

# Analysis of the Role of CHSE on the Quality of Service of Balkondes around Borobudur Temple to Support the Sustainable Development Goals Program

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## Abstract

*This study aims to analyze the effect of CHSE implementation on the Quality of Service of Balkondes around Borobudur Temple, and also to analyze the activities of Balkondes in implementing CHSE so far there are obstacles or not so that researchers know what strategies Balkondes are doing for the sustainability of the SDGs program. This research uses a Mix Method approach, namely using quantitative methods to test the effect of CHSE implementation on service quality, and using qualitative methods to analyze activities, challenges and strategies of balkondes in implementing CHSE so that they can support the SDGs program. The results showed that the application of CHSE has no significant effect on the quality of balkondes services and also balkondes activities provide many benefits to visiting tourists and experience many obstacles in implementing CHSE because many tourists do not comply with the rules imposed by each Balkondes.*

## Keywords

CHSE; service quality; balkondes; SDGs



## I. Introduction

The COVID-19 pandemic has spread to all corners of the world and its spread has been very rapid to date. Since the first case was identified in late December 2019, millions of people around the world have been infected (Kamel Boulos & Geraghty, 2020). As a result of the COVID-19 pandemic, all affected countries have restricted the movement of each of their citizens to carry out activities, which has an impact on various sectors, especially the global economy. One of the economic sectors affected is tourism (Wildman, Bulbulia, Sosis & Schjoedt, 2020). With social restrictions, it makes people's mobility very limited, from the prohibition of leaving the house to traveling to a place, making people unable to visit tourist attractions. This causes many tourists to cancel plans to go to tourist attractions, and the managers of tourist attractions also close their tourist attractions to avoid the spread of COVID 19 both nationally and internationally. According to UNWTO (United Nation World Tourism Organization) in 2020 there has been a decrease in tourist visits by 20-30%. This clearly provides a huge loss for the tourism sector, especially for countries that rely on tourism as an economy (Meo, Al-Khlaiwi, Usmani, Meo, Klonoff & Hoang, 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). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

Indonesia as one of the countries that relies on the tourism sector as state revenue has suffered huge losses due to the current COVID-19 pandemic (Alam, Fawzi, Islam & Said, 2021). Indonesia is one of the countries that have been severely affected by the COVID-19

pandemic. Currently, the spread of COVID 19 in Indonesia taken from the detik.com website has reached 5,089,637 cases, of which 496,383 are active cases. With the increasing spread of COVID 19, the government has made several policies to suppress the spread of COVID 19 in various sectors, including the tourism sector which is highly dependent on tourist visits (Devi, Warasnasih, Masdiantini, & Musmini, 2020). The government through the Ministry of Tourism and Creative Economy has developed a protocol called the Cleanliness, Health, Safety, & Environment Sustainable (CHSE) Protocol in the tourism and creative economy sectors (Maemunah, 2021). The implementation of CHSE-based health protocols is the key to success in tourism recovery efforts amid the Covid-19 pandemic that has not yet subsided. Without the implementation of health protocols and high discipline, it is not easy for the tourism sector to bounce back (Rijal, Arifin, Rante, Musawantoro & Badollahi, 2022). The Covid-19 pandemic caused everyone to behave beyond normal limits as usual. One of the behaviors that can change is deciding the decision to choose a college. The problem that occurs in private universities during covid 19 is the decrease in the number of prospective students who come to campus to get information or register directly to choose the department they want (Sihombing, E and Nasib, 2020).

The Cleanliness, Health, Safety, & Environment Sustainable (CHSE) program is implemented by providing CHSE certificates for tourism and creative economy businesses. The goal is to convince tourists and the community to feel and believe that the business actor has used the standards issued on CHSE certification (Satrya, Inggita, & Anshori, 2022).

The certification is intended for tourism businesses, related businesses or facilities, community environments and tourism destinations. Tourism businesses include tourist transportation services, hotels or homestays, restaurants, meeting rooms, conferencing, exhibitions. (Tourism Trend Book 2021, Kemenkraf) Tourism in Indonesia has great potential but not all of it has been carried out properly. Indonesia is able to attract foreign tourists to visit, but the role of government, economic policy and society has not been optimal in solving existing tourism problems. For this reason, the regulations issued by the government facilitate tourism industry players so that foreign tourists can transact tourism business in Indonesia (Illiyyina, Rahmi, Lesmana, & Kriswibowo, 2021).

The trend of national tourism activities no longer relies solely on destinations but rather on quality tourism. The number of visits is no longer important but the quality of the product such as the experience felt by tourists is the main trigger factor for returning to the tourist spot (Putri, Wiranatha & Suryawardani, 2021). Tourism in Indonesia is divided into 2, namely cultural tourism and nature tourism. Cultural tourism was chosen considering that culture is a human creation resulting from past relics that need to be preserved and utilized both for science and the welfare of society. The principle of preservation in the management of cultural sites is related to the principle of sustainability, this is the basis for choosing cultural tourism (Suwarni, Khadijah, & Rachmat, 2021). Cultural sites in Indonesia have several ranks starting from the district / city rank, provincial rank, national rank and finally the world rank. Recognition of cultural sites as world rankings is better known as world cultural heritage (World Heritage) (Rosyadi, Sabiq, Ahmad & Nuryanti, 2022).

Recognition of culture as world heritage is a world award for the culture in maintaining the originality and authenticity of the cultural site. In Indonesia, there are 5 (five) tangible cultural sites that have been designated as World Heritage by UNESCO, namely Borobudur Temple, Prambanan Temple, Bali Subak Cultural Landscape, Ombilin Coal Mine and Sangiran Ancient Human Site. Of the five world cultural heritage sites in

Indonesia, only Borobudur Temple has a Balkondes. With the existence of Balkondes at Borobudur Temple, in addition to tourism around Borobudur Temple becoming more attractive, it can also divert tourist visits to Borobudur Temple, which has limitations in accommodating the number of visitors to Borobudur Temple (Soeswoyo, Jeneetica, Dewi, Dewantara & Asparini, 2021).

Balkondes is part of the "BUMN Hadir untuk Negeri" program as a corporate social responsibility as follows the mandate of Law number 40 of 2007 concerning Limited Liability Companies concerning Social and Environmental Responsibility and Regulation of the Minister of State-Owned Enterprises (BUMN) number PER-09 / MBU / 07/2015 concerning Partnership Programs and Community Development Programs of State-Owned Enterprises (BUMN).

Balkondes as a CSR from BUMN is expected to help the people and communities around the Borobudur Temple area in terms of developing a better economy and environment, because previously Borobudur village was one of the poor villages in Central Java Province (Fatimah, Indrawati, Solikhah & Jayanti, 2021). This directly supports the Sustainable Development Goals (SDg) program number 8 (eight), namely Decent Work and Economic Growth or can be called a program regarding decent work and economic growth. Community involvement around Balkondes is one of the basic programs for the establishment of Balkondes as CSR from BUMN. This is also related to ISO 26000 where one of the core subject details of ISO 26000 is community involvement.

With the presence of Balkondes by BUMN, various quality tourist services around Borobudur Temple are formed. This tourist service provides tourist destinations in existing tourist villages. Tourism services are closely related to service quality. Service quality is a level of service related to the fulfillment of customer expectations and needs. Service quality can be described as the difference between service expectations by recommended customers (Bisnis, 2017).

The quality of service of each balkondes depends on the tourism products offered. Tourism products are all services obtained and felt or enjoyed by tourists since tourists leave their homes to the tourist destination they have chosen and return to their homes (Cahyani, Al Lukman, Lestari, Janah & Trimah, 2023). During the COVID 19 pandemic, service quality is the key for tourism actors in providing services to tourists. Tourism products are all services obtained and felt or enjoyed by tourists since tourists leave their homes to the tourist destination they have chosen and return home. The development of the conditions of the COVID 19 pandemic and the economic crush in the tourism sector have made tourism actors improve the quality of service not only in the way of service to consumers but also in the quality of maintaining health protocols at each facility (Rahadi, Ghassani, Rudito, Sunitiyoso, Jatmika & Rahmawati, 2021).

One of the factors that is proven to influence tourist interest in visiting tourists is tourist attraction. If the attractiveness increases, the interest of tourists to visit will also increase (Marpaung, 2019; Saputro, Sukimin, & Indriastuty, 2020; Sulastri, Rapini, & Kristiyana, 2018). Tourism destinations need to have an attraction that is measured based on 3S something to see, something to do, and something to buy (Purba & Simarmata, 2018). Based on this, tourist attractiveness is considered as a factor that is thought to influence tourist interest in visiting the Borobudur Balkondes area.

Furthermore, Solemede et al. (2020) explained that the Ministry of Tourism and Creative Economy implements a tourism recovery strategy through the CHSE (Cleanliness, Health, Safety, and Environment) policy. The policy is implemented by

distance, and checking body temperature. Balkondes in the Borobudur area also implement CHSE.

Thus, tourism actors in the Borobudur Balkondes area have provided CHSE-based services, therefore it is necessary to study how the impact of service quality on visiting tourists. In addition, during a pandemic, the trust factor is also expected to influence tourist interest in visiting. Previous researchers explained that consumer buying interest in tourism products is influenced by consumer confidence (Agusti, Utari, & Mardi, 2020; Astari & Herlambang, 2019). The higher the tourist's trust in the tourism product or tourist destination to be visited, the more interested in visiting (Astari & Herlambang, 2019). However, there are gaps in some previous research results.

Therefore, the relationship between tourist attraction to tourist interest, service quality to visiting tourists, and trust in tourist interest needs further research. The results of the study can be used as evaluation material for managers of tourist destinations in the Borobudur Balkondes area to find out the factors that can increase tourist interest. If the number of tourist visits increases, it is hoped that the Balkondes Borobudur tourist area can continue to develop and be sustainable so as to provide benefits for improving the welfare of the surrounding community.

Based on the background of the problems described above, the formulation of this research problem is to examine how the role of CHSE (Cleanliness, Health, Safety, & Environment Sustainable) is related to the quality of service of Balkondes around Borobudur Temple.

Based on this, the problem formulation to be taken is

1. Is there an influence of CHSE implementation on the quality of Balkondes services around Borobudur Temple tourist attractions?
2. What activities are carried out by Balkondes related to the application of CHSE around Borobudur Temple tourist attractions?
3. What challenges are faced by balkondes in implementing CHSE around Borobudur Temple tourist attractions?
4. What are the strategies to deal with challenges in the implementation of CHSE around Borobudur Temple tourist attractions?
5. How is CHSE related to SDG's?

## **II. Research Method**

Research methods are scientific ways to obtain data with specific purposes and uses. This study uses qualitative and quantitative approaches.

Quantitative research used to research on populations or samples, sampling techniques are generally carried out randomly, data collection using quantitative / statistical data analysis research instruments using a linkert scale (values 1-5). The quantitative research used aims to examine the effect of the independent variable, namely CHSE on the dependent variable, namely comfort quality. The research method used in this research is quantitative method with descriptive analysis.

For the qualitative approach, interviews were conducted with respondents in Balkondes to find out more and ensure the results of the quantitative method.

Time and Place of Research the research was conducted from March to November 2022, at Balkondes around the Borobudur Temple area in Magelang, Central Java. Balkondes that will be studied are 3 balkondes that already have CHSE certification, namely Borobudur, Karangrejo and Karanganyar Balkondes which are located around 6 km around Borobudur Temple.

### III. Discussion

#### 3.1 Population Policy during Turki Utsmani 1512-1566 M

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Conducted to determine whether the independent/dependent variables of cleanliness (X1), Health (X2), Security (X3), Environmental Sustainability (X4) individually affect the dependent variable Service Quality (Y).

Hypothesis testing and the coefficient of direct influence between the research variables, can be seen from the significant value at  $\alpha = 0.05$ . The following in full will be described one by one hypothesis testing as mentioned in the previous chapter as follows:

- a. Variable Clean obtained equal to - 1.177 with a significance of 0.245 where  $0.245 > 0.05$  so that  $H_0$  is accepted and  $H_a$  is rejected, namely there is an influence of the Clean variable on service quality but not significant.
- b. Variable Healthy obtained equal to 0.043 with a significance of 0.966 where  $0.966 > 0.05$  so that  $H_0$  is accepted and  $H_a$  is accepted, namely there is an influence of the Healthy variable on service quality but not significant.
- c. Variable Safety obtained equal to 2.605 with a significance of 0.012 where  $0.012 > 0.05$  so that  $H_0$  is accepted and  $H_a$  is rejected, namely there is an influence of the Safety variable on service quality but not significant.
- d. Variable Environment obtained equal to - 2.367 with a significance of 0.022 where  $0.022 > 0.05$  so that  $H_0$  is accepted and  $H_a$  is rejected, namely there is an influence of the Environment variable on service quality but not significant.

#### 3.2 Findings of Balkondes (Village Economic Center) Activities

Below is a presentation of findings from interviews for 2 indicators of Balkondes Activities consisting of:

##### 1. Dimensions of Management Participation Forms

The findings data show that 100% of Borobudur Balkondes and Karangrejo Balkondes respondents, and 70% of Karanganyar Balkondes respondents assess that Balkondes activities are influenced by the form of past participation of members and administrators who contribute to the running of balkondes operations at Borobudur Temple.

##### 2. Dimensions of Inter-Agency Cooperation

The findings data show that 86% of Borobudur Balkondes respondents and 90% of Karangrejo Balkondes respondents, and 73% of Karanganyar Balkondes respondents considered that the form of cooperation between Balkondes influenced the running of balkondes operations at Borobudur Temple so that they could develop and be utilized by tourists.

#### 3.3 Findings of Balkondes Challenges in Implementing CHSE

Based on the results of the interviews, there are descriptive analysis results that produce obstacles or challenges in the implementation of CHSE at Borobudur Balkondes, Karangrejo Balkondes, Karanganyar Balkondes. As that has not been optimally implemented and there are many shortcomings in the implementation of CHSE (Cleanliness, Health, Safety, and Environment) such as

1. The three Balkondes Borobudur, Balkondes Karangrejo, Balkondes Karanganyar have not been able to optimize maintaining cleanliness in the environment of these tourist destinations.
2. The three Balkondes Borobudur, Balkondes Karangrejo, Balkondes Karanganyar have not implemented social distance for visitors because many are crowded.

3. The three Balkondes Borobudur, Balkondes Karangrejo, Balkondes Karanganyar have not provided a first aid kit which must be provided in an easily accessible place.
4. The three Balkondes Borobudur, Balkondes Karangrejo, Balkondes Karanganyar have not been able to provide a good evaluation regarding the Implementation of the CHSE SOP.

### **3.4 Balkondes' Strategy to Overcome Challenges in Implementing CHSE in Relation to the Research Findings**

Based on the results of descriptive analysis research, the researcher uses the strategies that are carried out in implementing CHSE implementation on the basis of relevant previous research as follows:

1. Strategies to face the challenges of implementing CHSE in Balkondes Borobudur, Balkondes Karangrejo, Balkondes Karanganyar. Referring to the findings of this study, stakeholders / managers must carry out the application of hygiene standards to staff before work and the application of hygiene standards to the equipment and materials used. And this strategy is in accordance with previous research conducted by (Dhuha, Rifqi Raznan, 2022). In this case, the appropriate theory refers to referring to the Decree of the Minister of Health Number HK.01.07 / Menkes / 382/2020.
2. Strategies to face the challenges of implementing CHSE in Borobudur Balkondes, Karangrejo Balkondes, Karanganyar Balkondes. Referring to the findings of this study, Stakeholders / Managers must carry out Implementation must limit tourist visits in order to avoid physical contact, make safe distance arrangements, and prevent crowds, Both managers and tourists are encouraged not to touch the face, especially the eyes, nose and mouth, Check body temperature before entering the tourist destination area and Wear PPE (Personal Protective Equipment) that is needed and in accordance with health standards. And this strategy is in accordance with previous research conducted by (Dhuha, Rifqi Raznan, 2022). In this case the appropriate theory refers to referring to the Decree of the Minister of Health Number HK.01.07 / Menkes / 382/2020.
3. Strategies to face the challenges of implementing CHSE in Borobudur Balkondes, Karangrejo Balkondes, Karanganyar Balkondes. Referring to the findings of this study, Stakeholders / Managers must carry out Implementation There are procedures and regular training on disaster mitigation and self-evacuation processes and the availability of first aid boxes and their contents which are placed in locations that are easily visible and accessible. In accordance with the Regulation of the Minister of Manpower and Transmigration of the Republic of Indonesia Number: PER.15/MEN/VIII/2008. And this strategy is in accordance with previous research conducted by (Dhuha, Rifqi Raznan, 2022).
4. Strategies to face the challenges of implementing CHSE in Borobudur Balkondes, Karangrejo Balkondes, Karanganyar Balkondes. Referring to the findings of this study, stakeholders/managers must regularly monitor and evaluate the implementation of guidelines and SOPs for implementing CHSE protocols in tourist destinations (cleanliness, health, safety, and environmental sustainability).

### **3.5 Analysis of Findings on CHSE Linkages with SDG's**

The United Nations (UN) launched the Sustainable Development Goals (SDGs) as the global agenda for the continuation of the Millennium Development Goals (MDGs). The SDGs have 18 goals, including life without poverty, without hunger, good health and well-being, quality education, and gender equality. One of the Indonesian government's strategies to support the SDGs is to empower Balkondes in tourist areas or districts where the majority of income is small.

One form of government support for the business development of Balkondes Borobudur, Balkondes Karangrejo, Balkondes Karanganyar is lodging and restaurants, some have additional tour packages such as traveling by vw kombi car, bicycle rental, offroad with jimny, autoped rental, walking with andong, selling local community products (ceramics, woven bamboo, etc.). Balkondes are expected to have SMEs. SMEs are expected to contribute to increasing family income and overcoming economic problems by meeting daily living needs (Trivendi et al. 2011). It is expected to improve family welfare (Seng, 2018).

The existence of Balkondes provides benefits for SMEs to contribute to the improvement of their families (Kramer, 2010). Several studies have shown that village economic centers help their members meet social needs, improve welfare, and increase business (Mujanah et al, 2019). Balkondes can also provide support in developing the economy in rural areas and supporting family welfare (Sungkawati and Suarniati 2015; Widiyanti et al. 2018; Sungkawati et al. 2018). For this reason, research was conducted on the impact of Balkondes in supporting the achievement of SDGs in rural/tourist areas.

The existence of Balkondes in rural and low-income district areas is a) encouraging economic activities in rural and these areas, b) encouraging formal education participation among low-income families, c) strengthening the social capital of rural residents. All of these can support the achievement of the SDGs. Therefore, Balkondes need to be supported and further developed in terms of quality and quantity so that the SDGs can be achieved more comprehensively.

#### IV. Conclusion

Based on the results of the research conducted, the following conclusions can be drawn:

1. Based on the results of research analysis that the application of CHSE does not have a significant influence on the quality of Balkondes services around Borobudur Temple tourist attractions.
2. Based on the results of the analysis of the findings of the activities carried out, Balkondes has many activities that help tourists and visitors more easily and provide services for visitors such as lodging and restaurants, some have additional tour packages such as traveling by VW kombi car, bicycle rental, offroad with jimny, otoped rental, walking with andong, selling local community products (ceramics, woven bamboo, etc.).
3. Based on the results of the analysis of the findings, there are challenges faced by Balkondes in implementing CHSE around Borobudur Temple tourist attractions such as: The three Balkondes have not been able to optimize maintaining cleanliness in the environment of these tourist destinations, the three Balkondes have not implemented social distance for visitors because many are crowded, the three Balkondes have not provided a first aid kit that must be provided in an easily accessible place, the three Balkondes have not been able to provide a good evaluation regarding the implementation of the CHSE SOP.
4. Based on the results of the analysis of the findings, there are strategies to deal with challenges in the implementation of CHSE around Borobudur Temple tourist attractions, namely: Stakeholders / Managers must carry out the implementation of hygiene standards for staff before work and the application of hygiene standards to the equipment and materials used, Stakeholders / Managers must carry out the implementation of hygiene standards for staff before work and the application of hygiene standards to the equipment and materials used, Stakeholders / Managers must

carry out the implementation There are procedures and training on a regular basis regarding disaster mitigation and self-evacuation processes and the availability of first aid boxes and their contents which are placed in locations that are easily visible and accessible, and Stakeholders / Managers must regularly monitor and evaluate the implementation of guidelines and SOPs for implementing CHSE protocols in tourist destinations.

5. With the challenges and strategies, it is hoped that Balkondes can carry out sustainable economic development (SDGs) as in point 1 and point 8 and point 9 and point 17, namely:
  - a. SDGs No. 1 on poverty alleviation: Encourage economic activities in rural areas and the region to alleviate poverty,
  - b. SDGs No 8 on Decent Work and Economic Growth: Encourage participation among low-income families for decent work and grow the economy.
  - c. SDG No 9 on Reduced Inequality: Strengthen the capital of rural populations for the purpose of reducing inequalities in society.
  - d. SDGs No. 17 on Partnerships for the Goals: Strengthen rural residents' capital for partnerships that can grow family businesses to achieve economic growth goals

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