom makes an ideal venue for larger events, conferences or weddings. This spacious ballroom can accommodate up to 500 people. Perfectly located close to our reception and business center, making it an ideal location for any event. For smaller event needs, Pandu Ballroom can be divided into two; Pandu I and Pandu II. Hosting smaller, intimate private events is made easy at Mercure Resort Bali Sanur. Our Bima and Yudisthira rooms can comfortably accommodate up to 20 people. These meeting rooms can be used separately or combined. The adjoining Bima and Yudisthira meeting rooms are the perfect solution for holding small and medium-sized meetings. The serene ambience of the meeting rooms provides a cozy business function with the tranquil environment of a tropical garden.

g. **Tennis Court**

h. **Kids Club**

i. **Sport Activities**

3. **Room Facilities**

Currently Mercure Bali Sanur Resort has 189 rooms, consisting of 48 Executive rooms (king 27, Hollywood 11 rooms, twin 10 rooms), 2 Family Sofa Beds Rooms, 3 Family Bunk Beds rooms, 90 deluxe rooms (king 45 rooms, Hollywood 32 rooms and twin 13 rooms) and 46 superior rooms (king 18 rooms, Hollywood 21 rooms and twin 7 rooms).
Each room has different facilities according to its category. Facilities available in the room include: wardrobe, dressing table, coffee table and chair, television, telephone, bed (type twin, double, king size and holywood), private bathroom with shower, cold and hot water, minibar, water jug, smoke detector and water sprinkle, connecting door. Additional facilities in the room if requested by the guest staying. For example, guests may request a fruit basket upon arrival, bridal room decorations and extra beds.

1. **Analysis of Guest Room Service by Room Attendant**

In providing services, room attendants certainly already know the things that need to be prepared in preparing guest rooms. Of course, the services prepared are in accordance with the room service set in accordance with standard operating procedures (SOPs) that have been implemented. Along with the changing times, of course, the service must follow market demand. When talking from the business side of hotel industry services, of course, the intended consumers are guests or tourists who stay and enjoy room service. Quoted from bisnisbali.com, stated that the flow of digitalization brings changes on all fronts. The world of tourism, especially hotels, is now turning to digital technology. One of them is in booking hotel rooms now more through the application. In addition, if in terms of room service, technology is used in the form of delivering information through hotel whatsapp numbers. Submission of this information in the form of service or guest complaints regarding room facilities during the stay at the hotel. Given that Mercure Bali Sanur Resort Hotel is a hotel stayed by repeater tourists, of course, the length of stay of tourists tends to have a long
duration of up to more than one month in accordance with the tourists' vacation time. Laundry service can be offered to guests especially those who have a long stay. This takes advantage of promotions owned by the hotel so that they can be sold to guests who stay in the form of promos.

In addition, quoted from travel.detik.com news, stated that when a pandemic occurs, operational staff are often worried about restrictions that often change and have an impact on the schedule of staycations or holidays that have been planned. A traveler's habit during the pandemic that is starting to form is hotel reservations for the near future. But when the pandemic is declared over and all restrictions are lifted, travelers begin to be confident to plan their trips well in advance. Including for hotel reservations. This issue greatly impacts the room service itself considering that the intended market share is repeat tourists. Therefore, the room service provided must be as maximum as possible even though hotel conditions, especially room service, have not been maximized due to the impact of Covid-19.

In addition to repeater tourists, other targets are focused on MICE activities (meeting, incentive, conference and exhibition) carried out by this hotel making it necessary to make changes in services to adjust to current developments in the world of hospitality in room service by room attendants. So that displaying an attractive appearance on an online
platform must be in accordance with reality when the guest stays so as not to cause disappointment in the future.

All-in-one hotel management software designed specifically for small accommodation providers pulls out its interesting data on the latest trends in hotel bookings. One of the conclusions of the data is that the style of traveling is now almost the same as before the pandemic. Tenders also added that their internal data related to hotel prices also increased this year compared to the pandemic. Of course, travelers still remember, hotel rental prices dropped dramatically in order to survive and get guests during the pandemic. "The average daily room price (ADR) of accommodation in Indonesia increased by 84% year-on-year in 2022," he added. The influence of the pandemic is also seen in OTA competition. Here’s a list of the top 12 hotel booking channels most used by the world’s travelers.

1. Booking.Com
2. Agoda
3. Expedia Group
4. Traveloka
5. Hotel Websites (Direct Booking)
6. Tiket.Com
7. Hotelbeds
8. Luxury
9. Escapes
10. Trip.Com
11. Sofa bed
12. Airbnb
13. Pegipegi

Booking platforms Traveloka, tiket.com and pegipegi play their role in providing hotel booking services. During the pandemic, when foreign tourists could not enter Indonesia, these three platforms received high bookings from domestic. Jakarta-based Traveloka topped Indonesia’s top 12 list in 2021, and in 2022 moved to fourth place. That’s because nearly half of all hotel check-ins during the year come from international travelers. And channels such as Luxury Escapes, which are mostly used by Australian travellers, are on Indonesia’s list for the first time. Little Hotelier also sees that tourist stays have also changed post-pandemic. In the past during the pandemic, the stay or stay was longer than now. The average amount of time travellers spend on Indonesian properties was 2.20 days in 2022, above the global average of 1.93 days. It’s different during a pandemic, where tourists stay
longer. As a software that focuses on managing small hotel management, Tender reminds hoteliers to pay attention to tourist behavior and the latest tourism trends. It is also very important to start digitizing management.

This condition provides an overview of all hotel services in order to maximize hotel sales, one of which is rooms. The services provided also vary according to the SOP that has been prepared by the company. According to Prawiraharja and Fakihuddin (2022) stated that in an effort to increase guest satisfaction at the hotel, standards or SOPs are applied to clean rooms along with all regulations that must be obeyed while on duty. So in carrying out their duties, the room clerk does not invite guest complaints from his work. Clean, comfortable, attractive, quiet and safe rooms are products of the hotel. These qualifications must be met so that guests who stay feel satisfied and comfortable. The importance of this data is put forward to illustrate that room service is an important thing in hotel sales. Although the room attendant does not directly help the hotel market its products and services, it is because of its role that tourists want to stay at the hotel. Changes and adjustments to the services provided by room attendants must be able to adjust. Although there is a lack of amenities and other complementary facilities, room attendants must be able to maximize their work in providing room service to guests. The consistency or absence of room service can also lead to guest complaints, so it needs to be considered carefully. Differences in room service provided can have an impact on guests' feelings that are differentiated in their service so that guests feel dissatisfied during their stay at the hotel. According to Maric et al. (2016) stated that to measure hotel guest satisfaction is carried out with the aim of improving the quality of hotel services and increasing the competitive advantage of hotel companies. This is because satisfaction can have a direct impact on repeat visits and longer stays, as well as positive word-of-mouth communication to potential customers in the same front. In addition, better service quality will likely result in better environmental conditions, such as cleanliness, aesthetics, and comfort where guests stay so as to make guests comfortable and stay longer at the hotel (Saputra and Ferdian, 2023).

Based on exposure to changes that occur along with technological developments and market trends, room attendants must also be able to follow the changes that occur. The change in question in terms of room service provided from the past to the present will have a difference. Whether it’s a difference that has a direct impact or not, tourists who have long enjoyed room service at the hotel will of course be aware of the changes in service that occur. Therefore, room staff must be able to explain to guests about the conditions that occur and the services provided do not reduce the experience guests get while staying at the hotel.
Looking at the quality of service stated by Parasuraman et al. in Suweno (2019), the room service that will be compared is a tangible service or a service that is visible to the naked eye provided by room attendants from the past to the present. The following are room service changes made by room attendants in preparing guest rooms as follows.

**Table 2 Room Service Past vs Present**

<table>
<thead>
<tr>
<th>Past Service</th>
<th>Present Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Room service uses guest stationary (containing envelopes, paper, pencils / pens, sewing kits, and hotel folders) placed in the dressing table drawer area.</td>
<td>1. It is no longer used again because of sophisticated communication technology such as mobile phones (HP), while the use of sewing kits is in accordance with guest requests only.</td>
</tr>
<tr>
<td>2. Hotel information as well as room products through brochures.</td>
<td>2. Through scanning the barcode in the room on the table. Even so, there are still brochures of hotel products that are temporary.</td>
</tr>
<tr>
<td>3. Provision of guest amenities such as ashtray, coffee maker, hair dryer prepared in guest rooms. In addition, there is a hotel phone directory prepared on the night table lamp.</td>
<td>3. Provision of guest amenities such as ashtrays, coffee makers, hair dryers prepared if guests request. The hotel's phone directory is no longer prepared because guests tend to do activities outside the hotel.</td>
</tr>
<tr>
<td>4. The preparation of guest supplies is complete and in a small and minimalist form.</td>
<td>4. There are striking changes in guest supplies by using soap, shampoo, and liquid conditioner that has been attached to the bathroom wall.</td>
</tr>
<tr>
<td>5. List used to record the administration of room cleaning work using the roomboy control sheet</td>
<td>5. Pay more attention to other vital tools such as MUG cups in the room, especially cleaning. There is an administration form in addition</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>6. <strong>The entrance key to the guest room still uses a manual key / iron key.</strong></td>
<td>6. Lock entry into the room using a keycard</td>
</tr>
</tbody>
</table>

Source: Observations, 2023

1. **Changes in Guest Stationary Use**

   The service that used to be room service used guest stationary (containing envelopes, paper, pencils / pens, sewing kits, and hotel folders) placed in the dressing table drawer area. Then at this time it changed to not using such equipment. The sophistication of communication technology such as mobile phones / mobile phones (HP) makes this equipment less effective to use today, especially in room service. The use of sewing kits that are usually on this equipment is usually prepared in one map. For now, sewing kits are prepared according to guest requests only.

2. **Changes to Display Hotel Product Amenities**

   In the past, hotel information and room products were presented in the form of brochures to attract tourists to spend their money during their stay. This information is very effective because guests are more likely to spend time at the hotel. At this time changes occur in the provision of this information because guests who stay tend to do some activities on tourist activities outside the hotel such as to Ubud and Nusa Penida. In providing information using a barcode scan in the room on the table. Even so, there are still temporary hotel product brochures, especially intended for tourists who are active in the hotel during their stay.

3. **Changes in Guest Amenities**

   In providing services in the form of guest amenities, in the past the provision of guest amenities such as ashtrays, coffee makers, hair dryers prepared in guest rooms. In addition, there is a hotel phone directory prepared on the night table lamp. Currently the provision of guest amenities such as ashtrays, coffee makers, hair dryers are prepared if guests request. The hotel’s phone directory is no longer prepared because guests tend to do activities outside the hotel. This makes it less effective to include it unless guests ask the receptionist.

4. **Changes in Guest Supplies**

   What was previously prepared was complete guest supplies and in a small and minimalist form. The purpose of this is to make it easier to arrange it in the bathroom, but
also so that guests can use it to adjust to their needs during the stay. However, now changes are being made in order to save costs. There are striking changes in guest supplies by using soap, shampoo, and liquid conditioner that has been attached to the bathroom wall. This activity aims to ensure that the goods used and replenished are only items that run out so as to reduce the cost of using these guest amenities.

5. Changes in Room Administration

Activities that were previously carried out by room attendants were forms used to record the administration of room cleaning work using roomboy control sheets. The use of such administration is intended as a history of work done by the room attendant, to protect the room attendant in case of things such as loss of guest items at that time.

Pay more attention to other vital tools such as MUG cups in the room, especially cleaning. There is an administration form in addition to the roomboy control sheet, namely MUG check.

6. Room Key Change

A noticeable change is in the room key used by guests. Previously using a key manually / iron key, now there is a key to enter the room using a keycard. The key can access the room by attaching or inserting it into the hole in the door. The use of this key is very efficient considering that in the past room attendants carried very many room keys. At this time the room clerk works more practice only by carrying 1 key can access many rooms.

CONCLUSION

Room service is one of the important services in hotel operations. This service is included in the main products sold by accommodation services in the hotel industry. Without it, hotel operations cannot sell their flagship product, namely the role of room attendants is very important in serving guests directly. The room attendant needs to re-adjust to the changes that occur in the current room service. Adjusting what is meant is that all room attendants have the same consistency to be able to offer products and provide services in accordance with those previously provided. It aims to provide satisfactory service to guests staying at the hotel. In this study, it can be concluded that there are 6 changes in room service by room attendants, namely Changes in the Use of Guest Stationary, Changes in Displaying Hotel Product Facilities, Changes in the Provision of Guest Amenities, Changes in the Provision of Guest Supplies, Changes in Room Administration, and Changes in Room Locks. Based on the results of this study, it can be suggested to relevant hotel stakeholders to pay
more attention to more detailed changes in the services provided. Because this can have an impact on the experience received by tourists who stay. Meanwhile, stakeholders in the field of academia to better follow the changes that occur in the industry by directly entering into internship programs and observations in the hospitality industry environment. This is so that the knowledge provided at the education level can be adjusted to the changes that occur in hotels today, especially after the COVID-19 pandemic.

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CITATION:

Research by Maric et al. (2016), Prawiraharja and Fakihuddin (2022) and Wirya (2023) provides an overview of what the hotel industry needs to do in providing room services to guests. In his research explained that providing tangible and intangible services is very important in the hospitality industry where the ultimate goal is to provide satisfaction for guests who stay. To adjust to the needs of tourists for hotels that need to improve themselves to adjust to current trends. The importance of seeing which side of standard operating procedures can be reviewed from previous applications by currently adjusting to the needs and satisfaction of tourists is the key for hotels to be able to compete in the current era. In addition, technology has also begun to be used thoroughly in the existing system in the hotel, making changes needed, not only from the management but also from the operational side. Therefore, it is very important to study this trend so that room attendants can improve themselves in providing the best service to guests who stay.
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