

Implementation of CHSE to Gain Consumer Trust at Primebiz Hotel Surabaya

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ABSTRACT

Indonesia has not been spared from the Covid-19 virus outbreak. The pandemic has impacted all economic activity, including tourism. Currently, Indonesia is adapting to the pandemic by implementing the New Normal. To gain the trust of tourists to vacation during the New Normal, the Ministry of Tourism and Creative Economy issued a health protocol named CHSE (Cleanliness, Health, Safety, & Environment Sustainability). This protocol is aimed at the tourism sector and Indonesia's creative economy, which will be operating during the pandemic. This study used a qualitative method with PrimeBiz Hotel Surabaya as the object of research. The results indicate many people are still hesitant to return to using hotel facilities even though the CHSE protocol has been implemented. Therefore, this study focuses on examining the implementation of CHSE to regain customer trust during the pandemic.

Keywords: CHSE, COVID-19, Customer Trust, Facility Management

INTRODUCTION

Tourism is a traveling activity carried out by individuals or groups to a tourist destination in a short time. Wilopo and Hackim (2017) stated that tourism is an array of activities and a service provider for accommodation, tourist attractions, transportation, and other services centred on satisfying individual and group travel needs. However, due to the Covid-19 pandemic, travel and travel activities have been restricted. Lockdown regulations imposed by several countries are considered unfavorable for tourism growth because tourism depends on the travel of local and foreign people (Ncube et al, 2021). According to UNWTO (2020) tourist arrivals declined sharply by up to 57% in March 2020; this also led to a decline in the annual figure of up to 60%-80% when compared to 2019.

Indonesia announced its first COVID-19 case in early March 2020. The COVID-19 outbreak has not ended, and the Indonesian government is now adapting to the pandemic by implementing the 'New Normal' officially announced in May 2020. The new normal is a temporary adaptation during the COVID-19 outbreak, where

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people will be prepared to adjust to new habits implemented during and after the COVID-19 pandemic.

The pandemic situation has also changed people's perspectives, where issues of health, hygiene, security, and environmental sustainability will be the main considerations for them to travel. In 2019, Indonesia's competitiveness in the tourism sector, according to the World Economic Forum (WEF), is smaller than other countries in the aspects of cleanliness, health, security, and the environment. The health and hygiene aspect ranks 102, the safety ranks 80, and the environmental sustainability ranks 135 in the world (Tandilino, 2020). At present, the rise of the tourism industry is greatly influenced by tourists' beliefs about the safety and comfort of tourist destinations (Pratiwi, Rama, & Sulistiyanti, 2020).

To regain the trust of tourists, the Ministry of Tourism and Creative Economy (Kemenparekraf) issued a health protocol called CHSE (Cleanliness, Health, Safety, & Environment Sustainability) for the tourism sector and Indonesia's creative economy. The guidelines are set following the Decree of the Minister of Health of the Republic of Indonesia Number Hk.01.07/Menkes/382/2020, which contains the health protocol for the community and the guidelines issued by the UNWTO in May 2020 regarding the Global, Guidelines to Restart Tourism (Tandilino, 2020). Cleanliness relates to hygiene and sanitation, such as providing a place for washing hands and cleaning the room with disinfectant after use. Health is related to the physical and mental state of a person who is free from disease, such as checking the temperature before entering a building and requiring the use of masks. Safety is related to the security and safety of both visitors and employees. Environmental sustainability is related to creating a healthy and prosperous environment for all living things.

Surabaya, commonly dubbed the City of Heroes, is the second largest city in Indonesia and the capital of East Java province. Based on data from BPS Surabaya in 2018, domestic tourist visits in Surabaya amounted to 27,575,125. The number increased from that in 2017, which amounted to 22,713,892 (Liputan6.com, 2021). Meanwhile, foreign tourists reached 1,728,194, which also increased from 2017. As a tourist destination, Surabaya has provided various adequate accommodations, one of which is hotels. Hotels are the place of choice for most people who are traveling. According to Utama (2015), the hotel comes from the Latin "hospes" which means a foreigner staying at someone's place, which later became the word "hotel" which means an inn. The existence of travel restrictions and travel activities for both domestic and foreign people has caused hotel occupancy in several leading areas to decline, especially in the city of Surabaya. In addition, many people are still hesitant to use hotel facilities even though the CHSE health protocol has been implemented. During the new normal period, many hotels continue to make efforts to regain consumer trust by implementing health protocols in their operations.

Therefore, we were interested in investigating the implementation of CHSE to regain consumer confidence during the pandemic. There are previous studies related to this study, one of which is compliance with the application of health

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protocols by hotel managers in the city of Bandung as an object, using a qualitative descriptive approach. In this study, we used Primebiz Hotel Surabaya as an object. This study was conducted using a qualitative method with the formulation of the problem, namely how to implement CHSE at Primebiz Hotel Surabaya to gain consumer trust during the COVID-19 pandemic. Based on the formulation of the problem, the purpose of this study is to describe the implementation of CHSE at Primebiz Hotel Surabaya in gaining consumer trust during the COVID-19 pandemic.

CHSE

CHSE is a health protocol policy issued by the Indonesian Ministry of Tourism and Creative Economy as a reference for entrepreneurs and/or implementers, workers, and local tour guides in adapting to new habits in the form of guidelines aimed at tourism businesses, tourism destinations, and tourism products to guarantee consumers on the implementation of Cleanliness, Health, Safety, and Environmental Sustainability (Maulina, Dianawati, Nugraha, Maemunah, & Sukmadi, 2020).

The implementation of CHSE refers to the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020 concerning Health Protocols for the Community in Public Places and Facilities in the Context of Prevention and Control of COVID-19. The scope includes cleanliness, health, safety, and environment sustainability.

Cleanliness is related to environmental hygiene and sanitation. According to Ikhtiar (2018), hygiene is about disease prevention focusing on individual or human health efforts and the environment. Meanwhile, environmental sanitation is one of the important aspects that ensures the cleanliness and hygiene of a place.

The Ministry of Tourism and Creative Economy (2020) stated that the implementation of the cleanliness aspect includes the availability of places to wash hands or provide hand sanitizers, provide disinfectants, or others that are safe and suitable for cleaning public spaces and goods, free of vectors and animals carrying disease, cleaning, and equipment, clean toilets and clean trash cans.

Health refers to the physical and mental state of a person who is free from disease. Based on Law No. 36 of 2009, health is a healthy condition, both physically, spiritually, and socially that allows every individual to be socially and economically productive. Meanwhile, WHO defines health as a condition with perfect quality in the body physically, mentally, and socially and not solely because of the absence of disease or weakness. In the Ministry of Tourism and Creative Economy (2020), the application of the Health aspect is mandatory to avoid physical contact, maintain a safe distance, prevent crowds, touch the face (especially the eyes, nose, and mouth), check body temperature, wear the required PPE, apply cough and sneeze etiquette, provide clean and hygienic food and beverage management, prepare simple medical equipment and supplies, have good air circulation for public spaces and work spaces, as well as control visitors who experience health problems during on-site activities.

Safety relates to a sense of security and safety for visitors and employees. According to the Indonesian dictionary, the meaning of security is where the situation

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is safe, peaceful, and maintaining national order (the ability of a nation to protect its internal values from external threats).

The Ministry of Tourism and Creative Economy (2020) stated that the implementation of the Safety aspect, namely preparing procedures for saving oneself from disasters, preparing first aid kits, providing fire extinguishers, preparing gathering points and evacuation routes, ensuring that all electronic devices are in an inactive condition when the room is empty, and preparing media and communication mechanisms for handling emergency conditions.

Environmental sustainability is centred on creating a healthy and prosperous environment for all living things to live. According to Lim in Abdou, Hassan, and El Dief (2020), environmental sustainability in the hospitality industry refers to the harmony that must exist between an activity and the environment in which it develops, where the two are correlated without harming each other. According to Kularatne et al, quoted in Kanasari et al (2019), environmental sustainability and efficiency in hotel operations will be strongly influenced by environmentally friendly behavior.

The Ministry of Tourism and Creative Economy (2020) stated that the implementation of the environmental sustainability aspect includes using environmentally friendly facilities and materials, energy and water sources to maintain the balance of the ecosystem, and processing waste and liquid waste completely. It also deals with a healthy and friendly environment, a beautiful and comfortable surrounding environment, and monitoring and evaluating the implementation of guidelines and SOPs of cleanliness, health, safety, and environmental sustainability.

Consumer Trust

Currently, the tourism industry is facing great challenges during the pandemic and requires the participation of all tourism stakeholders to regenerate tourist trust (Kye & Hwang, 2020). Company marketing department is responsible to build consumer trust (Putra & Sin, 2020). Trust plays an important role in creating long-term relationships between one party and another. According to Rotter quoted in Resika, Wahab, and Shihab (2019), trust is an expectation believed by a person or a group that promises, words, verbal or written statements from individuals or other parties can be relied on or trusted. Ganesan in Widyawati (2011) stated that trust is divided into two dimensions: credibility which refers to the belief in other parties who can carry out their obligations, and benevolence, which refers to the sincerity of other parties to carry out what has been agreed upon. Furthermore, Baki (2020) added that trust is the main key to growing customer loyalty and creating strong relationships between buyers and sellers.

Consumer trust, according to Mowen and Minor cited in Widayati (2011), is all views and conclusions that are owned and made by consumers regarding an object, its attributes, and benefits. Objects are everything in which a person has

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beliefs and behaviors towards products, people, and companies. Attributes are a feature that can be owned or not owned by the object. Benefits are positive effects resulting from attributes distributed to consumers (Bahrudin & Zuhro, 2015).

According to Gefen in Lien, Wen, Huang, and Wu (2015), consumer trust in service providers can help minimize cognitive risks and consumer insecurities, thus enabling long-term relationships to be maintained.

Facility Management

According to Kotler in Widyaningrum (2020), facilities are everything related to physical devices provided by service providers to build a sense of comfort for consumers. Meanwhile, Pollard-Durodola et al. (2012) added that facilities are not only limited to buildings but are more considered as supporting infrastructure for both individuals and collectives to fulfill their goals.

According to Alexander, in Pollard-Durodola et al. (2012), facility management is defined as the procedure by which an organization ensures that its buildings, systems, and services support core operations and processes and contribute to achieving its strategic objectives under changing conditions.

RESEARCH METHOD

This study used a qualitative approach. According to Barlian (2016), qualitative research utilizes a naturalistic approach to directly explore the phenomena faced by research subjects, such as behavior, motivation, perception, and other actions. The study was conducted at Primebiz Hotel Surabaya located on Jl. Gayung Kebonsari No.30. Data collection was carried out by interviewing and observing sources designated as informants to obtain more complex results. In this study, the samples were purposively selected based on the criteria determined by the researcher. They were the General Manager, Operation Manager, and Marketing Manager of Primebiz Hotel Surabaya, as they had credibility as decision-makers and were directly involved in the hotel operations. In addition, consumers who stayed at Primebiz Hotel Surabaya before COVID-19 and during the New Normal era were also selected since they felt firsthand the experience of the differences in service before COVID-19 and during the adaptation era. This study uses two sources of data, namely primary data and secondary data. Primary data were carried out by interviewing and observing the sources and research objects to obtain the required information. Secondary data was established by obtaining data through various library sources such as books, research journals, and company documents.

RESULTS AND DISCUSSION

Tourism businesses, especially hotels, really need to carry out CHSE certification to adapt to the new normal era. In general, hotels already have their cleanliness standards, but the CHSE is a benchmark and a complement to cleanliness standards in the hospitality industry in Indonesia, especially during the Covid-19

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pandemic. For PrimeBiz Hotel Surabaya consumers, the role of CHSE is crucial because currently, when consumers travel or use accommodation services such as hotels, they pay more attention to aspects of cleanliness and comfort in their surrounding environment so as not to be exposed to the virus.

Currently, with the government's CHSE-based health protocol guidelines, hotel managers must include these standards in their pre-existing SOPs. The CHSE health protocol guidelines help PrimeBiz to prevent the transmission of the Covid-19 virus in the work environment since the employees, guests, and suppliers are required to apply health protocols while in the hotel area. PrimeBiz also got a lot of new inputs and insights after gaining CHSE health protocol certification.

The hotel has a checklist that is used as a reference in facilitating routine checks on hotel facilities that have been sanitized, from room facilities to public area facilities. PrimeBiz also has a checker who monitors and ensures that hotel facilities are properly cleaned and sanitized according to the existing checklist. These checks are carried out regularly every day in addition to routine inspections and are adjusted to the condition of the hotel.

Debriefing and training of hotel employees related to CHSE need to be carried out to provide knowledge about the new health protocol standards. PrimeBiz Hotel Surabaya internal parties do not conduct formal employee training, but employees are given training during the morning briefing by sharing knowledge about health protocols. They were also given booklets about procedures for implementing health protocols that must be studied and constantly updated accordingly with the Covid-19 pandemic.

PrimeBiz Hotel Surabaya implied that they frequently face employees who are not used to new habits where they are required to strictly implement health protocols, for example, when they have to bring disinfectant. The mindset of the employees is also an obstacle, such as when employees are outside the hotel environment and receive a lot of incorrect information about the Covid-19 pandemic and then are brought into the hotel and try to influence other employees. Meanwhile, the obstacles experienced by PrimeBiz Hotel Surabaya's internal parties related to staying guests are that the hotel must dare to refuse guests who do not meet the requirements to stay at the hotel during a pandemic, such as mandatory PCR and antigen requirements, and reprimand consumers who do not comply with health protocols such as not using a mask when not eating so that it makes other consumers uncomfortable. This is an obstacle for PrimeBiz Hotel Surabaya because the delivery is difficult.

Since the existence of CHSE, almost every marketing activity must include a CHSE certification to attract consumers' attention that the hotel to be occupied is safe and meets health protocol standards from the government. Without the CHSE certification, hotels will find it more difficult to get guests, especially group guests, such as guests on business trips, and contracts with ministries and companies.

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Currently, people prefer to visit tourist destinations, restaurants, and hotels that have been certified CHSE. Hariyadi Sukamdani as General Chairperson of Indonesian Hotel and Restaurant Entrepreneurs (PHRI) said that hotel income was greatly influenced by CHSE certification because this is currently the main consideration for consumers in choosing tourist destinations (Republika.co.id, 2021). CHSE certification helps PrimeBiz Hotel Surabaya to increase income during the pandemic, even though it is not too significant.

Currently, in the new normal era, the government is trying to restore consumer confidence through a CHSE-based health protocol. PrimeBiz Hotel Surabaya consumers stated that the CHSE certification influenced their decisions in using accommodation services such as hotels. They thought that during their stay, they would consider the facilities and security provided by the hotel in preventing virus transmission. They also felt doubtful if the hotel they chose was not yet CHSE certified.

PrimeBiz Hotel Surabaya consumers see that PrimeBiz Hotel has carried out health protocols under established protocol standards. This is stated because they have experienced and seen both directly and through social media shared by PrimeBiz Hotel Surabaya regarding the hotel's efforts to implement health protocols such as providing hand sanitizers in the hallways and disinfecting in hotels so that it makes consumers feel confident that staying at PrimeBiz Hotel Surabaya can make them feel safe and comfortable.

Consumers see PrimeBiz Hotel Surabaya's seriousness in implementing health protocols through appeals given to guests, both written and unwritten, such as warnings given to guests who do not implement health protocols. For example, guests in restaurants who do not use hand gloves when taking food and guests who do not practice social distancing will be reprimanded by officers. This makes other consumers feel safe because the hotel is disciplined and serious about implementing health protocols.

CONCLUSIONS

Based on the results and analyzes, we concluded that it is important for tourism businesses to carry out CHSE certification as it is one of the considerations for consumers when traveling or using accommodation services such as hotels. In addition, increasing consumer awareness of hygiene and health factors makes consumers feel more secure and comfortable in CHSE-certified hotels. CHSE-based health protocol guidelines issued by the government also complement the existing hygiene standards in hotels, especially during the pandemic. The guidelines are implemented through Standard Operating Procedures (SOP) applied to employees, guests, and other parties who are active in the hotel, such as having to wash hands or use hand sanitizer before entering the hotel and when going to use tools, check body temperature, disinfect all facilities that have been used, and establish proper procedures for serving food in restaurants. Also, it is

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mandatory for consumers from outside Surabaya to include PCR or antigen test results when staying at PrimeBiz Hotel Surabaya.

The CHSE guidelines made by the government also make it easier for the hotel to monitor and supervise hotel facilities that must be sanitized because everything is checked based on the existing checklist. In addition, employee training is also carried out to increase knowledge about health protocols. All marketing activities at PrimeBiz Hotel Surabaya now include CHSE as a new tool to attract consumer interest. Even so, the role of CHSE is not significant in increasing hotel income. At first, PrimeBiz internal parties had problems implementing the CHSE health protocol; however, the hotel was still able to overcome it. This was evident from the results of interviews with several consumers who said that they believed PrimeBiz Hotel Surabaya was disciplined in implementing CHSE-based health protocols. They also added that the services provided by PrimeBiz during the pandemic guaranteed a sense of security when they stayed at PrimeBiz Hotel. Their CHSE health protocol successfully made consumers feel safe and comfortable.

From the results of the study, PrimeBiz Hotel should continue to be consistent in implementing health protocols, for example, by routine evaluations in each hotel department to find out the difficulties when implementing health protocols. To provide more complete facilities, PrimeBiz can provide rapid antigen on the spot for consumers outside Surabaya. Employee training can be done in various ways, not only during the morning briefing so that employees are not bored and the material can be conveyed properly.

This study can add references to assist future research. Further researchers can deepen their understanding of the implementation of CHSE in every aspect and whether it still affects consumer confidence to travel in the future, given that a pandemic can occur at any time.

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