

Implementation of CHSE Health Protocol in Increasing Guest Confidence at Hotel Gran Melia Jakarta

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Abstract

The hotel business is one part of the tourism business that has been most disadvantaged by the coronavirus. Many hotels forced to close because there were no more guests and the food and meeting business was no longer filled. CHSE promotes a clean, healthy, safe and friendly environment. The current guset trend is to choose a clean and safe place from covid-19. The purpose of this study was to determine the implementation of the CHSE health protocol in hotels, the level of trust of guest to stay, and the factors that influence the performance of CHSE. The research method uses a qualitative approach. The infromants in. The data analysis technique used is qualitative data analysis, carried out interactively through data reduction, data display, and verification. Result showed that the implemntation of the CHSE health protocol was quite siccessful in increasing guest confidence to stay. Guest have confidence that the CHSE certificate displayed at the hotel and other promotional media guarantees that the transmission of covid-19 can be eliminated. Internal factors such as the support of health facilities and infrastructure and external factors, namely the cooperation and coordination between related parties, public policies and customer awareness greatly affect the implementation of the CHSE Health Protocol.

Keywords

health protocol; CHSE; guest trust; covid-19



I. Introduction

The hospitality industry is one of the industries that plays an essential role in the development of the economy and the world of tourism in Indonesia. Generally, a hotel is all or part of a building used for room service, food, and beverages as well as recreation that is managed with commercial purposes (Soewirjo, 2018). One of the favorite tourist cities of tourists, both from local and foreign tourists, is the main factor in the rapid growth rate of hotels.

The hospitality industry is included as the industry with the fastest growth rate and employs the most workers (Leslie G.Jett. 2010). (Tesone, D. 2010) states that the hospitality industry includes services such as lodging, food service, leisure, entertainment, obvigority, and MICE.

A hotel is a form of building, emblem, company or accommodation business entity that provides services or lodging services, food and beverage providers and other service facilities where all services are intended for the general public, whether they spend the night or stay at the hotel or those who only use certain facilities owned by the hotel.

Hotel is a noun with a multi-roomed building rented out as a place to stay and a place to eat for people who are on the way, a form of accommodation that is commercially managed, reserved for everyone to get services, lodging, eating and drinking.

According to the Minister of Tourism Decree, Post and Telecommunications No. KM 37 / PW / 340 / MPPT-86 (2011: 6) is a type of accommodation that uses part or all of the building to provide lodging services, food and beverages, and other supporting services for the public that managed commercially.

According to Sulastiyono (2011:15) is a company managed by its owner by providing food and beverage services, and bedroom facilities for sleeping to people who perform services and can pay an amount per the services received without any agreement.

II. Review of Literature

2.1 Health Protocols Cleanliness, Health, Safety, and Environment Sustainability (CHSE)

The implementation of CHSE or the so-called Guidelines for the Implementation of Sustainability, Health, Safety, and Environmental Sustainability of Tourist Attractions is an operational guide from the Decree of the Minister of Health Number HK.01.07 / Menkes / 382 / 2020 concerning Health protocols for the public in public places and facilities in the context of preventing and controlling the corona virus. This guidance is a reference for provincial governments, regency/city governments, village governments, including indigenous villages, business associations and professions related to tourist attractions, and tourism driving groups/tourism awareness groups to conduct socialization, tutorials/education, simulations, trials, mentoring, coaching, monitoring and evaluation in the application of Cleanliness, health, safety, and environmental sustainability to increase the confidence of the parties and reputation tourism businesses and destinations. The provisions contained in this guide refer to protocols and other provisions that have been set by the Government of Indonesia, the World Health Organization (WHO), and the World Travel & Tourism Council (WTTC) in the context of preventing and handling Covid-19.

Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020). The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020).

The CHSE Protocol is one of the programs from the Ministry of Tourism and Creative Economy, this program is carried out by providing CHSE certification for creative tourism business actors. In Cleanliness, Healthy, Safety, and Environment Sustainability.

a. Cleanliness

In the aspect of Cleanliness, in general, business actors must ensure Cleanliness in their business places, such as the availability of hand soap or hand sanitizers for visitors. Ensuring that the business place is always clean from germs, bacteria, and viruses by spraying disinfectants is also required in fulfilling this aspect.

b. Healthy

In the Healthy aspect, in maintaining health in the business area, business actors need to maintain the health of both workers and visitors. Starting from checking body temperature, wearing masks, to implementing social distancing by minimizing crowds.

c. Safety

In the aspect of Safety (Security), in maintaining security and safety, business actors need to prepare rescue procedures if at any time an unwanted emergency occurs, this aims to ensure the safety of people in the area.

d. Environment Sustainability

Regarding Environment Sustainability, business actors must ensure that their business has implemented environmentally friendly conditions. For example, with the use of environmentally friendly equipment and materials. To condition the area to make it feel comfortable for visitors.

2.2 Trust

Kuntari (2003) defines trust as entrusting someone or something to safeguard its interests, trust here relies on someone or something that is believed to have consequences in the relationship between the truster and the trustee. Whereas Nooteboom (2003), trust is related to dependence and risk, between the trustee and the trustor. Both sides believe and thoughtfully and there are expectations of whether they are satisfactory or not. According to Weichrich and Koontz (2003), viewing the concept of trust is the same as integrity, loyalty, attention and holding fast to promises. Trusts are critical elements in important relationships; they build trust through a network of friends and kinship. Trust is manifested in the form of trusting a person or group of people through speech, 2 verbal and written communication.

Trust is very important to a commitment or promise, and commitment can only be realized if it is meaningful at some point. Confidence or trust is an important factor that can overcome crises and difficulties between business partners while also being an important asset in developing long-term relationships between organizations. An organization must recognize the factors that can form this trust to create, organize, maintain, support and increase the level of relationship with customers (Zineldin, et al in Saputro, 2010).

Morgan and Hunt (2008) argue that when one party has confidence that the other party involved in the exchange has Reliability and integrity, it can be said there is trust. Moorman, et al (2010) define trust as a person's willingness to depend on others involved in the exchange because he has faith in the other party. Morgan and Hunt (2008) explain some of the benefits of trust, including:

- a. Trust can encourage marketers to maintain established relationships by working with trading partners.
- b. Trust rejects short-term choices and prefers the long-term prowess expected by retaining existing peers.
- c. Trust can encourage marketers to view attitudes that bring great risks wisely because they believe that their peers will not take opportunities that can harm marketers.

As for the dimensions of trust, according to (Robbins 2006 in Syamsuddin 2015) there are five, namely:

1. Integrity, including honesty and actual circumstances. Integrity in trust is critical. The other dimensions would be meaningless without a basic perception of moral character and honesty.
2. Competence, here is a technique and ability to interact to build trust. For example, how to listen to someone and speak and say something for a belief process to occur.
3. Consistency, relating to something trustworthy, the degree of predication towards the person, and the judgment of handling the situation.
4. Loyalty, the ability to protect and save a person from others. Trust requires that we depend on someone not to look for opportunities.
5. Openness, the last dimension of trust requires openness between one another. Without openness it is impossible for a process of trust.

III. Research Method

This research is a *mix methods research*, which is a research step by combining two forms of approaches in research, namely qualitative and quantitative. Mixed research is a research approach that combines qualitative research with quantitative research (Creswell, 2010: 5). Meanwhile, according to Sugiyono (2018: 18) *mix methods* are research methods at once, qualitative and quantitative in the activities of a research activity, so that more comprehensive, valid, reliable, and objective data will be obtained.

The *mix methods* approach is needed to answer the problem formulation that has been summarized in chapter I, the first problem formulation can be answered through a qualitative approach and the second problem formulation can be answered through a quantitative approach.

As for conducting an interview with Mr. Arif as HRD Management Trainee responding to the implementation of chse health protocols at the Gran Melia Hotel Jakarta in its daily application, all guest rooms, will be disinfected before arrival and when guests have left the room. In order to ensure its Cleanliness, all the guest rooms are sealed, and the guest is the first to enter the room, since the room was disinfected. He said Gran Melia Jakarta partnered with Diversey, a world-renowned hygiene products brand, to provide cleaning materials, hygiene plans, and training.

Mr. Arief explained, Stay Safe with Melia focuses that even with the existing health protocols, the standard of guest comfort is still maintained, so that guests get a pleasant stay while staying in Gran Melia Jakarta. By ensuring that health protocols implement all measures, Gran Melia Jakarta wants to improve the standards of safety and comfort for all guests. So no longer need to hesitate to stay at the Gran Melia Jakarta hotel.

Population according to Sugiyono (2015: 117) is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by the author to study and then draw conclusions. The population is not only people but also other objects and objects of nature. The population to be taken is guests of Hotel Gran Melia Jakarta.

The sample according to Sugiyono (2015: 118) is part of the number and characteristics that the population has. Suppose the population to be taken by the author is a large population and the author is unlikely to study everything in the population. In that case, the author can use a sample taken from that population, but the sample taken from the population must be able to represent the population. The sample criteria to be taken from the population must be able to represent the population. The sample criteria to be used in this study were guests who had stayed at the gran melia hotel in Jakarta.

The sampling technique used in this study was non probability sampling. According to Sugiyono (2015: 122), non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The type of non probability sampling used in this study was incidental sampling. Incidental samples are a technique of determining samples based on chance, that is, anyone who coincidentally meets the author can be used as a sample, when it is seen that the person who happens to be met is suitable and in accordance with the criteria as a data source. In this study, the calculation of the sample of the Slovin Formula (Sugiyono, 2011: 37) was used:

$$n = \frac{N}{1 + Ne^2}$$

Where

n : Number of samples

N: Total population

e : Error tolerance

In the Slovin formula there are the following conditions:

The value of $e = 0.1$ (10%) for a large population

The value of $e = 0.2$ (20%) for a small population

So the range of samples that can be taken from the Slovin technique is between 10-20% of the study population.

The total population in this study is guests staying at the Gran Melia Hotel Jakarta which amounts to 100 guests, so the percentage used is 10% and the calculation results can be rounded to achieve conformity. So to find out the research sample, with the following calculations:

$$n = 100 / (1 + (100 \times 0.01)^2)$$

$$n = 100 / (1 + (100 \times 0.0001))$$

$$n = 100 / (1 + 0.01)$$

$$n = 100 / 1.01$$

$$n = 99.00; \text{ adjusted by researchers to } 100 \text{ respondents.}$$

IV. Results and Discussion

Based on the results of the interview, it is known that the occupancy of the Gran Melia Hotel Jakarta still decreased occupancy in early January - March. But in May and June it began to increase. Conditions at the beginning of the pandemic changed drastically, but during the era of PPKM slack, the situation recovered even though it was not as stable as it was at the beginning before the pandemic. In response to this, the hotel manager has made breakthrough efforts to maintain and increase guests' trust to stay at hotel Gran Melia Jakarta by enforcing and implementing CHSE health protocols. The implementation of the CHSE prokes is based on Keputusan Menteri Kesehatan No.HK.01.07/Menkes/382/2020. In addition there is also Keputusan Menteri Kesehatan No.HK.01.07/Menkes/382/2020. At Keputusan Menteri, It can be seen that the hotel manager has the right to enforce the CHSE health protocol and even become an obligation.

4.1 Implementation of CHSE Health Protocol at Gran Melia Hotel Jakarta

Implementation based on the element of the presence of a target. Performance is an action carried out both individually and in groups to achieve the goals that have been formulated.

The results of observations on the implementation of CHSE aspects in health protocols:

CHSE Aspects	Hotel Gran Melia Jakarta
Cleanliness	The existence of SOPs for hygiene elements in the implementation of health protocols
Healthy	Visitors are required to wear masks. Likewise, employees use masks and gloves. Availability of Alat Pelindung Diri

	it is also necessary to meet the healthy elements in the CHSE health protocol.
Safety	There isan S tandard Operating Procedure for self-rescue and disaster. This element of safety is very important.
Environmental	In the CHSE health protocol, the hotel has a beautiful environment.

Hotel Gran Melia Jakarta has received certification from two institutions, namely Bureau Veritas and Kemenparekraf. Bureau Veritas is an international certification body that specializes in certification programs, providing certification for the implementation of health and safety protocols.

So when linked between the findings and existing theories, the implementation of the CHSE health protocol can be said to have been quite successful. Hotel managers have promoted and reiterated that the existence of this health protocol will ensure the safety, security, health, and environment of hotel guests. As can be seen in the following picture:



4.2 Conditions of Guest Confidence Level to Stay at Gran Melia Hotel Jakarta during the Covid-19 Pandemic

The total brand reliability level of hotel respondents during the Covid-19 pandemic as a whole increased and believed in staying at the Gran Melia Jakarta hotel because the hotel manager informed the Bureau Veritas certificate and CHSE certificate.

The anxiety of staying guests can be eliminated with the guest's confidence in the hotel manager's certification and application of CHSE. When linked to the findings, the level of confidence of guests to stay at the hotel increases quite significantly with the implementation of the CHSE health protocol. This is in accordance with CHSE's main goal in the recovery of tourism after the Covid 19 pandemic.

4.3 Test Questionnaire

a. Validity Test

Validity tests can be tested with SIFWARE SPSS version 25. In this study, the free variables of CHSE implementation and the variables bound to Guest Trust. The validity test is used to determine the feasibility of the points of statements in a list of statements in defining a variable of course. The validity test is carried out on a statement and the results can be seen through the results of the calculation, the author correlates each question item with data on the number of values of all question items of each variable using the *Product Moment* correlation test, the results are as follows:

In this study the number of samples (n) = 100 and the magnitude of $df = 100 - 2 = 98$ with $\alpha = 0.05$ in the table obtained $r = 0.196$. If the value is positive and r counts $> r$ of the table (by 0.196) then it is declared valid.

Variable	Question	R count (0.05)	R table	Conclusion
CHSE	1	0.727	0.196	VALID
	2	0.385	0.196	VALID
	3	0.765	0.196	VALID
	4	0.744	0.196	VALID
	5	0.772	0.196	VALID
	6	0.753	0.196	VALID
	7	0.794	0.196	VALID
	8	0.847	0.196	VALID
	9	0.810	0.196	VALID
	10	0.906	0.196	VALID
	11	0.855	0.196	VALID
	12	0.844	0.196	VALID
	13	0.865	0.196	VALID
	14	0.849	0.196	VALID
	15	0.826	0.196	VALID
	16	0.897	0.196	VALID
	17	0.916	0.196	VALID
	18	0.815	0.196	VALID
	19	0.782	0.196	VALID

Trust Validity Test Results

Variable	Question	R count (0,05)	R table	Conclusion
	1	0.488	0.196	VALID
	2	0.846	0.196	VALID
	3	0.832	0.196	VALID
	4	0.837	0.196	VALID
	5	0.854	0.196	VALID
	6	0.812	0.196	VALID
	7	0.870	0.196	VALID
	8	0.929	0.196	VALID
	9	0.885	0.196	VALID
	10	0.822	0.196	VALID

Trust	11	0.852	0.196	VALID
	12	0.887	0.196	VALID
	13	0.846	0.196	VALID
	14	0.857	0.196	VALID
	15	0.781	0.196	VALID

In the table above, it is clear that all indicators used to measure variables in this study have a correlation (r count) greater than r table, which is 0.196. Therefore all indicators used are declared valid.

b. Reliability Test

According to Sugiyono (2013: 110), Reliability is the extent to which the results of measurements using the same object, will produce the same data. This test is the same as the validity test, which is to use the help of SPSS version 25. Reliability test is carried out by testing the instrument only once, then analyzed using the *Cronbach Alpha* method. The questionnaire is said to be reliable if the reliability coefficient is positive and greater than 0.06.

The following table will describe the results of the calculation of the reliability test of the Application of CHSE to guest confidence described by each indicator and the number of each variable, namely:

1. CHSE Application Reliability Test Results

Cronbach's Alpha	N of Items
.942	19

Based on the results of reliabilitias testing on the CHSE application variable, it can be seen that the *Cronbachs Alpha* obtained is greater than the minimum value that has been set, which is $0.942 > 0.60$. From these results, all question indicators in the CHSE panning variable questionnaire are declared reliable.

2. Trust Reliability Test Results

Cronbach's Alpha	N of Items
.915	15

Based on the results of reliability testing on the confidence variable, it can be seen that the Cronbachs Alpha obtained is greater than the error standard used, namely 0.05 the minimum value that has been set is $0.925 > 0.60$. From these results it can be concluded that all indicators of the question in the questionnaire of confidence variables are declared reliable.

4.4 Test of Classical Assumptions

a. Normality Test

The normality test in this study used the Kolmogorov-Smirnov Ones Sample Test which measured whether the resulting value was smaller than 0.05. So the distribution of data is considered abnormal. Conversely, if the resulting value is greater than the error standard used which is 0.05 then the data is normally distributed. The results of the normality test can be seen as follows:

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.77699234
Most Extreme Differences	Absolute	.069
	Positive	.059
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the data in the table above, the results of the two-tailed Sig for the chse application variable to guests' respect, the resulting value is higher than the standard error used, namely, $0.200 > 0.05$ which states that the distribution of data is normal.

b. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.103	1.920		1.616	.109		
	Total_C	.197	.155	.166	1.271	.207	.479	2.086
	Total_H	.184	.101	.256	1.817	.072	.411	2.431
	Total_S	-.134	.118	-.184	-1.142	.256	.314	3.188
	Total_E	.176	.098	.273	1.793	.076	.352	2.839

a. Dependent Variable: Total_Kepercayaan

From the calculation results in the multicollinearity test result table, the free variable shows that the value of VIF = 1 where the value is less than 10. So that it can be concluded to be free from multikorlinearity.

c. Heteroskedasticity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.024	1.099		-.022	.983
	Total_C	-.015	.089	-.024	-.164	.870
	Total_H	.035	.058	.095	.603	.548
	Total_S	.028	.067	.075	.418	.677
	Total_E	.016	.056	.048	.284	.777

a. Dependent Variable: RES2

From the results of multicollinearity using the heteroskedasticity test, the significance results of the free variable were 0.777 above the standard significance value of 0.05. So it can be concluded that there is no problem of heteroskedasticity.

d. Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.472 ^a	.223	.190	1.814	2.018

a. Predictors: (Constant), Penerapan CHSE

b. Dependent Variable: Kepercayaan Tamu

Based on the results of the autocorrelation test table, it is known for the value = 2.018, compared to the significant table value of 5% (0.05) with the sample number of 100 independent variables $1(K=1) = 1.100$ so that the dU result from the table $r = 1.6944$ DW values greater than the dU limit and less than $(4 - dU) = 4 - 1.6944 = 2.3056$. so there is no autocorrelation

4.5 Simple Linear Regression

A simple regression test uses regression equations to determine the effect of each variable, namely the application of CHSE on guest confidence. A simple regression analysis was used using statistical analysis methods included in the SPSS 25 program to test the magnitude of the impact of CHSE applications on guest confidence.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3021.689	1	3021.689	126.246	.000 ^b
	Residual	2345.621	98	23.935		
	Total	5367.310	99			

a. Dependent Variable: Guest Trust

b. Predictors: (Constant), Application of CHSE

Based on the results above, a calculated F value = 126,246 while table F = 3.94 with a significant value = 0.000 < 0.05. The criterion H_0 is rejected if $F_{\text{counts}} > F_{\text{of the table}}$ with $\alpha = 0.05$ (5%) with a value of $126,246 > 394$.

Thus, the results of this simple regression test can be interpreted to mean that H_a stating the application of CHSE has a positive effect on the trust of the guest is accepted, and the consequence of H_0 being rejected if F_{counts} less than $F_{\text{of the table}}$

4.6 T Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.715	4.469		3.069	.003
Application of CHSE	.605	.054	.750	11.236	.000

a. Dependent Variable: Guest Trust

Based on the above results, an X coefficient of 0.605 and a constant of 13.715 are obtained, then it can be described the form of the variable relationship of the application of CHSE to the guest's trust in the form of the regression equation $Y = 13.715 + 0.605X$

This shows that the application of CHSE has increased by 1 point. Thus, guest confidence will increase by 0.605 at a constant of 13.715. In other words, the better the implementation of CHSE, the more guest trust increases.

V. Conclusion

Based on the results of the analysis of the researcher's findings, it can be concluded that the implementation of the CHSE health protocol has been quite successful. The results of research illustrate that the implementation of the CHSE protocol has increased guest confidence in staying at hotels, which is illustrated by the increasing occupancy level.

The condition of the level of guest confidence for staying is greatly improved with the implementation of the CHSE protocol in the hotel. This is evidenced by the results of research that illustrates that most believe that having a CHSE certificate and Bureau Veritas certificate displayed in hotels and other promotional media is a guarantee that the transmission of Covid 19 can minimize.

To realize the CHSE health protocol that further increases the confidence of guests to stay, it is necessary to make several efforts. It is necessary to carry out promotions regarding CHSE so that information is conveyed comprehensively and public fears are reduced.

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