

# Implementation of Day Spa Minimum Service Standards In the Sanur Tourist Area

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## Implementation of Day Spa Minimum Service Standards In the Sanur Tourist Area

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### Abstract

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*The purpose of this study is to find out to what extent Day Spas in the tourist area of Sanur implement the specified standards, so the authors distribute 99 questionnaires to Day Spa managers. Day Spa. The results obtained by processing the data using simple statistics are that Day Spa in the Sanur Tourism area has not been optimal in implementing the Minimum Day Spa service standard. The facilities available at Day Spa Sanur are still below the average requirements that must be met, such as reception 0.90, waiting room 0.93, locker 0 and toilets are still combined between male and female users. Equipment/tools used, especially bath tubs and showers and steamers, are numbered 0.66 and 0, respectively. 79 which means it's still not enough. Likewise, in the aspect of human resources, especially for the requirements for the existence of an intermediate therapist/supervisor level, there are still 0.93 people.*

**Keywords:** *Spa, day spa, minimal service standard*

### Introduction

Bali is not only famous as a tourism destination with its unique arts and culture but is also known as one of the SPA destinations in the world. This was proven on March 14, 2009 at ITB Berlin, Bali received an award in the form of "Wellness Awards 2009" as "The Best SPA Tourism Destination in The World 2009" given by the well-known fitness magazine "Senses" based in Germany and at the same time At the same time, Indonesia was also selected as the second best and most popular tourist destination in Asia, according to Go Asia, a German private institution in the field of tourism in Berlin. From the award received by Bali as "The Best SPA Tourism Destination in the World 2009" it proves that SPA products in Bali are really enjoyed & in demand by foreign tourists.

Spa services are indeed widespread in various areas on the island of Bali, especially spas belonging to the "Day Spa" (City Spa). The existence of "Day Spa" in Bali, is like a mushroom that grows and develops in the rainy season. The development of Day Spa has spread to tourist areas in Bali,

both in Denpasar, Badung, Lovina, Candidasa and other cities in Bali. Sanur as one of the tourist areas, does not escape the trend of Spa treatments. From the initial data, it is known that there are 99 "Day Spas" scattered in the Sanur area. Spa service providers provide various health and wellness services and of course with various facilities, for the satisfaction of their customers/consumers. Referring to Law number 23 of 1992 concerning health and Kepmenkes no. 1076/Menkes/SK/VII/2003 concerning Spa management which is included in traditional medicine as well as other regulations related to cosmetics, ingredients, housing requirements, water and health service facilities, and the development of Spa, then it is time for Spa services to be fostered and further developed. Of the 99 Day Spas that have developed in the tourist area of Sanur, each Spa has different facilities/equipment and types of services even though they are classified as Day Spas. it is deemed necessary to see whether the existence of a spa in the tourist area of Sanur has met the minimum service standards of a spa, both from the side of the spa implementer, such as the presence of human resources related to the spa sector, the equipment used, building facilities and the environment and the implementation of spa services that have met the standard requirements for spa services. determined.

#### **Literature Review**

Research related to service standard requirements in accordance with the minimum category requirements for fitness or health activities (Spa) for the Bali area in general, especially in the Sanur tourist area has never been done. Research that has to do with the SPA service industry is currently very intensively carried out. Research in the field of Spa related to the characteristics of Day Spas was carried out in 2010. The research in question is entitled Characteristics of Day Spas in South Kuta District (Darmawijaya, et al).

From the research results of Darmawijaya, et al, it can be seen that the characteristics of Day Spas in South Kuta sub-district include: 1) The growth of day spas per year since 1995 is 40%. 2) Average length of time open (business hours from Day Spa 12.75 hours, 3). The average area of the Day Spa is 1012m<sup>2</sup>. 4). Meanwhile, the average number of treatment rooms is 8.56.(Gede et al., 2017)

The results of a research study from Adi, 2009 regarding "Motivation and Satisfaction of Tourists with Traditional Balinese Spa Services in the Nusa Dua Hotel Area" states that tourists come to Bali and stay at hotels in the Nusa Dua area that provide traditional Balinese Spa services to enjoy these services. In addition, the current spa trends lead to traditional spas. From this research, it can be seen that tourists who enjoy traditional Balinese spa services are very satisfied.

### **Research Methodology**

The population in this study is the entire Day Spa in the tourist area of Sanur. Where there are 99 day spas scattered throughout the Sanur area. The ninety nine Day spas immediately became the research sample.

The sampling technique used is probability sampling where each member of the population has the same opportunity to become a member of the sample (Sugiono: 2002).

This research is a type of qualitative research with quantitative data validation. This means that this type of research combines quantitative and qualitative research.

The approach used in this study is a Day Spa concept approach with minimal service standards for the category of small spas/spa with minimal services.

The data of this study is primary data, where this data is obtained from respondents/managers of Day Spas related to the minimum service standards in their Spa.

The instrument used in this study was in the form of a questionnaire containing guidelines for service standards related to spas and distributed to all day spas in the tourist area of Sanur.

The analytical technique used in this research is descriptive qualitative analysis technique, namely analyzing qualitative descriptive data on how to apply service standards with minimal spa categories at Day Spas in the Sanur tourist area.

### **Results and Discussions**

To find out how the implementation/implementation of spa services belonging to the category of small Spas/minimal Spa services, the data obtained from the results of a questionnaire to Day Spas that filled out the complete data in the questionnaire were distributed, processed and discussed with reference to the grid in the Guidelines. Health Requirements for Health Service using Water (SPA) from the Minister of Health of the Republic of Indonesia.

The following are the results of the tabulation of data related to the service requirements of small spas/minimum categories in Table 1:

#### **Requirements of Facility Type**

The types of facilities that must be in a small spa/spa service category at least include the presence of a reception room, waiting room, cabin/treatment room, toilets (whether combined between men and women or separately) and the existence of lockers/dressing rooms.

#### **Minimum equipment/tool requirements**

Minimum equipment that must be owned by a day spa is a shower, bath tub, steamer and manual facial equipment.

**Tables 1: Types of Day Spa Facilities and Minimum Equipment for the Implementation of Day Spa Minimum Service Standards in the Sanur Tourism Area**

No	SPA NAME	Types of day spa facilities					Minimal Equipment			
		Cabin	Reception	The waiting room	Toilet	locker	shower	Bath Tub	Steamers	Manual facial tools
1	Magic hands spa	3	1	1	1	-	1	-	-	-
2	Spa Flare	4	-	-	1	-	-	-	-	-
3	Bliss Spa	3	1	1	1/	-	-	-	-	2
4	Puri Spa	2	-	-	2	-	-	-	-	2
5	Green spa	2	-	1	1	-	-	-	-	-
6	Purnama Salon & Spa	2	1	1	1	-	-	-	1	1
7	Maria Spa	6	1	1	2/	-	3	3	1	1
8	Mae-mae Spa	4	1	1	1	-	1	1	1	1
9	Thalia Spa	4	1	1	1	-	-	-	-	1
10	Carla Spa	5	1	1	1	-	2	-	-	2
11	Aris Spa	2	1	1	1	-	2	2	-	2
12	Toot Sie Spa	5	1	1	1	-	1	1	1	1
13	Spa At Segara	3	1	1	1	-	-	1	-	1
14	Ayu Spa	3	1	1	3/	-	3	1	2	2
15	GUL Spa	4	-	1	1/	-	1	3	-	-
16	Amelia Spa	2	1	1	1	-	6	-	-	1
17	Dwi Bali Spa	6	1	1	1	-	-	-	1	1
18	Sanda Spa	4	1	1	1	-	-	1	-	1
19	Island paradise Spa	2	1	1	1	-	1	-	1	1
20	Glow Day Spa	3	1	1	1	-	6	6	3	3
21	Claudia Spa I	6	1	1	1	-	1	-	-	-
22	Riska Salon & Spa	5	1	1	1	-	1	-	1	1
23	Lotus Spa	2	1	-	1	-	1	-	1	1
24	Beauty & soul	2	1	1	1	-	-	-	-	-
25	Black & White Spa	2	1	1	1	-	1	1	-	-
26	Angel Spa	6	1	1	1	-	-	-	-	3
27	Carla Spa	8	1	1	1	-	-	-	-	-
28	Koa Boutique Spa	6	1	1	1	-	2	-	-	-
29	Beautiful house	2	1	1	1	-	1	1	-	1
30	Camellia Spa	7	1	1	1	-	1	-	-	2
31	Cosmo Salon & Spa	6	1	1	1	-	3	1	2	1
32	Balinese massage	5	1	1	1	-	-	-	-	2
33	Panche salon & Spa	3	1	1	1	-	2	-	3	1
34	Salon & Spa Challenge	2	1	1	1	-	1	-	-	1
35	Claudia Spa II	6	1	1	1	-	1	-	-	2
36	Axis Spa	2	1	1	1/	-	1	1	1	-
37	Sanctuary Bali spa	4	1	1	2	-	2	1	2	3
38	Kartika Spa	6	1	1	1	-	6	2	6	2
39	Astri Salon & Spa	2	1	1	1	-	1	1	3	1
40	Bali Blessing Spa	6	1	1	1	-	3	1	3	2
41	Elisabeth Spa	2	1	1	1	-	1	-	-	1
42	Good massage	1	1	1	1	-	-	-	-	-
Amount		<b>139</b>	<b>38</b>	<b>39</b>	<b>47</b>	<b>0</b>	<b>56</b>	<b>28</b>	<b>33</b>	<b>44</b>
Average		<b>3.31</b>	<b>0.9</b>	<b>0.93</b>	<b>1.12</b>	<b>0</b>	<b>1.33</b>	<b>0.66</b>	<b>0.79</b>	<b>1.04</b>

In Table 1 it can be seen that from the types of facilities available at each Day spa in the tourist area of Sanur, both regarding the number of treatment rooms/cabins, toilets, reception rooms and lockers, they are almost the same. The average number of cabins/treatment rooms owned

by day spas is 3.31. This means that the number of available cabins has met the minimum requirements specified, namely 3 cabins/treatment rooms. From the number of waiting rooms available, the average waiting room for Day spa is 0.90, meaning that it is still below the minimum applicable provisions. The average number of waiting rooms available is known to be only 0.93, meaning that it is still below the standard requirements. The number of toilets available is only 1.12 and that's still less than the standard set. Moreover, in the provisions it is stated that the existence of male and female toilets must be separated, it is not good for their use to be combined. In the minimum equipment needed, the average is still 1.33, which means that almost all the minimum equipment needed is still inadequate. The average equipment provided by Day Spa in the tourist area of Sanur, both in terms of the number of showers, bath tubs, steamers and manual facial equipment, is still relatively less than the required requirements.

**Requirements in terms of the number of human resources/therapists**

As people who play an important role in providing services at Day Spas in the Sanur Tourism area, human resources in this case the therapists or spa supervisors/managers, educational background is very important in addition to experience in their field they must have. The following is the number of therapists and the educational background of the therapists in the Sanur Tourism Area

Following Table 2, it can be seen that the number of young therapists at the Day Spa in the Sanur tourist area has met the minimum requirements than it should be. Where the average number of therapists is 6.09 people and has exceeded the supposed number of 3 people. While the number of intermediate therapists is equivalent to the level of supervisor/supervisor, it still needs attention because it is still relatively less than the number it should be, namely 1 middle therapist.

Regarding the educational background of human resources (therapists and also middle therapists) at Day Spa Sanur, the average education is high school and equivalent and has a spa background. This means that the HR Day Spa has met the qualification requirements of a good HR.

**Types of Treatments provided at Day Spa Sanur**

Of all the types of treatments provided and sold by Day Spa Sanur like most Day Spas in other cities, there are 3 treatments that are favorites and favored by customers. The three favorite treatments include: 1) Body massage (Balinese Massage) 2) Foot massage, 3) mani/pedicure.

**Tables 2: Number of therapists and the educational background of the therapists on the Implementation of Day Spa Minimum Service Standards in the Sanur Tourism Area**

No	SPA NAME	Number of Therapists		Therapist education	
		Young	middle	Young	middle
1	Magic hands spa	4	1	Senior High School	Senior High School
2	Spa Flare	10	2	Senior High School	S1
3	Bliss Spa	2	1	Senior High School	Senior High School
4	Puri Spa	2	1	Junior High School	S1
5	Green spa	2	-	Senior High School	Senior High School
6	Pumama salon and spa	2	1	Senior High School	Senior High School
7	Maria Spa	4	1	Senior High School	Senior High School
8	Mae-mae Spa	5	1	Senior High School	Senior High School
9	Thalia Spa	2	1	Senior High School	Senior High School
10	Carla Spa	4	1	Senior High School	Senior High School
11	Aris Spa	2	-	Senior High School	Senior High School
12	Toot Sie Spa	4	1	Senior High School	S1
13	Spa At Segara	6	1	Senior High School	S1
14	Ayu Spa	6	1	Senior High School	Senior High School
15	GUL Spa	4	1	Senior High School	Senior High School
16	Amelia Spa	5	1	Senior High School	Senior High School
17	Dwi Bali Spa	6	-	Senior High School	Senior High School
18	Sanda Spa	5	1	Senior High School	Senior High School
19	Island paradise Spa	2	1	Senior High School	Senior High School
20	Glow Day Spa	10	3	Senior High School	Senior High School
21	Claudia Spa I	6	1	Smk	Senior High School
22	Riska Salon & Spa	7	1	Senior High School	Spa
23	Lotus Spa	6	1	Senior High School	Senior High School
24	Beauty & soul	4	-	Senior High School	Senior High School
25	Black & White Spa	3	-	Senior High School	Senior High School
26	Angel Spa	6	-	Senior High School	Senior High School
27	Carla Spa	10	1	Senior High School	Senior High School
28	Koa Boutique Spa	13	1	Senior High School	D3

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29	Beautiful house	3 2	1	Senior High School	Senior High School
30	Camellia Spa	13	1	Senior High School	Senior High School
31	Cosmo Salon & Spa	18	4	Senior High School	Senior High School
32	Balinese massage	6	-	Senior High School	Senior High School
33	Panche salon & Spa	5 3	1	Senior High School	Senior High School
34	Salon & Spa Challenge	5 3	1	Senior High School	Senior High School
35	Claudia Spa II	6	1	Senior High School	Senior High School
36	Axis Spa	4	1	Senior High School	Senior High School
37	Sanctuary Bali spa	7	1	Senior High School	Senior High School
38	Kartika Spa	4	1	Smk	S1
39	Astri Salon & Spa	4	1	Senior High School	Senior High School
40	Bali Blessing Spa	6 5	-	Senior High School	Senior High School
41	Elisabeth Spa	3	1	Senior High School	Senior High School
42	Good massage	7	1	Senior High School	Senior High School
<b>Amount</b>		<b>256</b>	<b>40</b>		
<b>Average</b>		<b>6.09</b>	<b>0.95</b>		



### **Conclusions**

From the discussion, it can be concluded that the Day Spa in the Sanur Tourism area has not optimally applied/implemented all the provisions/requirements for Water Use Health (SPA) services in accordance with the provisions issued by the government guided by the Regulation of the Minister of Health of the Republic of Indonesia, number 1205/ MENKES/PER/2004.

The types of facilities available at Day Spa Sanur are still below the average requirements that must be met, such as reception 0.90, waiting room 0.93, locker 0 and toilets are still combined between male and female users, and equipment/tools that used in particular bath tubs and showers and relatively less steamer ie 0.66 and 0.79, respectively. As for human resources, the average number of therapists is 6.09 people and has exceeded the required number, but specifically for the requirements for the presence of an intermediate therapist/supervisor level, there are still 0.93 people.

### **Acknowledgment**

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