

PROCEEDING OF THE 1st INTERNATIONAL CONFERENCE ON HOSPITALITY, TOURISM, AND ENTREPRENEURSHIP 2022

Tourism Transformation : Opportunities & Challenges in The New Era

Bali, September 30th 2022

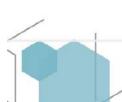
Campus Master of Applied Tourism Study Programme (S2) Bali Tourism Polytechnic Dharmawangsa Kampial Street, Nusa Dua 80363, Bali – Indonesia

collaboration









Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

Proceedings International Conference on Hospitality, Tourism, and

Entrepreneurship @2022

First published in English

Published by Master of Applied Tourism Study Programme (S2)

Bali Tourism Polytechnic, November 2022

Office: Dharmawangsa Kampial Street, Nusa Dua 80363, Bali – Indonesia

Phone: +62 361 773537 Fax: +62 361 774821

Website: http://pasca.ppb.ac.id Email: INSPIREPPB@GMAIL.COM

Editor in chief: Dr. Titien Damayanti, S.E., M.Si. Design cover: Putu ayu Puspitawati, A.Md., S.Kom.

Copyright protected by law is prohibited from quoting or reproducing part or all of the contents of this book without the permission of the publisher.

ISSN:_____



Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

Committee

Person Responsible: Dr. Putu Utama, S.E., MM

Advisory Board : 1. Drs. Ida Bagus Putu Puja, M.Kes

2. Drs. I Wayan Muliana, M.Ed.

3. I Ketut Adhi Astawan, S.E., M.Agb.

4. I Nyoman Rinala, S.E., M.Pd.

5. Dr. Ida Ayu Putri Widawati, S.E., M.Si.

Editors : 1. Dr. Titien Damayanti, S.E., M.Si.

2. Ni Made Tirtawati, S.Si., M.Par.

3. Ni Made Suastini, S.E., M.Par.

4. I Gusti Agung Febrianto, S.Par., M.Par.

5. Prastha Adyatma, S.M., M.Sc.

6. Putu Surya Laksana Rahjasa, S.Tr.Par., M.Tr. Par

7. I Komang Bangkit Wijaya, S.Ds.

8. Komang Dian Permatajaya, S.S

9. I Putu Bali Pradika, S.Kom.

10. Putu Ayu Puspitawati, A.Md., S.Kom.

11. Hilda Apriani, S.Tr.Par.

Reviewer: 1. Dr. Irene Hanna H Sihombing, S.E, MM., CHE

2. Dr. Luh Yusni Wiarti, A.Par., S.E., M.Par., M.Rech

3. Dr. Lukia Zuraida, S.Pd., M.Hum.

4. Drs. I Gusti Ngurah Agung Suprastayasa, M.Ed.

5. Putu Gde Arie Yudhistira, S.E., MM., CHE

6. I Gusti Ayu Putu Wita Indrayani, S.ST.Par., MM., CHE

Chairperson : 1. Dr. Ni Made Eka Mahadewi, M.Par., CHE

2. Dr. Drs. I Ketut Murdana, MA

3. I Gusti Agung Gede Witarsana, S.ST.Par., MM.,CHE

4. I Nyoman Sudiksa, S.E., M.Par., CHE

5. Putu Ayu Aryasih, S.E., M.Par

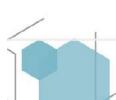
6. I Nengah Wirata, S.E., M.Par.

7. Hardina, S.Pd., M.Pd.

8. Luh Putu Kartini, S.Par., M.Tr.Par.

Moderator : 1. Dr. I Ketut Surata, M.Sc.

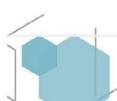
2. Dra. Ni Kade Juli Rastitiati, M.Hum.



Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

PUBLISHER STATEMENT

- 1. All papers contained in this proceeding have gone through a blind review process by reviewers appointed by the Director of Bali Tourism Polytechnic (INSPIRE).
- 2. Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic is not responsible for the ideas and contents of the papers listed in this proceeding.
- 3. Even though all papers in this proceeding have gone through the review and editing process, it is possible that there are still errors in writing and



Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic



Om Swastiastu,

It is great pleasure for me to welcome you to the International Conference on Hospitality, Tourism, and Entrepreneurship (INSPIRE) 2022 which organized by Master Applied of Tourism Program Study. My name is I Putu Utama, Master Applied of Tourism Program Study Coordinator.

Before we get started, I would like to express my sincere appreciation to all of the keynote speakers, plenary speaker, invited speakers, co-host from fellow academic institutions, presenters, participants, the management of Bali Tourism Polytechnic, lecturers, all partners, and especially our beloved students who are generously helped us making this international conference comes true.

This international conference is one of the academic activities in our study program which aims to disseminate the results of applied research in the field of tourism and hospitality. By organizing this academic activity, academics and practitioners can develop their managerial knowledge and skills in the tourism and hospitality industry. Based on this phenomenon, this year, the Applied Tourism Masters Study Program is interested in holding an international conference entitled International Conference on Hospitality, Tourism, and Entrepreneurship 2022 (INSPIRE 2022) with the theme "Tourism Transformation: Opportunities & Challenges in the New Era"

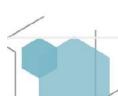
Once again thank you very much for your participation and support. Hopefully this international conference gives us the new insight and perspective facing this uncertainty conditions, stay safe.

Om Shanti Shanti Om

Sincerely,

Dr. I Putu Utama, S.E., MM

Coordinator of Master Applied Tourism Study Programme (S2)



Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic



WELCOME REMARK

Welcome Remark
Dr. H. Sandiaga Salahuddin Uno
Minister of Tourism and Creative
Economy
International Conference on Hospitality, Tourism, and Entrepreneurship
(INSPIRE) 2022
"Tourism Transformation: Opportunities & Challenges in A New Era"

The tourism industry has undergone massive changes due to the impact of the COVID-19 pandemic. Various industries, especially in the tourism and hospitality sectors, have experienced a shift in target markets, commodity preferences, distribution preferences and also marketing methods by utilizing developments in technological advances. This is certainly a challenge for all industry players to be able to find, design, as well as realize creative ideas that can be used directly in the implementation of various industrial activities to continue to grow and develop the industry in facing challenges, so that it can become adaptive and sustainable.

Poltekpar Bali, September 30th 2022

In my opinion, the changes that occur in the tourism industry must start from a change in mindset. Various dynamics (changes) must of course be utilized by all generations as a momentum to change our mindset which may now be no longer relevant to the changing times so that it becomes relevant and also visionary who is full of enthusiasm to contribute to the growth and development of the country in the future.

The various uncertainties resulting from the COVID-19 pandemic are certainly not over as a concern for the whole world. Currently, we are in the recovery stage in the tourism industry, which has a higher level of sensitivity compared to other industries. However, what is interesting when one examines it amidst the various pressures facing the tourism industry, there are several industrial sectors that are actually experiencing positive growth, such as the creative economy imbued with an entrepreneurial spirit. Entrepreneurship that focuses on finding solutions to various problems in society seems to be able to survive and adapt to various innovations that are simplistic in nature, which change various methods of carrying out conventional industrial activities to be based on technological advances, one example is the use of VR Box or VR. Cardboard in the implementation of virtual tourism, so that virtual tourists can search for tourist information from their respective homes but as if they were directly at the location. VR can be a solution or alternative media to provide a tourist experience both during a pandemic and in normal conditions. Virtual Reality (VR) based business is currently experiencing enormous development and improvement. This can be seen from the use of VR in the commercial industry (online shopping), education, manufacturing, health training, architectural advertising, and sports. This will certainly get support from the government through government policies in linking tourism with the creative economy which is an extraordinary breakthrough to boost the community's economy and create innovations as well as jobs.

Coinciding with the commemoration of World Tourism Day (27 September 2022), this is a momentum that we can all take advantage of to be able to further revive and develop the tourism industry through various innovations and synergy between stakeholders. Tourism as we know it



Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

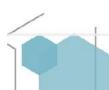
has provided a multiplier effect for destinations, both from the rural level to the urban level, needs special attention from all of us.

Theoretically, Tourism is a scientific discipline whose scientific studies can be divided into three: ontology, epistemology, and axiology. Ontology itself discusses what one wants to know about the theory of existence. Then epistemology discusses how the process of obtaining knowledge, and axiology discusses the value related to the usefulness or benefits of the knowledge obtained. This knowledge must be a characteristic and a way of life for tourism actors with high integrity so that the development and progress of Indonesian tourism can remain one of the leading in the world.

On this occasion I would like to congratulate this conference with the hope that its activities can generate creative ideas about hospitality innovation, tourism and entrepreneurship. Believe that by joining hands and working hard together we will all become strong and superior.

Let's make 3G a reality: Gercep (Move Fast), Geber (Move Fast), Gaspol (Work on All Potentials)

Together We Have 4 Aces: Hard Work, Smart Work, Complete Work, Sincere Work.







Welcome Remark
Drs. Ida Bagus Putu Puja, M.Kes.
Director of Bali Tourism Polytechnic
Inspire Conference, September 30th 2022

Our Excellency Minister of Tourism and Creative Economy Republic of Indonesia who will be our Keynote Speaker in this international seminar.

Honorable speakers, And all conference participants and conference committees

First, I would like to thank to the GOD for giving us his blessing so that we could hold this "International conference on Hospitality, Tourism and Entrepreneurship 2022". Because of His mercy, we are sitting in this opening event in good health.

In this occasion, I would like to convey my gratitude to our excellency Minister of Tourism and Creative Economy Republic of Indonesia who helped us in this international conference, all honorable speakers and thank you to all participants who are attending this conference either daring or luring.

In the celebration of the 42nd World Tourism Day this year with the tagline "Rethinking Tourism". Bali Tourism Polytechnic has done some entertainments, social, environmental and academic activities which involved students, lecturers and staff as well as community members which have been starting from the beginning of this month.

Today, one of our main activities is holding "the international seminar on Hospitality, Tourism and Entrepreneurship (INSPIRE) 2022". The main purpose of this conference to give insights to the tourism stakeholders how to work together hands in hands to attract and promote tourism sectors in Indonesia to help the economies of the communities after the pandemic covid19.

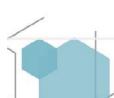
We have invited some credible speakers for this conference from (1) Buckinghamshire New University, England, Professor David Hind, (2), Republic Polytechnic Singapore, Ms. Queenie Lee, (3). Universiti Teknologi MARA Penang, Malaysia Mr. Anderson Ngelambong Ph.D. and (4) Bali Tourism Polytechnic Lecturers.

They will share their knowledge and experiences like Hospitality and tourism Digital Transformation, Hi-tech and Hi-touch in hospitality Future, the future of HR in the Hospitality industry, Event Based Destination Development and the future of international Event Industry Post Covid-19.

We do hope that those conference topics can be valuable in tourism industry.

In this good opportunity I would like Our Excellency Minister Tourism and Creative Economy to give keynote speech and open this conference officially.

Thank you very much for your time with us.



viii

TABLE OF CONTENTS

COVER	
Committee	ii
PUBLISHER STATEMENT	i y
PREFACE	ν
WELCOME REMARK	V
TABLE OF CONTENTS	ix
An Error Analysis on the Use of English made by Local Tourism Workers of Jatiluwih Tourism Destination at Tabanan Bali Ni Luh Putu Sri Widhiastuty dan I Ketut Murdana	2
Strengthening Sustainable Tourism Community Resilience Through Community's Responses to COVID-19 Pandemic in Desa Adat Kuta, Bali I Putu Gede Eka Praptika	<u>C</u>
The Strategy Managing Museum of Southeast Sulawesi Increasing Tourists Nandita Nurung Hg, Uswah Amiratih, dan Raden Wulandari Pratiwi	28
The Effectiveness of Development of the Bukit Siguntang Archaeological Park With Ecotourism Perspective on Preserving Local Wisdom in Palembang City Hikmatul Hasanah	42
Community Empowerment in the Development of the Bayan Tourism Village, the Regency of North Lombok Anak Agung Eka Putri Dewi Astiti	49
Priorities of Tourism Village Development As a POST-COVID-19 Tourism Destination: Application of The AHP Approach Ni Made Karunia Noina	
Sport Tourism Development Strategy as Economic Empowerment Effort in SEZ Mandalika Abdul Hamid	
The Effect of Service Quality, Destination Image, and Accessibility on Tourist Satisfaction at Whale Shark Tourist Destination in Botubarani Village, Bone Bolango Regency, Gorontalo Province Rizki Aditya Mohamad	96
The Effect of Covid-19 on Sustainable Tourism in Goa Pindul Yogyakarta Lukia Zuraida dan Nurul Aini	101
Canonical Analysis of Prime Factors and Tourists' Visit at Pinge Village Tourism, the Regency of Tabanan Ida Ayu Tri Santika	107

Design Site Plan of the Lantebung Mangrove Ecoturism With the Principles of	
Sustainable Tourism Develompent in Makassar City	
Nurfadillah Mustari, Eka Mahadewi, dan I Ketut Surata	114
Preservation of Cultural Heritage Tourism of The King Sisingamangaraja Dynasty in Humbang Hasundutan District Ellyta Elfrida Tambunan, dan Johannes Tobing	130
Effect Implementation Of Solo Batik Carnival On The Visit Level Of Tourist	
(Study On The Solo Batik Carnival Foundation In Surakarta City) Yudha Ariyanto	151
The Lombok Lodge Defense Strategy in Dealing with the COVID-19 Pandemic Uyun Nurdeis Buamona, I Ketut Surata, dan I Gusti Agung Febrianto	161
Indonesia's Tourism Industry Post Covid-19 Pandemic Recovery Strategy through Wellness Tourism. (Preposition of Aromatic/ Scent as Unique Destination Branding) Harry Dwi Nugraha dan Onggo Pramudito	169
	107
The Effect of Motivation on Employee Work Productivity Food & Beverage Product Department at The Laguna, A Luxury Collection Resort & Spa, Nusa Dua, Bali	
I Putu Adi Suartawan, I Nyoman Murjana, dan Sakadwipayana Ari Sugandi	182
The Effect of Promotion on Guest Satisfaction at Movenpick Resort & Spa Jimbaran Nicole Rahel Putri S, Irene Hanna H. Sihombing, dan Ni Made Suastini	102
Nicole Rallel Futil 3, frelle frailla 11. Sillollibling, dali Ni Made Suastilli	1 7 2
Sumping Biu: A Special Dish of The Mejamuan Ceremony In Bali I Gede Anom Pradnyana, Putu Ayu Aryasih, dan I Made Rumadana	197
MARKETING	
Analysis of the Effect of Employee Training Programs on Guest Satisfaction and Interest in Revisiting (Study at PT. Baleka Selaras Mandiri) Anak Agung Yunita Devi Paramita	202
	203
The Effect of Marketing Mix Strategy during the Covid-19 Pandemic Social Restrictions on People's Buying Intentions to Buy Pizza Hut in Denpasar City I Nyoman Arcana, I Nyoman Wiratnyana, Ni Putu Ariesta Budiani, dan Ni Kadek Eni Juniari	209
The Effect of Tourist Satisfaction and Expectations on Tourist Loyalty in Salu	
Pajaan Tourism Destinations Polewali Mandar Regency, West Sulawesi M. Taufan Armawandy	233
Internal control of food procurement in BC Hotel	
Bentari Mutiara Kasih, I Nyoman Sudiksa, Ida Ayu Kalpikawati, dan I Dewa Gede Bawa	236
Push And Pull Factors Affecting The Visit Of Domestic Tourist To Ende Traditional Sasak Village Central Lombok	
Septia Oktoraini	246



The Influence of Price, Promotion, and Location Toward Customer Decisions to Stay at Hotel X	
Putu Ayu Winda Parawita, I Putu Esa Widaharthana, dan Ni Wayan Chintia Pinaria	251
Implementation of Day Spa Minimum Service Standards In the Sanur Tourist Area Ni Ketut Sekarti dan Ida Ayu Sri Puspa Adi	260
Multifactor Analysis of Hotel Returnee in Tuban Marselinus Sil Paga	267
The Effect of Entrepreneurial Innovativeness Orientation and Servmo on Organizational Performance: Case Study of 4-Star Non-Chain Hotels in Nusa Dua I Dewa Ayu Aniek Anggreni Tintara	276
The Effect of Digital Marketing, Brand Image and Brand Awareness on Purchase Decisions For Star Hotel Product in Makassar Arnie Arief	282
Customer Experience Design in Attraction: Evaluation of Museum of Ice Cream Singapore through Customer Journey Mapping Siti Nur Arbaieyah Binte Suradi, Nur Naqiyah Husna Binti Arham, Zuhriyah Binte Hamsan, Nurul Khairunnisa Binte Azeman, Mynn Zhou Wen Shan	287
Calendar of Event (CoE) as a Marketing Resources for Tourist Destinations Amirosa Ria Satiadji, Anas Pattaray, dan Ayu Gardenia Lantang	304
The contribution determinants perceptions, attitude, motivation, and Job satisfaction on job performance at three-star Hotel in Legian Bali Ni Putu Ayu Candra Dewi	312
The Impact of Social Media Instagram on Customer Room Buying Decision at Kayumanis Private Villa & Spa Ni Luh Ayu Dewi Lestari dan Ni Luh Gde Sri Sadjuni	318
HUMAN RESOURCES	
Analysis of the Effect of Employee Training Programs on Guest Satisfaction and Interest in Revisiting (Study at PT. Baleka Selaras Mandiri) Anak Agung Yunita Devi Paramita	261
The Effect of Marketing Mix Strategy during the Covid-19 Pandemic Social Restrictions on People's Buying Intentions to Buy Pizza Hut in Denpasar City I Nyoman Arcana, I Nyoman Wiratnyana, Ni Putu Ariesta Budiani, dan Ni Kadek Eni Juniari	267
Marketing Communication Strategy Through Instagram to Increase Brand Awareness During the COVID-19 Pandemic at Swiss-Belhotel Rainforest Kuta Bali Ida Ayu Sintha Permata Sari, I Ketut Surata, dan I Putu Esa Widharthana	296
The Effect of Tourist Satisfaction and Expectations on Tourist Loyalty in Salu Pajaan Tourism Destinations Polewali Mandar Regency, West Sulawesi M. Taufan Armawandy	304
Internal control of food procurement in BC Hotel	



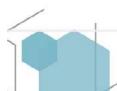


Bentari Mutiara Kasih, I Nyoman Sudiksa, Ida Ayu Kalpikawati, dan I Dewa Gede Bawa	307
Push And Pull Factors Affecting The Visit Of Domestic Tourist To Ende Traditional Sasak Village Central Lombok Septia Oktoraini	318
The Influence of Price, Promotion, and Location Toward Customer Decisions to Stay at Hotel X	224
Putu Ayu Winda Parawita, I Putu Esa Widaharthana, dan Ni Wayan Chintia Pinaria	324
Implementation of Day Spa Minimum Service Standards In the Sanur Tourist Area Ni Ketut Sekarti dan Ida Ayu Sri Puspa Adi	333
Multifactor Analysis of Hotel Returnee in Tuban Marselinus Sil Paga	342
The Effect of Entrepreneurial Innovativeness Orientation and Servmo on Organizational Performance: Case Study of 4-Star Non-Chain Hotels in Nusa Dua I Dewa Ayu Aniek Anggreni Tintara	351
The Effect of Digital Marketing, Brand Image and Brand Awareness on Purchase Decisions For Star Hotel Product in Makassar Arnie Arief	357
Customer Experience Design in Attraction: Evaluation of Museum of Ice Cream Singapore through Customer Journey Mapping Siti Nur Arbaieyah Binte Suradi, Nur Naqiyah Husna Binti Arham, Zuhriyah Binte Hamsan, Nurul Khairunnisa Binte Azeman, Mynn Zhou Wen Shan	362
Calendar of Event (CoE) as a Marketing Resources for Tourist Destinations Amirosa Ria Satiadji, Anas Pattaray, dan Ayu Gardenia Lantang	381
The contribution determinants perceptions, attitude, motivation, and Job satisfaction on job performance at three-star Hotel in Legian Bali Ni Putu Ayu Candra Dewi	390
The Impact of Social Media Instagram on Customer Room Buying Decision at Kayumanis Private Villa & Spa Ni Luh Ayu Dewi Lestari dan Ni Luh Gde Sri Sadjuni	396
HUMAN RESOURCES	5 7 0
The Influence of Workload and Compensation on Turnover Intention During Pandemic Covid-19 at Hotel ABC Ni Kadek Dwi Krisnayani, Ni Kade Juli Rastitiati, dan Ida Ayu Kalpikawati	455
The Effect Of Work-Life Balance on Turnover Intention at The Haven Suites Bali Berawa	462
Gita Malini, Sri Sulistyawati, dan Sukerti	463
The Impact of Training on Employee Performance Style (Housekeeping) at W Bali – Seminyak	476
Putu Rio Satria Mahaditha, Ni Luh Ketut Sri Sulistyawati, dan I Wayan Jata	4/6
The Effect of Training Implementation on The Work Quality of Housekeeping	





Department Employees at The Ritz-Carlton, Bali I Gusti Ngurah Sastra Buwana, Irene Hanna H. Sihombing, dan Desak Made Santi Diwyarthi	_
The Effect of Employee Loyalty and Job Satisfaction on Organizational Citizenship Behavior at Renaissance Bali Uluwatu Resort & Spa I Ketut Sujana dan Made Artajaya	
The Impact of Leadership Styles toward Employees Performance (A Case Study in Accommodation Industry in Tabanan Regency, Bali Province) I Wayan Wira Artana, NDM Santi Diwyarthi, Ni Nyoman Sukerti, dan IDP Hendri Pramana	
The Effect of Organizational Commitment and Compensation on Employee Job Satisfaction During Pandemic at Prama Sanur Beach Bali Pradnya Masihi dan Sri Sulistyawati	
The Effect of Content Marketing on Sagara Villas and Suites Sanur Brand Awareness Dian Novita Muchtar dan Irene Hanna H. Sihombing	
Handling Employees Work Stress at ARTOTEL Yogyakarta during the COVID-19 Pandemic Sherly Wijaya, I Ketut Surata, dan I Gusti Agung Febrianto	
The Effect Of Content Marketing In Instagram On Brand Awareness Candi Beach Resort And Spa In The Covid-19 Pandemic Era I Gusti Ayu Vida Natarina Putri Hermawan, Ni Luh Gde Sri Sadjuni dan I Dewa Putu Hendri Pramana	
The Effect of Content Marketing on Sagara Villas and Suites Sanur Brand Awareness Dian Novita Muchtar dan Irene Hanna H. Sihombing	
Handling Employees Work Stress at ARTOTEL Yogyakarta during the COVID-19 Pandemic Sherly Wijaya, I Ketut Surata, dan I Gusti Agung Febrianto	
The Effect Of Content Marketing In Instagram On Brand Awareness Candi Beach Resort And Spa In The Covid-19 Pandemic Era I Gusti Ayu Vida Natarina Putri Hermawan, Ni Luh Gde Sri Sadjuni dan I Dewa Putu Hendri Pramana	



INSPIRE-1 2022

ISSN 2985-3028

Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

THE EFFECT OF TRAINING IMPLEMENTATION ON THE WORK QUALITY OF HOUSEKEEPING DEPARTMENT EMPLOYEES AT THE RITZ-CARLTON, BALI

- ¹ I Gusti Ngurah Sastra Buwana, ² Irene Hanna H. Sihombing, ³ Ni Desak Made Santi Diwyarthi
- 1,2,3 Hospitality Administration, Bali Tourism Polytechnic
- 1*)sastrabwn@gmail.com, ²irenesihombing@pbb.ac.id, ³santidiwyarthi@yahoo.com

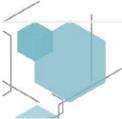
ABSTRACT

This study aims to investigate the role of job training implementation on work quality produced by housekeeping department employees at The Ritz-Carlton, Bali. The target population were all employees of the housekeeping department with a total of 216 people. Through the purposive sampling technique, obtained as many as 134 people who fit the criteria. Empirical data were collected through the distribution of questionnaires directly to the housekeeping staff. The data were analyzed through a simple linear regression approach with the SPSS program. The findings reveal that job training has a positive and significant effect on work quality. The results of the coefficient determination show that job training has a very strong influence on work quality, where the contribution given is 80.7%. The results indicated that the application of effective job training to improve employee skills will be able to encourage the improvement of work quality. The research findings can make a positive contribution to the literature in the field of hospitality management and can provide practical implications for the management of The Ritz-Carlton Bali to always improve the work quality through the application of job training that is fit with the needs and weaknesses of employees.

Keywords: Hospitality management, Housekeeping department, Job training, Work quality

INTRODUCTION

Human resources are the most important element for companies, where their role is as implementers of policies in operational activities that take place in a company (Siagian & Nuryanta, 2008). The existence of human resources is always associated with work quality (Warjiyono et al., 2021), which is a benchmark in assessing whether the company can provide good service to its guests (Wahyuningsih, 2018). In addition, the quality of work also describes the success of managers in managing the organization and all its human resources. Employees in a company are expected to maximize the quality of their work and one way that can be done is through training related to skills in their field of work (Turere, 2013). The provision and implementation of job training programs are useful in the process of developing skills, attitudes, and developing knowledge for each individual, especially in completing the duties and responsibilities of the company. The training is applied to determine the level of service provided by employees, as well as to determine the effect of training on their work quality (Yusnita & Rahdian, 2018). Training is also proven to have a crucial impact on employee performance, meaning that the quality of the work produced by employees is caused by the job training carried out (Triasmoko, 2014). Training has a strong influence on employee performance, which means that training has a major contribution to the ups and downs of employees' work quality (Septian, 2006).





Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

Job training has a moderate level of relationship and has a significant and positive influence on the quality of employee work, which means that the better the training implementation, the better the work quality produced by the employees (Sugiarti *et al.*, 2016). The better the training is carried out, the better the work quality produced by the employees (Widijanto, 2017).

The Ritz-Carlton is one of the five-star hotels located in the Nusa Dua area that always strives to improve the quality of work of each employee to be able to provide maximum its operational service guests who come. In activities, departments are interconnected with each other, namely the front office, food management, housekeeping, human resources, sales marketing, and accounting. Housekeeping has a very crucial role in a hotel because almost all of its activities are closely related to guest comfort, either directly or indirectly (Abdullah & Achmad, 2015). The housekeeping department is always required to have employees with good work quality to be able to provide service quality as expected by the company. Based on the information from the housekeeping department supervisor at The Ritz-Carlton, Bali, to determine the quality of work of the employees, an assessment is carried out every 6 months. This assessment is carried out to determine whether the quality of the employee's work is good, moderate, or lacking in doing his job.

Table 1: Annual Performance Review of Housekeeping Department Employees at The Ritz-Carlton, Bali in 2017-2021

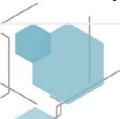
[Source: *Human Resources Department*, The Ritz-Carlton Bali, 2021]

		Number of Employees									
	Qualification	2017		2	018	2	019	2	020	20	21
No	Based on Grade Average	Number of Employees		Number of Employees	Percentage						
1	Under Expectation (1,1 - 1,5)	54	25%	56	26%	61	28%	62	29%	66	31%
2	As Expected (1,6 - 2,0)	126	58%	125	58%	121	56%	119	56%	120	56%
3	Satisying (2,1 - 2,5)	36	17%	35	16%	34	16%	33	15%	29	13%
	Total	216	100%	216	100%	216	100%	216	100%	216	100%

supervisor at The Ritz-Carlton, Bali, the results of the assessment of the housekeeping department employees were better in 2017 than in 2018 to 2021. This can also be shown by the fewer number of guest complaints that were directed to the housekeeping department in the year 2017.

Table 2: Recapitulation of Guest Complaints on the Housekeeping Department at The Ritz-Carlton, Bali 2017-2021

[Source: *Human Resources Department*, The Ritz-Carlton Bali, 2021]

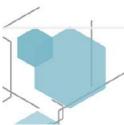




Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

		20	17	20	18	201	9	202	20	202	1
No	Complaints	Number of Complaints	Percentage								
1	Check-In (Room Chek-In Problem)	17	23%	23	21%	25	22%	18	22%	25	20%
2	Room Cleanliness	24	32%	30	33%	48	42%	25	30%	54	42%
3	Mosquito problem	15	20%	18	20%	22	19%	19	23%	24	19%
4	Linen Condition)	19	25%	19	26%	20	17%	21	25%	23	19%
	Total	75	100%	20	100%	115	100%	83	100%	126	100%

in problem), which had the highest number of comments, which was 25 or 22% in 2019, and room cleanliness with a total of 25 or 22%. the highest number of comments was 54 or 42% in 2021. Based on the data obtained, it can be understood that the quality of work provided by employees in the housekeeping department still needs more attention to be improved, especially in carrying out operational activities, especially in the category of rooms not ready when guests already checked in (Room check-in problem) and room cleanliness to achieve guest satisfaction in the future. Improving the quality of work of the housekeeping department employees at The Ritz-Carlton, Bali can be carried out through various job training programs, which are important to provide understanding for new different backgrounds related to the roles and emplovees. especially responsibilities assigned. While job training is also very important, especially for old employees in facilitating the completion of tasks and responsibilities. The types of job training provided to housekeeping department employees at The Ritz-Carlton, Bali consist of 9 types of job training carried out per period, namely in the period 2017 to 2021.





Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

Table 3: Types of Housekeeping Department Training at The Ritz-Carlton, Bali in 2017-2021 [Source: *Human Resources Department*, The Ritz-Carlton Bali, 2021]

No	Jenis Pelatihan	Durations (hours)				
		2017	2018	2019	2020	
		2021				
1	Product knowledge	30	30	30	30	30
2	Roleplay Three Steps of Service - Showing direction	30	30	30	30	30
3	New Room LSOP- 036 - Turndown Service	31	30	30	30	30
4	BSA Bathroom	31	30	30	30	30
5	Roleplay Three Steps of Service - Showing direction	30	30	30	30	30
6	Grooming Standard	30	30	30	30	30
7	Electrostatic Spraying	31	30	30	30	30
8	New Ways of Cleaning, Applying Hand Sanitizer, Face	-	-	-	31	31
	Masks, Proper Gloving					

9 New Room LSOP-050-COVID 19 OCC Guestroom cleaning

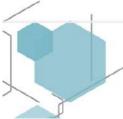
. 31

2020 to 2021. The Ritz-Carlton, Bali provides two additional types of job training which are required due to the Covid-19 pandemic as an effort to prevent the spread of the virus. The Ritz-Carlton, Bali added job training in the housekeeping department in the form of New Ways of Cleaning, Applying Hand Sanitizer, Face Masks, Proper Gloving, and also NEW ROOM LSOP-050-COVID 19 OCC Guestroom cleaning with classroom learning methods with prepared materials. The results of observations and unstructured interviews with The Ritz-Carlton, Bali to the management of human resources, obtained results that are closely related to the implementation of job training to improve the quality of work in the housekeeping department, which can be seen from the phenomena that occur in operations. the housekeeping department, among others, can be seen from the quality of work it is still not optimal as evidenced by a large number of guest complaints in 2021 as many as 126 shown to the housekeeping department which is influenced by several employees who do not understand the procedures for using certain tools and machines, employees have not fully understood the effectiveness and the right type of chemical, thus causing many complaints about the cleanliness of the room by guests, employees are still unable to meet the target of cleaning the room in one work shift without overtime which results in guest complaints against the room bell um ready when guests have checked in most often happens.

Moreover, in 2021, it shows that the results of a performance review of a total of 216 housekeeping department employees who have not met expectations at most in 2021 show that 66 or 31% of employees have not met expectations. Apart from these main factors, several other factors are obstacles in achieving the quality of employee work such as employees who do not take the initiative in taking jobs, employees who are still not independent in completing their work well and quickly, employees who are still lazy at work, to a lack of concern for the tasks assigned is the cause of employees not enjoying their work. Based on the phenomena that occur in the operations of the housekeeping department, the implementation of training in improving the quality of work of employees is felt to be very necessary for the housekeeping department, especially in the operational aspect to maximize the quality of work of its employees.

LITERATURE REVIEW

Training is a systematic and planned effort to change or develop new knowledge, skills, and attitudes according to the needs of the organization. Training allows employees to gain



Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

additional abilities so that they can carry out the tasks or jobs at hand (Priansa, 2014). Training is a special program designed by the organization and is expected to provide a stimulus to someone to be able to improve their ability to do something (Ibrahim *et al.*, 2017). The concept of quality is seen as something relative. Quality can be described as the characteristics possessed by a product or service that show consumers the advantages possessed by the product or service. Quality of work is a result that can be measured by the effectiveness and efficiency of a job done by human resources or other resources in achieving the goals or objectives of the company properly.

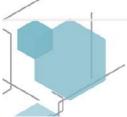
Quality of Worklife (QWL) is a systematic effort in organizational life through a way in which employees are allowed to play a role in determining the way they work and the contribution they make to the organization to achieve its goals and various objectives (Wijaya, 2012). Work quality is the level of satisfaction, motivation, involvement, and experience of individual commitment regarding their life at work (Mangkunegara, 2013). Work quality is a process in which the organization evaluates or assesses the performance of the work carried out properly, orderly, and correctly and can help increase work motivation while increasing organizational loyalty from employees (Nasution, 2018).

Training is important for managers in operating effective performance management. Employees need training to be able to produce good quality work (Dharma, 2012). This proves that appropriate training can improve the quality of employees' work. The relationship between the implementation of training and the quality of employee work is that training is carried out to be able to improve the performance of workers in a particular job (Benardin, 2013), which means that if the training is carried out properly, the quality of the work produced will show good results. From the two theories above, it can be concluded that training is carried out to produce good quality employee work, and the better the training is carried out, the better the quality of employee work produced.

RESEARCH METHODOLOGY

This study was conducted through a quantitative approach that focused on the role of job training on the work quality of housekeeping department employees. The location used is The Ritz-Carlton, Bali, which is located at Jalan Raya Nusa Dua Selatan, Lot III, Sawangan, Nusa Dua, Badung Regency, Bali 80363. The Ritz-Carlton is one of the luxury brands from Marriott International with 101 properties covering 101 properties. located in major cities and exclusive resorts in 30 countries around the world. The Ritz-Carlton Bali is a five-star luxury hotel located in the Sawangan area, Nusa Dua which has very complete facilities. The Ritz-Carlton, Bali started operating in 2014 so it has been operating for more than 7 years. The Ritz-Carlton Bali stands on an area of 12.7 hectares with 313 suites and villa rooms and various other complete facilities. The types of data used include qualitative and quantitative data sourced from interviews, observations, applied job training data, employee performance results, guest comment percentage data, and other supporting data obtained from The Ritz-Carlton, Bali. The target population in this study includes 216 employees of the housekeeping department. Through purposive sampling, obtained as many as 134 employees who meet the specified criteria. Empirical data has been collected by distributing questionnaires directly to employees. Furthermore, the empirical data were analyzed through a simple linear regression approach.

RESULTS AND DISCUSSIONS





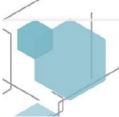
Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

The distribution of the questionnaire was carried out from August 10, 2022 to August 14, 2022 via a google form. Questionnaires were distributed to 134 employees of the housekeeping department. Based on Table 4, it is known that the majority of respondents who participated were employees of The-Ritz-Carlton Bali with the age of 31-40 years (51.5%), male (60.4%), high school/vocational education (58.2%), and have a working period of 2-3 years (39.6%).

Table 4: Respondent Characteristics [Source: Primary data processed, 2021]

No	Category	Number of Respondents	Percentage
	Age:		
	< 20 years	2	1,5%
	21-30 years	36	26,9%
1	31-40 years	69	51,5%
[41-50 years	24	17,9%
į į	> 50 years	3	2,2%
	Gender:		
2	Male	81	60,4%
	Female	53	39,6%
	Education History:		
3	Senior H <mark>i</mark> gh School	81	60,4%
Ì	Diploma	53	39,6%
	Workong Priode:		
[]	1-2 Years	32	23,8%
4	2-3 years	53	39,6%
	3-4 years	49	36,6%
	Total	134	100%

nts, vith



Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

Table 5: Validity and Reliability Test [Source: Primary data processed, 2021]

Variable	Item	Pearson Correlation	Cronbach's Alpha	
	X1	0,764		
	X2	0.712		
	Х3	0.680		
ļ	X4	0.837		
	X5	0.745		
Job Training (X)	Х6	0.727	0,932	
	X7	0.843		
	Х8	0.866		
	Х9	0.938		
	X10	0,809		
[Y1	0,577		
	Y2	0,769		
Work Quality (Y)	Y3	0,638	0,765	
	Y4	0,636		1
	Y5	0,825		h
	Y6	0,612		0

heteroscedasticity since the significance value obtained is above 0.05.

Table 6: Normality Test

[Source: Primary data processed, 2021]

	Unstandardized Residual
Asymp. Sig (2-tailed)	0,059

Table 7: Uji Heteroskedastisitas

[Source: Primary data processed, 2021]

	Mo	del	t	Sig.
ſ	1	Pelatihan Kerja	-1,416	0,159

Table 8 below shows the results of simple regression analysis, namely: Y = 8.231 + 0.352X. The results obtained indicate that the constant value of 8.231 means that the work quality variable will increase by 8.231. Furthermore, a positive regression coefficient value of 0.352 means that an increase in job training will improve the quality of employees' work.



INSPIRE-1 2022

ISSN 2985-3028

Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

Table 8: Simple Linear Regression Test [Source: Primary data processed, 2021

Model	B	Std. Error
1 (constant)	8,231	0,515
Pelatihan Kerja	0,352	0,015

ulated

hypothesis is acceptable, which is mulcated by the t-count value obtained in job training showing a value of 23,528 (> ttable 1.656) with a significance below 0.05. This finding suggests that Training (X) has a significant effect on Work Quality in the Housekeeping Department at The Ritz-Carlton, Bali with an error rate of 5%, 95% confidence, and 133 degrees of freedom.

Table 9: t-Test

The pa

[Source: Primary data processed, 2021]

Model	t	Sig.
1Pelatihan Kerja	23,528	0,000

Referring to Table 10, it can be seen that the variation in work quanty is explained by 80.7% with the job training variable which can be categorized as a very strong influence. While 19.3% is influenced by other external determinants. Training has a very strong influence on the Quality of Work in the Housekeeping Department at The Ritz-Carlton Bali compared to other independent variables not examined in this study. This shows that the training applied will greatly affect the quality of work, therefore the management needs to improve the training implemented by the leadership in the Housekeeping Department at The Ritz-Carlton, Bali in order to improve the quality of work.

Table 10: R² Test

[Source: Primary data processed, 2021]

Model	t	Sig.
1Pelatihan Kerja	23,528	0,000

Job training provided sufficient for the employees, from the results of the questionnaire it was found that the company uses trainers from within the company, namely the training provided by the supervisor, manager, and executive levels. A good trainer should meet the requirements, namely having skills in education, communication skills, authority, being technically and theoretically capable and emotional stability (Hasibuan, 2005:74). The material presented by the trainer is still less effective and efficient because employees are less able to absorb and understand the material presented during the training so that it cannot be applied when working in the field by employees.

Training provided by the management has been carried out routinely but the material provided is monotonous every year as it is just a formality to meet the training targets from HRD. The provision of training materials needs to be refreshed because of the development of work capacity, how to operate machines, and technical aspects. Before employees undergo training, an explanation of the meaning and purpose of the training should be given so that employees are motivated to follow it (Widuriyanti, 2017). The material delivered is not right on target according to the needs or weaknesses of the employees, most of the training is only done using theoretical methods without any practical methods while housekeeping is very important to do in practice. A good and appropriate training method will increase the effectiveness of training for employees

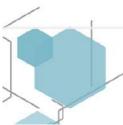
Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic

(Triasmoko, 2014). As with training materials, good training materials must always be updated according to existing conditions and training materials must be in accordance with the needs of participants (Marwansyah, 2012). Poor material planning will affect the results of less than optimal training because it is less relevant to needs (Triasmoko, 2014). The results of the questionnaire distribution show that most employees in the Housekeeping Department at The Ritz-Carlton, Bali are still experiencing problems in managing work time effectively and efficiently so that performance is not maximized and work is not completed on time, as well as lack of skills in completing the work. Employees understand that they have not been able to provide maximum quality of work and need to be improved to be more productive but still efficient and effective by providing education and training on time management and skill improvement. Improving the quality of employee work is supported through the provision of more intensive training and increasing employee competence (Intan, 2021).

The test results show that there is a significant positive effect obtained on the relationship of job training to work quality, which can be shown through tcount > ttable, namely 23,528 > 1,656, and the significance value < = 0.000 < 0.05. The value of the Training is 0.352. Training has a very strong influence on Work Quality, it is seen from the results of the coefficient of determination that the Training variable has a contribution of 80.7% to Work Quality and the remaining 19.3% is influenced by other variables that are not investigated in this study. Other independent variables that can affect the quality of work besides training are compensation, leadership, motivation, and working conditions. This study is in line with the results of research conducted by (Septian, 2006), (Sugiarti et al, 2016), and (Kusuma, 2015) which state that training has a positive and significant effect on work quality. This can be interpreted when training increases, the quality of work will also increase because it has a significant and very strong influence on training on work quality. Thus, the management needs to pay attention and improve the training implemented by the leadership to improve the quality of work. Effective job training will develop employee skills and help employees correct weaknesses at work (Triasmoko et al, 2014).

CONCLUSIONS

The job training program applied to the housekeeping department has a significant positive effect on the quality of the work produced, which can be seen in the value of 0.352, tcount > ttable = 23,528 > 1,656, and the significance value < = 0.000 < 0.05. Thus, it can be said that the implementation of effective job training will be able to encourage improvements in the quality of employee work. The findings in this study also show that training can make a very strong contribution to work quality, which is indicated by the ${\ensuremath{\mathsf{R}}}^2$ value of 80.7%. Seeing the importance of training for employees, the management of The Ritz-Carlton, Bali to improve the quality of work and the effectiveness of the training by providing targeted training according to the needs and weaknesses of employees. The management of The Ritz-Carlton, Bali can provide effective training, for example, employees who have problems with cleaning the room floor are given clear practical training on how to use a mop, use the right chemicals, mop or mopping techniques quickly but with good result. The leader of the housekeeping department at The Rirtz-Carlton, Bali must improve employee work efficiency to complete room readiness, namely by giving employees a target time and discipline by providing strict rules if they are violated will be given sanctions, then employees will be reluctant and avoid violating

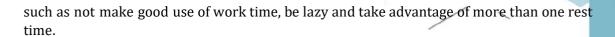




INSPIRE-1 2022

ISSN 2985-3028

Master of Applied Tourism Study Programme (S2), Bali Tourism Polytechnic



REFERENCES

Abdullah, R., & Achmad, S. H. (2015). Tinjauan Penanganan Tamu Oleh Order Taker Di Grand Hotel Lembang. EProceedings, 1(3), 2480–2487. https://openlibrarypublications .telkomuniversity.ac.id/index.php/appliedscience/article/view/4229.

Hasibuan, Malayu S.P. (2005). Manajemen Sumber Daya Manusia. Edisi Revisi. Jakarta: PT. Bumi Aksara.

Kusuma, G. (2015). Pengaruh Motivasi dan Pelatihan Terhadap Kinerja (Studi pada Karyawan PT.PLN (Persero) Distribusi Jawa Timur Area Malang). Jurnal Administrasi Bisnis S1 Universitas Brawijaya, 22(1), 85894.

Martin. (2020). Pengaruh Masa Kerja dan Kompetensi Terhadap Kinerja Karyawan Pada PT. Delamibrands Kharisma Busana. Jurnal Ekuivalensi. 6(2).

Marwansyah. (2012). Manajemen Sumber Daya Manusia Edisi kedua. Bandung :Alfabeta.

Septian, R. (2006). Pengaruh Pelatihan Terhadap Kompetensi dan Kinerja Karyawan Tabungan Pensiunan Nasional Syariah. 1999(December), 1-6.

Siagian, D., & Nuryanta, N. (2008). Pengelolaan Sumber Daya Manusia (Tinjauan Aspek Rekrutmen dan Seleksi). El-Tarbawi, 1(1), 55-69.

Sugiarti, Hartati, T., & Amir, H. (2016). Pengaruh Pelatihan Kerja terhadap Kinerja Karyawan pada PT Padma Ardya Aktuaria Jakarta. Jurnal Epigram Vol. 13 No. 1 April, 13(1), 2-8.

Triasmoko, D. (2014). Pengaruh Pelatihan Kerja Terhadap Kerja Karyawan (Penelitian pada Karyawan PT Pos Indonesia (Persero) Cabang Kota Kediri). Jurnal Administrasi Bisnis S1 Universitas Brawijaya, 12(1), 82871.

Turere, V. N. (2013). Pengaruh Pendidikan Dan Pelatihan Terhadap Peningkatan Kinerja Karyawan Pada Balai Pelatihan Teknis Pertanian Kalasey. Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 1(3), 10–19.

Wahyuningsih, S. (2018). Jurnal Warta Edisi: 60 April 2019 | ISSN: 1829-7463 Universitas Dharmawangsa Jurnal Warta Edisi: 60 April 2019 | ISSN: 1829-7463 Universitas Dharmawangsa. Warta Edisi 60, April, 91-96.

Wijaya. (2012). Manajemen Sumber Daya Manusia Edisi Ke-2. Bandung: Alfabeta.

Widuriyanti, Monica. (2017). Pengaruh Pelatihan Kerja Terhadap Kinerja Karyawan pada PT Bank BNI Syariah Cabang Mataram. Jurnal Ekonomi Syariah.

Warjiyono, W., Suryanti, E., Rousyati, R., Fatmawati, F., Tazali, I., Lisnawati, L., & Rosihyana, R. (2021). Pelatihan Aplikasi Perkantoran Untuk Meningkatan Kualitas SDM Perangkat Desa Karangmangu. Jurnal Abdimas BSI: Jurnal Pengabdian Kepada Masyarakat, 4(1), 156–163. https://doi.org/10.31294/jabdimas.v4i1.9102.

Widijanto, K. A. (2017). Pengaruh Pelatihan Kerja dan Motivasi Kerja Terhadap Kinerja Karyawan Divisi Pemasaran di PT Sumber Hasil Sejati Surabaya. Jurnal Agora, 5(1), 1-5. Yusnita, N., & Rahdian, R. E. (2018). Pengaruh Pelatihan Terhadap Kinerja Karyawan Pada Pt Pdam Tirta Pakuan Kota Bogor. JIMFE (Jurnal Ilmiah Manajemen **Fakultas** Ekonomi), 6(1), 78–83. https://doi.org/10.34203/jimfe.v6i1.481.



