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Competence of Room Attendant in Make Up Room Based on Hotel Standard Operating Procedure

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A B S T R A C T

A R T I C L E   I N F O

Room attendant is a room section officer who handles guest room needs and other main tasks related to room make-up. Therefore, competencies are needed according to standards based on hotel SOPs including 4C competencies (critical thinking, communication, collaboration, and creativity). The purpose of this study is to analyze room attendant competencies in make-up room based on hotel SOP. This research uses qualitative method with content analysis approach and systematic literature review (SLR). The results showed that related to room attendant competencies in make-up room based on hotel standards in several countries, including Indonesia, referring to the 4C competency aspects, there are competencies that rank highest as the most relevant competency units to the current room attendant job demands. In addition, based on the research findings in terms of 4C competencies, the competencies that are most relevant to the current room attendant job demands are the units of competency. Competencies based on these findings can be concluded that the competency profile of room attendants in the make-up room referring to the 4C competency aspects shows the most relevant competencies to the demands of the 21st century, namely evaluation and analysis units, verbal and nonverbal communication, teamwork, and creative problem solving. The recommendation of this study is to conduct further research on effective competency assessment methods in measuring room attendant competencies in make-up rooms in the 21st century based on Hotel SOPs.

1. INTRODUCTION

Hotel is an accommodation service business that uses part or all of the building for the provision of lodging, eating and drinking, and other services that are managed commercially with its management carried out professionally and supported by skilled labor. Based on this definition, it can be understood that a hotel is a building that provides lodging services for guests. Services that offered by the hotel are in the form of rooms rooms, cleaning services, and other services services such as restaurants, swimming pools, fitness centers fitness center, spa, conference services, etc. so on which are managed professionally and supported by a workforce that have good skills.

Guest comfort is the main focus in realizing one of the hotel's goals, which is to provide quality service with a professional workforce. Guests will feel comfortable and happy when they receive service that meets expectations, responsive service, assurance and certainty obtained from the polite and courteous attitude of employees, communication and knowledge possessed, and sincere attention. Sari (2019) states, apart from products and services, labor is also very important in achieving the goals of a hotel. A qualified workforce will be very helpful in providing quality service as well, so that guests have a good impression of the hotel and want to come back.

The workforce has skill demands to adapt to the times as well as in achieving company goals. The skills in question are understood as an individual's ability to carry out a job correctly and have excellence based on matters concerning knowledge, skills, and attitudes (Edison, 2017). In addition, workforce competence means expanding with the renewal of competency qualifications as Partono (2021) states, the 21st century world of work requires at least four workforce competencies that are able to compete in the world of work.

The 21st century competencies are known as 4C (Critical thinking, Communication, Collaboration, and Creativity) (Redhana, 2019). 4C competencies for the workforce are expected to carry out tasks more effectively and can make a positive contribution to the company. Ismail & Nugroho (2022) argued that the workforce determines the success of a company, this is because the quality of the workforce is believed to be able to carry out their duties and functions as employees of a company.

Hotel management and operations provide core products and services in the form of rooms and food, as well as ancillary services that involve labor from various departments. Therefore, housekeeping as one of the departments in the hotel has high demands on labor, namely room attendants who work around the clock to clean rooms and respond to guest requests. Warmadi & Arifin (2023) state that the room attendant is the spearhead of a hotel, so called because the number of guests staying is very dependent on the condition of the room whose management is carried out by the room attendant. The job of a room attendant can be said to be complicated because complaints from guests are closely related to the state of the room and the quality of a hotel room depends on the quality of the room attendant (Sitorus & Sembiring, 2022).

Room attendant is a room section officer who has the main duties and responsibilities, namely in carrying out cleaning of guest rooms, including making beds, cleaning bathrooms, and fulfilling guest room equipment. The action is known as room make-up which is carried out by room attendants by following standard operating procedures (SOP) to ensure the correct room availability. The ideal condition in the make-up room process is that it is carried out efficiently and consistently in accordance with standards to ensure rooms are available appropriately and quickly.

The Indonesian Minister of Manpower has established the Indonesian National Competency Standards (SKKNI) in the category of Accommodation Provision and Drinking Food Provision Principal Group of Hotel Field Accommodation Provision, one of which outlines the competencies of preparing and cleaning rooms for guests which are divided into knowledge, skills and work attitude competencies. SKKNI is set by the Indonesian government as a reference for institutions in determining the competencies that must be possessed by workers in certain fields, including in the hospitality sector (Ministry of Manpower No. 125). Thus, it can be understood that SKKNI is used as a reference in the preparation of SOPs to ensure that the workforce has the knowledge, skills and work attitudes that meet the standards so that they can provide quality services so that guest satisfaction is guaranteed.

Contrary to the duties of room attendants in make-up room operations guided by SOPs, several research studies report that there are some room attendant workers who do not have sufficient knowledge, one of which is in understanding the SOPs and the scope of their duties and responsibilities (Warmadi & Arifin, 2023). Therefore, it is often found that the application of SOPs is not optimal, causing complaints from guests, such as poor maintenance of the room environment and cleanliness, lack of comfort and cleanliness of the room, lack of follow-up by the hotel on existing problems, are complaints that often arise from hotel guests (Warmadi & Arifin, 2023).

Musparni & Samira (2021) added, the lack of room attendant cooperation in working and not helping each other causes the time needed to clean the room to be long, this shows a lack of collaboration between room attendants which is the cause of guest complaints. Wang (2010) explains that task complexity requires employee cooperation by utilizing limited resources. Therefore, collaboration is a competency that plays an important role based on knowledge, interdisciplinary, and specialized. Asserts that proper and efficient collaboration between departments in a hotel is very important to maintain performance standards according to SOPs and create a good hotel image.

Overall guest satisfaction is ultimately determined by the guest's impression of service quality which will result in the hotel's image (Yick, Köseoglu, & King, 2020). It is important to respond quickly and maintain proper relationships with guests because in the age of the internet, digitalization, and intense competition, the guest and his/her expectations come first (Kozłowski & Korzeniewski, 2024). Therefore, it is necessary to analyze the competence of room attendants in make-up rooms based on hotel standard operating procedures (SOPs).

2. METHODS

This research design is qualitative with content analysis and systematic literature review (SLR) methods. The object of content analysis research, namely official websites that discuss or present information about hotel standards, while the object of SLR research, namely using research articles obtained through scientific publication search engine platforms.

The content analysis procedure involves several steps, including data collection, coding, and analysis. The SLR procedure consists of several stages, namely the formulation of a clear research question, development of a review protocol, comprehensive literature search, selection of studies based on inclusion and exclusion criteria, data extraction, and synthesis of results.

3. RESULTS AND DISCUSSION

3.1 Competence of Room Attendant in Make Up Room Based on Hotel SOP in Some Countries

Based on research findings on room attendant competencies in room make up based on hotel standards in several countries, including Indonesia, referring to the 4C competency aspects, evaluation and analysis, verbal and non-verbal communication, teamwork, and adaptability are ranked highest as the most relevant competency units to the current room attendant job demands.

3.2 Room Attendant Competency in Make Up Room Based on Hotel SOP Journal Findings

The results of research findings with a systematic literature review process regarding room attendant competencies in make up rooms based on hotel standards from journal findings, show that when viewed from the 4C competency aspects, the highest position as the most relevant competency to the current room attendant job demands, namely evaluation and analysis units, verbal and non-verbal communication, teamwork, and creative problem solving. These results reveal that the room attendant competencies from the journal findings have quite similarities with the room attendant competencies found based on hotel standards in several countries, the difference is that creative problem solving emerges as the most relevant competency compared to adaptability.

3.3 Competency Profile of Room Attendant in Make Up Room Based on Hotel SOPs

Findings revealed from hotel standards in several countries and journal literature regarding room attendant competencies in make up rooms, indicate that the competencies most relevant to the demands of room attendant work are based on four aspects of competence, namely evaluation and analysis units, verbal and non-verbal communication, teamwork, and creative problem solving.

Evaluation and analysis are key competencies required by room attendants. The ability to analyze situations, assess room conditions, and make appropriate decisions is critical to maintaining cleanliness and guest comfort (Yahya, 2020). This competency includes not only the ability to identify problems, but also to apply appropriate solutions in rapidly changing situations.

Verbal and non-verbal communication is also a crucial aspect of the room attendant job. Room attendants must be able to communicate effectively, both with guests and coworkers, both through words and non-verbal cues. This is important to ensure that guests' needs are met, as well as to maintain good cooperation between departments (Susanti & Hidayat, 2022). Teamwork is one of the most relevant competencies as well, given that room attendants often work closely with staff from various departments to ensure that hotel operations run smoothly and efficiently (Miller et al., 2020). Without effective cooperation, consistent and high-quality service delivery to guests will be difficult to achieve.

Creative problem-solving is a prominent competency, especially in the context of the ever-evolving demands of the hospitality industry. Room attendants must be able to think creatively to solve problems that arise suddenly, such as unusual guest requests or emergency situations that require a quick and innovative response (Prasetyo, 2018).

Overall, the four competency units reflect the increasingly complex demands of room attendant work, where not only technical skills, but also soft skills such as communication, collaboration, and creativity are becoming increasingly important.

4. CONCLUSION

The conclusion of this study is based on the research objectives, findings, and discussion. Based on the content analysis and SLR, it can be concluded with the description below.

(i). Based on the content analysis approach, room attendant competencies in make up room based on hotel standards in several countries, including Indonesia, in terms of 4C competencies, evaluation and analysis, verbal and non-verbal communication, teamwork, and adaptability occupy the highest position as the most relevant competencies to the current room attendant job demands.

(ii). Based on the SLR approach, room attendant competencies in the make up room based on hotel standards journal findings seen from the 4C aspect, shows that, the highest position as the most relevant competencies to the current room attendant job demands, namely evaluation and analysis units, verbal and non-verbal communication, teamwork, and creative problem solving.

(iii). The competency profile of room attendants in make up rooms based on hotel standards in several countries and journal findings, shows that the competencies most relevant to the demands of room attendant work based on four aspects of competence, namely evaluation and analysis units, verbal and non-verbal communication, teamwork, and creative problem solving.

AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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