

## **ABSTRAK**

**BILLY SATRIO.** NIM 2017120023. Dampak Penerapan Protokol *CHSE* Terhadap Kepuasan Tamu Favehotel Gatot Subroto. Di bawah bimbingan Ibu Ismayanti, A.Par, M.Sc.

Pemerintah berusaha untuk membangkitkan industri pariwisata dan ekonomi kreatif karena sangat terdampak oleh pandemi *COVID-19* dengan cara mengeluarkan sertifikasi *CHSE* bagi industri yang menerapkan protokol *CHSE*. Penelitian ini dilakukan untuk mengetahui kesesuaian penerapan protokol *CHSE*, kepuasan tamu, serta melihat dampak penerapan protokol *CHSE* terhadap kepuasan tamu di Favehotel Gatot Subroto. Metode penelitian ini menggunakan analisis deskriptif kuantitatif dengan cara menyebarkan kuesioner kepada *followers* akun Instagram Favehotel Gatot Subroto. Responden yang didapat di dalam penelitian ini sebanyak 103 responden.

Berdasarkan metode analisis yang digunakan di dalam penelitian ini, hasil tertinggi pada variabel *CHSE* terdapat pada dimensi *health* di pernyataan hotel mewajibkan pemakaian masker yang mendapatkan nilai 4,81. Sedangkan hasil tertinggi pada variabel kepuasan tamu Favehotel terdapat pada dimensi kesesuaian harapan di pernyataan menginap di Favehotel Gatot Subroto yang menerapkan protokol *CHSE* di masa pandemi *COVID-19* adalah pilihan yang tepat yang mendapatkan nilai 4,29. Berdasarkan hasil perhitungan regresi linear sederhana dan uji t, didapat hasil konstanta (a) sebesar 1,652 dan koefisien regresi (b) sebesar 0,595. Hasil nilai *thitung* yang didapat sebesar 4,554 > 1,983 dan nilai signifikannya 0,000 < 0,05 yang artinya proktol *CHSE* (X) memiliki dampak positif terhadap kepuasan tamu hotel (Y).

Berdasarkan hasil penelitian ini, maka dapat disimpulkan penerapan protokol *CHSE* di Favehotel Gatot Subroto sudah sangat sesuai, tamu juga merasa puas menginap di Favehotel Gatot Subroto yang menerapkan protokol *CHSE* di masa pandemi *COVID-19*, dan penerapan protokol *CHSE* memiliki dampak yang positif terhadap kepuasan tamu Favehotel Gatot Subroto. Sementara itu, saran yang dapat peneliti berikan adalah pihak Favehotel Gatot Subroto lebih aktif lagi untuk menghimbau tamunya untuk tidak menyentuh area wajah dan menginformasikan tamu secara singkat, padat, dan jelas mengenai pentingnya penerapan *CHSE* pada industri hotel terutama di tengah masa pandemi *COVID-19* serta memperpanjang kembali sertifikasi *CHSE*-nya atau sertifikasi yang mirip dengan sertifikasi *CHSE*.

Kata kunci: Penerapan protokol *CHSE*, kepuasan tamu.

## **ABSTRACT**

**BILLY SATRIO.** NIM 2017120023. The effect of CHSE protocols implementations on guests satisfaction in Favehotel Gatot Subroto. Under the guidance of Mrs. Ismayanti, A.Par, M.Sc.

The government is trying to revive tourism and creative economy industries because they have been heavily affected by the COVID-19 pandemic by issuing the CHSE certification for industries that implementing CHSE protocols. This research has conducted for find out the compatibility of CHSE protocols implementations in Favehotel Gatot Subroto, Favehotel Gatot Subroto's guests satisfaction, and to see the effect of CHSE protocols implementations on guest satisfaction in Favehotel Gatot Subroto. This research method uses quantitative descriptive analysis by distributing the questionnaire to the followers of Favehotel Gatot Subroto's Instagram account. This research has obtained 103 respondents.

Based on the analysis method that used in this research, the highest result in CHSE's variable are in the health dimension which in statement the hotel requires the use of masks that get a score 4,81. Whereas the highest result in Favehotel guests satisfaction's variable are in the conformity of expectations which in statement staying in Favehotel Gatot Subroto that implements CHSE protocols during the COVID-19 pandemic is the right choice that get a score 4,29. Based on the results of simple linear regression and t test counting, the constant (a) is 1,652 and regression coefficient (b) is 0,595. The result of *tcount* value that has obtained is  $4,554 > 1,983$  and the significant value is  $0,000 < 0,05$  which means the CHSE protocols (X) has a positive impact on hotel guests satisfaction (Y).

Based on the results of this reseach, it can be concluded that the implementation of CHSE protocols at Favehotel Gatot Subroto is very consistent, the guests are also feel satisfied staying at Favehotel Gatot Subroto that implementing CHSE protocols during the COVID-19 pandemic, and the implementation of CHSE protocols has a positive impact on Favehotel Gatot Subroto's guests satisfaction. Meanwhile, the suggestions that researcher can give are that Favehotel Gatot Subroto must actively urging its guests not to touch face areas and informing the guests briefly, concisely, and clearly about the importance of implementing CHSE in the hotel industry especially during the COVID-19 pandemic, and renew its CHSE certification or any certification that has a similarity to the CHSE certification.

Keywords: CHSE protocols implementations, guests satisfaction