THE EFFECT OF IMPLEMENTING CHSE ON GUEST SATISFACTION AT MIE GACOAN TEGAL

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ABSTRACT
The spread of Covid-19 at the end of 2019 from one region to another region, until spreading all over the world. In March 2020 WHO deciding Covid-19 as pandemic. The spread of Covid-19 through droplets because of that goverment decides crowds restriction. Various fields aver the world adapting to this pandemic. Goverment through Kemenparekraf (Indonesians Ministry of Tourism and Creative Economy) compiling manual guidebook that regulates various activities. The guidebook contents about CHSE guide. This guide is mandatory to all restaurant. The implementation of CHSE affects guast from all aspects. The purpose of this study was to determine the effect of implementing CHSE on guest satisfaction particularly at Mie Gacoan Tegal. The research method used quantitatif study with incidental sampling technic. Data collection using questionnaire and analyzed using simple regression analysis. The result of this study found that implementing CHSE has a positive effect on guests satisfaction. Researcher suggestion for restaurants management is to consisten apply CHSE and always updating about Covid-19.

Keywords: Effect, Implementing CHSE, Guests Satisfaction

INTRODUCTION
The whole world in March 2020 was shocked by the announcement of the Covid-19s pandemic. The virus started from Wuhan, Tiongkok and spreading to around the world and decided as pandemic by WHO.
One of the ways to avoid spreading the virus is avoid the crowd. But as social being this is difficult to be done. Lockdown being one of strategy to restarining crowds. In the beginning is difficult to people. The activity can be doing is limited to fullfiment of food. Even tought with very strict rule. With the possibility of long-lasting pandemic. The Indonesians Ministry of Tourism and Creative Economy issued guide book. This guidebook aimed at several sector such us Hotels, Homestay, Restaurant etc. It is hoped with this guidebook can be balancing about implementacy of health protocol and economics activity. This guidebook called Panduan CHSE. This guidebook become the most complete guide to restaurant sector. Implementacy of this guidebook being mandatory to restaurant in pandemic era. The guest at restaurant in pandemic era considering various things when at crowded area. Apart from wanting enjoy a meal, also want a security in activities at public area. Security in here is about activities without worrying about spreading covid-19. Security can be given if resturant implementing CHSE. The aim of this study is to know the effect of implementing CHSE to guest satisfaction.

LITERATURE REVIEW

CHSE

Covid-19 is transmitted through droplets in human interactions (Prakoso, 2020). By implementing health protocol government trying to prevent spreading of this virus. And issued PPKM policy. This policy regulates general activities and rules that apply during pandemic. Qian & Jiang in (Nurbaya et al., 2020) said that implementing PPKM and health protocol is effective way to prevent spreading of Covid-19. With the PPKM policy, guest behavior also change. Such as consuming safety, hygiene and healthy food and beverage (Prakoso, 2020).

At same time Indonesian Misnistry of Tourism and Creative Economy issued a guide book called panduan pelakhsanaan Kebersihan, Kesehatan, Keselamatan dan Kelestarian lingkungan for various tourism sectors such as restaurant, homestay, hotels etc. This guidebook is known as CHSE guidebook. This guidebook was compiled so that all parties involved in activities feel safe from the spread of Covid-19.

CHSE is stand for Cleanliness, Health, Safety and Environment Sustainability (Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif, 2020). This guidebook is arranged and issued by Indonesians Ministry of Tourism and Creative Economy in 2020 to support prevention of Covid-19s spreading.

Reason the guidebook is needed are as follows(Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif, 2020):

a. Increasing awareness of the Indonesian people and the world about cleanliness, health, safety and enviroment sustainability because of Covid-19s pandemic.

b. The pattern of demand and behavior of tourist in the future will be influenced by high awareness of cleanliness, health, safety and environment sustainability.

c. Tourism industry must be prepared to be able to guarantee high levels of cleanliness, health, safety and environment sustainability for the products and services which provided to tourists.

d. Practical guidance is needed for the tourism industry in preparing products and services that are clean, healthy, safe and environmentally friendly, especially restaurant.

This guide is intended for resturant managers, employees, guest, provincial goverments, district/city goverments and business and professional associations related to restaurant. This guide consists of general guidelines and specific guidelines. Specific guidelines cover managers, guests and employees.

The CHSE guidelines apply starting from the entrance area, food and beverage service including food and beverage delivery service, payment and exit, kitchen, administration room and employee room.

The CHSE guidelines refer to the health protocol set by Th Indonesian Goverment,
The World Health Organizations (WHO) and the World Travel & Tourism Council (WTTC). In its preparation, involves various parties, including restaurants business associations, professional associations in restaurant sector and academics.

According to (Tandilino, 2021) the objectives of implementing the CHSE as follows:

a. Increased awareness of Indonesian people and the world towards cleanliness, health, safety and environment as sustainability, is very large due to the Covid-19 pandemic.

b. The pattern of demand and behavior of tourist in the future will be influenced by high awareness of cleanliness, health, safety and environment sustainability.

c. The tourism industry must be prepared to be able to guarantee high levels of cleanliness, health, safety and environment sustainability for the products and services provided to tourists.

d. An important component that becomes the main factor to tourist visits, such as that has uniqueness, beauty, and value in the form of diversity of natural attraction, culture and man-made products that are targeted or visited by tourists.

e. Practical guidelines are needeed for tourist attractions in preparing products and services that are clean, healthy, safe and environment friendly.

In general, CHSE organize about providing hand washing facilities and hand sanitizer, chair and desk distance, mandatory to use masks, and using plastic barriers (Nurbaya et al., 2020)

GUESTS SATISFACTIONS

Guest satisfactions according to Shiffman and Kanuk is individual perception of the performance of products or services related to guest/customer expectations (Dewa, 2019). Kotler (Rahmawati, 2020) explained guest satisfactions is a description of the feelings experienced by consumer in the form of feelings of pleasure or disappointment that arise as a result of comparing the results of the product with the perceived of the product that is expected.

Kotler’s opinion is supported by Sangadji and Sopian in (Setyo, 2017) which says that satisfaction or dissatisfaction is person’s feeling of pleasure or disappointment that comes from comparison between his/her impression of the real or actual product performance and the expected product performance.

According to Rondonuwu and Komalig in (Setyo, 2017) indicator that related to guest/costumer satisfaction are:

a. Fulfilling guest/consumer expecttations
b. Attitude or desire to use product
c. Recommend to other parties
d. Quality of service
e. Loyal
f. Good Reputation
g. Location

According to Kotler and Keller in Marketing Management Book said guest satisfaction is a person’s feeling of pleasure or disappointment that arise after comparing the product and the expected product (Rufliansah et al., 2018).

According to Irawan (Rufliansah et al., 2018) factors that drive guest satisfaction are as follows:

a. Qualities Product
b. Price
c. Service Quality
d. Emotional Factor
e. Cost and Convience

Raychaudur & Farooqi (Mulyono et al., 2021) said that service provider must ensure that their performance matches consumer expectations. And from that restaurant can properly matching guest need and make guest satisfied (Jeon & Choi, 2012).

There are two dimension used by Huang, Yen, Liu and Chang ( et al., 2017) to measure guest satisfaction, such as:

a. Guest feelings: guest feeling after make transactions
b. Performance expectations: match between guest expectations of a product with obtained product.
METHODOLOGY

The research method used in this study is quantitative study. Sugiarto in (Tourism et al., n.d.) explained that quantitative research is also called positivism which emphasizes on testing theories through measurement of research variables with numbers and conducting data analysis with statistics.

Instrument is used in this study is questionnaire. The sampling technique used in this study is incidental sampling. From the questionnaire, data were analyzed using simple regression analysis.

RESULT AND DISCUSSION

This research results from questionnaire around 22 statements. The population in this study is the guests of Mie Gacoon Tegal. Using incidental sampling, this study used 33 peoples to take data.

Following are the characteristics of the respondent which includes gender and age.

<table>
<thead>
<tr>
<th>Table 1. Responder Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>man</td>
</tr>
<tr>
<td>Woman</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 2. Respondents Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
</tr>
<tr>
<td>-----</td>
</tr>
<tr>
<td>16-19</td>
</tr>
<tr>
<td>20-23</td>
</tr>
<tr>
<td>24-27</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Instrument testing is carried out with test the validity of the data and test the reliability of the data, which presented in the following table:

<table>
<thead>
<tr>
<th>Table 3. Data Validity Test Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variable/Indicator</td>
</tr>
<tr>
<td>---------------------</td>
</tr>
<tr>
<td>Implementing CHSE</td>
</tr>
<tr>
<td>X1.1</td>
</tr>
<tr>
<td>X1.2</td>
</tr>
</tbody>
</table>

Based on the results of the data validity test carried out, the result obtained that all implementing CHSE instrument (X) is stated valid because the value of Rcount is greater than the value of R tables, as well as instruments that used on the guest satisfaction variables (Y) the calculated value of Rcount is greater than the value of R tables, so it can be concluded that all variable instrument used in this study is declared valid.

<table>
<thead>
<tr>
<th>Table 4. Data Reliability Test Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variable</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>Implementing CHSE</td>
</tr>
<tr>
<td>Guest Satisfaction</td>
</tr>
</tbody>
</table>

Realibility test is done by looking at cronbach’s alpha values. If the value greater than Rtables then the instrument variable used is said to be reliable. Based on the results calculation of reliability test results obtained that all instrument of implementing CHSE variable (X) and guest satisfaction (Y) is declared reliable, this is because value of
cronbach’s alpha for each variable greater than Rtable.

Simple Regression Analysis is used in this study to know the effect between implementing CHSE and guest satisfaction. Simple regression analysis results presented in the following table 5.

Based on the results of the analysis presented in table 5, it can seen that t (5,323) > t table (2,040). It is mean X has effect on Y.

This study analysing the effect implementing CHSE on guest satisfaction at Mie Gacoan Tegal. From simple regression analysis results, it is found that implementing CHSE has positive effect on guest satisfaction.

**Table 5. Simple Regression Analysis Results**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>4.598</td>
<td>2.064</td>
<td></td>
<td>2.228</td>
</tr>
<tr>
<td>Implementing</td>
<td>.155</td>
<td>.029</td>
<td>.691</td>
<td>5.323</td>
</tr>
</tbody>
</table>

**CONCLUSION**

From the result and data analysing can be conclude that implementing CHSE has positive effect on guest satisfaction at Mie gacoan Tegal. It is because Mie Gacoan Tegal has provided CHSE implementations that compatible with guest expectations.

**RECOMENDATION**

Researcher suggestion for restaurant management is always consisten applying CHSE and alway updating about Covid-19.

And for restaurant guest always obeys the rules that apply during the pandemic for the common good.

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