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The Role of Housekeeping Department Towards Guest Satisfaction in Isola Sacra Hotel, Italy

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Abstract

Guest satisfaction is a crucial aspect affecting the performance of the hospitality business. Satisfaction is recognized as the primary driver of customer loyalty. Guest satisfaction is the feeling of the guest that their expectations have been met or exceeded. Hence, the study sought to examine the role of the housekeeping department towards guest satisfaction. The case study was Isola Sacra Hotel in Italy. The study was literature based. The analysis of the study was based on the findings from the preceding studies. Based on the reviewed literature, it can be established that the housekeeping department significantly influences guest satisfaction. The housekeeping department cleans the guestrooms, particularly the guests visiting the hotel. It also maintains a hygienic environment in everything within the hotel so that it is conducive and attractive to its customers. Businesses that meet their guests' demands and expectations create higher revenues than those that cannot figure out and satisfy them. The study showed that housekeeping duties start with inspecting a room after checkout, cleaning it according to hotel standards and refreshing the room's supplies. Once new guests arrive, prompt, cheerful and professional attention to their needs can reinforce how the hotel looks after guests and leave a good impression. The study concluded that the housekeeping department significantly affects guest satisfaction in Isola Sacra Hotel, Italy. The housekeeping department can make the guests delighted and more likely to come back or refer other people, enabling the hotel to make more profit. The primary goal of the hotel's top management is to increase customer satisfaction. It was recommended that hotels create unique measures of housekeeping departments that will bring uniformity to nearly all hotels across the country. Additionally, hotels should implement quality control tools to ensure that all customers are satisfied with the hotel's services and will attract more guests. The management should keep the housekeeping department in check to ensure the required standards are met.

Keywords: *Housekeeping, guest satisfaction, Isola sacra hotel, Italy*

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1.0 Introduction

Housekeeping can be described as providing a hygienic, good service and clean environment (Mohammad, Lathwal, Koushal & Sharma, 2022). It is the responsibility of the housekeeping department and their employees in the hotel to be concerned with offering services in their specific areas of work, e.g., the chef in the kitchen, the restaurant manager or head waiter 'housekeepers' in the restaurant, and the general manager has the overall responsibility. Choy, Cheng and Yu (2021) reported that the housekeeping division not only prepares a clean guestroom, particularly for the guests visiting the hotel, but also maintains a hygienic environment in housekeeping by keeping a tidy, welcoming, and secure environment. However, every employee in the organization should be concerned with the availability of these services in their particular division. For instance, the general manager is responsible for the overall management, while the chef serves as the "housekeeper" in the kitchen. The restaurant manager or head waiter serves as the "housekeeper" in the establishment. Everything within the hotel so that the hotel is conducive and attractive to its customers.

Guest satisfaction plays a crucial role in contributing to the success of the hospitality business (Lee, Cai, DeFranco & Lee, 2020). Guest satisfaction is the feeling that their expectations have been met or exceeded. When a guest does not contend with the services offered, there is no longer business. If all the activities undertaken by the business do not meet the required standards and if the services provided are not exceptional, the expectations of guests are not met (Parker & Simpson, 2018). To achieve guest satisfaction, it is critical to foresee and recognize guests' needs to meet them. Businesses that can quickly discover, truly understand and meet their guests' demands and expectations create higher revenues than those that cannot figure out and satisfy them (Priyo, Mohamad & Adetunji, 2019). The housekeeping department can make the guests delighted and more likely to come back or refer other people, enabling the hotel to make more profit. The primary goal of the hotel's top management is to increase customer satisfaction. It was recommended that hotels create unique measures of housekeeping departments that will bring uniformity to nearly all hotels across the country.

Guest satisfaction is a crucial aspect affecting the performance of the hospitality business; it is recognized as the primary driver of customer loyalty. The increased level of guest satisfaction brings about repurchasing and favorable word-of-mouth publicity, which raises income levels. Chen, Wei, Wei, Huang and Su (2021) reported that the hospitality sector remains stable according to the way they serve their guests. Among the things, many guests look for in any service is quality. Service quality may be expressed as conforming to guests' expectations consistently. The hospitality services include three areas: reception, food and beverages and housekeeping departments. Bhatnagar and Nim (2019) noted that hotel guests perceive guest satisfaction conducted by the housekeeping sector to be more critical than satisfaction within the reception and food and beverage departments when deciding whether to return to the hotel or recommend other customers. Among different changes and improvements hotels make to improve occupancy and customer satisfaction, housekeeping is recognized as an essential player in income generation (Wai & Shih, 2022).

Housekeeping is the department concerned with returning guests to the hotel again and again (Sann & Lai, 2020). This is important since the guest wants individual recognition and the housekeeping department has enough scope to give all visitors the required attention, making them feel more important. There are many researches on customer satisfaction with these service departments, and they discovered that hotel guests rated housekeeping higher than reception and food and beverage departments (Chaudhari, 2021). The cleaning department runs the hotel. It is the responsibility to maintain the cleanliness and upkeep of the surroundings, common areas, back regions, and rooms. The hotel's main attraction is its rooms. If the décor is incorrect, the air is unscented, and the furniture and upholstery are not spotless, the hotel may lose a guest as a potential customer. In addition to quickly preparing clean bedrooms for visiting guests, the hotel's cleaning staff maintains everything clean and well-maintained so that it continues to appear as lovely as the day it began for business. As a result, the cleanliness of a property dramatically affects its overall reputation. It runs continuously every day of the year.

Housekeepers are responsible for cleaning and informing the homeowner or manager in charge of any safety issues (Kamin-Patterson, 2022). Vacuuming, sweeping, emptying garbage cans, dusting shelves, wiping windows, and mopping floors are among the jobs they must perform. The evaluation of hotel guest satisfaction is how happy and satisfied your guests are with your products and services. It is determined by three Qs: quality, quantity, and speed. Customer satisfaction is critical and cannot be understated. There is a direct link between how satisfied customers are and how much money a hotel makes (Lke, Kovács, & Bacsı, 2018). The first step in housekeeping tasks is to examine a room after check-out, clean it under hotel standards, and replenish the room's supplies. Once a new visitor arrives, the hotel may reaffirm how it treats visitors and make a favorable impression by promptly attending to their requirements happily and professionally.

Housekeeping is the segment in the hotel that keeps the place clean and hygienic and has a perfect ambiance except for the kitchen (Mody, Jung, Dogru & Suess, 2022). It is also regarded as the cornerstone of the hospitality industry. The hotel business, to a large extent, relies on the guests. A guest who frequently visits different hotels knows the difference between a good and a mediocre hotel. Hotels are both regarded as a home and an office that will be visited many times by different people (Nam, Dutt, Chathoth, Daghfous & Khan, 2021). In a highly competitive market, guests will go to a hotel they feel more served. Furthermore, this is the only department directly responsible for generating the highest income levels in the hotel. The rooms the front office sells are made and kept by the housekeeping. The most valued commodity in a hotel is the rooms (Thei, Fanggidae & Fanggidae, 2019). Guest satisfaction is a crucial aspect affecting the performance of the hospitality business. Satisfaction is recognized as the primary driver of customer loyalty. Guest satisfaction is the feeling of the guest that their expectations have been met or exceeded. Hence, the study sought to examine the role of the housekeeping department towards guest satisfaction. The case study was Isola Sacra Hotel in Italy. The study was literature based. The analysis of the study was based on the findings from the preceding studies.

2.0 Literature Review

A study by Slack, Singh and Sharma (2020) noted that the foundation of any hotel is its housekeeping division. It not only monitors the hygiene of the entire hotel, but it also contributes

to other hotel activities. The findings revealed that a housekeeping department could make the guests delighted and more likely to come back or refer other people, enabling the hotel to make more profit. The primary goal of the hotel's top management is to increase customer satisfaction. The empirical findings supported four hypotheses. Decor and cleanliness were discovered to have a significant positive association with Guest Satisfaction, whereas laundry services were found to have a positive association with Repeat Business. Additionally, it was discovered that Guest Satisfaction has a good relationship with Repeat Business. It was recommended that hotels create unique measures of housekeeping departments that will bring uniformity to nearly all hotels across the country. Additionally, hotels should implement quality control tools to ensure that all customers are satisfied with the hotel's services and will attract more guests. The management should keep the housekeeping department in check to ensure the required standards are met.

Mey, Akbar and Fie (2020) conducted research to examine the effect of service delivery on guest satisfaction in the hotel industry. The study's specific objectives were to investigate the impact of worker engagement, service quality, and service culture on guest satisfaction at the Champion Hotel, Singapore. The dis-confirmation concept was used in the research. The target population included 45 employees and guests from the hotel's housekeeping division. The study used a simple random sampling strategy. To collect data from the participants, open-ended and closed-ended questionnaires were used. Policymakers in the hospitality industry, researchers, and hotel stakeholders will benefit from the research. The research findings revealed that worker engagement, service quality, service culture, and guest satisfaction were all critical at Champion Hotel. It was determined that the Champion Hotel needed to implement quality control strategies that would limit guest satisfaction. Workers needed the necessary skills to carry out their duties due to insufficient training at the hotel. It was suggested that the hotel implement quality control tools. These will ensure that all customers are satisfied with the hotel's services and will attract more guests. Housekeeping is the maintenance of a tidy, welcoming, and secure environment. However, every employee in the organization should be concerned with the availability of these services in their particular division. For instance, the general manager is responsible for the overall management, while the chef serves as the "housekeeper" in the kitchen. The restaurant manager or head waiter serves as the "housekeeper" in the establishment.

Ali, Gardi, Jabbar Othman, Ali Ahmed, Burhan Ismael, Abdalla Hamza and Anwar (2021) performed a study to investigate the quality of hotel services. Various models were used in the hotel industry to assess the level of service and satisfaction provided to guests. The study used three common and comprehensive models: Servqual, Holserv, and the Lodging Quality Index. As a result, three of the five initial structures directly impacted guest satisfaction in the study and understanding and competency directly affected guest satisfaction. The final model's five elements were dependability, responsiveness, knowledge, and competence, which directly impacted guest satisfaction. When it comes to providing hygienic services, luxury hotel management should recognize the benefits of "Competency" and "Understanding" and educate their employees to do it properly, politely and keenly. The cleaning department runs the hotel. It is the responsibility to maintain the cleanliness and upkeep of the surroundings, common areas, back regions, and rooms. The hotel's main attraction is its rooms. If the décor is incorrect, the air is unscented, and the furniture and upholstery are not spotless, the hotel may lose a guest as a potential customer. In

addition to quickly preparing clean bedrooms for visiting guests, the hotel's cleaning staff maintains everything clean and well-maintained so that it continues to appear as lovely as the day it began for business. As a result, the cleanliness of a property dramatically affects its overall reputation. It runs continuously every day of the year.

Bhatnagar and Nim (2019) note that the operational housekeeping department of a hotel is in charge of maintaining the surroundings, including the rooms, public spaces, back regions, and aesthetics. The sale of accommodation, food, beverages, and auxiliary services like laundry, spas, and exercise facilities contribute to a hotel's bottom line. At least 50% of these transactions are attributable to the sale of rooms. Most of the hotel's profit margin comes from room sales since a room may be developed and sold again. The effort made by a hotel's cleaning staff to provide a tourist a comfortable room has a direct impact on that visitor's stay. The hotel's guest rooms are its primary draw. In addition to quickly preparing clean bedrooms for arriving visitors, the housekeeping team routinely cleans and maintains the whole hotel to keep it appearing spotless and welcome as the day it first opened for business. Therefore, housekeeping is a support activity that dramatically improves the reputation of a home. The first step in housekeeping tasks is to examine a room after check-out, clean it following hotel standards, and replenish the room's supplies. Once a new visitor arrives, the hotel may reaffirm how it treats visitors and make a favorable impression by promptly attending to their requirements happily and professionally.

Andre, Erix, Citra and Wijaya (2020) revealed that housekeeping department cleans the guestrooms, particularly the guests visiting the hotel. It also maintains a hygienic environment in everything within the hotel so that it is conducive and attractive to its customers. Businesses that meet their guests' demands and expectations create higher revenues than those that cannot figure out and satisfy them. The housekeeping duties start with inspecting a room after checkout, cleaning it according to hotel standards and refreshing the room's supplies. The housekeeping department can make the guests delighted and more likely to come back or refer other people, enabling the hotel to make more profit. The primary goal of the hotel's top management is to increase customer satisfaction. Among the key reasons why service quality and guest satisfaction have become so critical is the high level of competition in the marketplace in which hospitality sectors like hotels operate. In the hotel industry, delighted guests are more likely to come back or refer other people, enabling the hotel to make more profit. The primary goal of the hotel's top management is to increase customer satisfaction. The study recommended that hotels create unique measures of housekeeping departments that will bring uniformity to nearly all hotels across the country. Additionally, hotels should implement quality control tools to ensure that all customers are satisfied with the hotel's services and will attract more guests. The management should keep the housekeeping department in check to ensure the required standards are met. Hotels should create unique measures of housekeeping departments that will bring uniformity to nearly all hotels across the country. The hospitality sector's housekeeping service providers should be encouraged to develop standards that will include all housekeeping practitioners in the industry to operate as an internal regulating body to ensure the sector has quality services for practice and operations. The hotel management should continuously develop strategies to ensure the room keeping is maintained of higher quality and meets all the needed standards.

Tuan and Linh (2019) discovered that the levels of cleanliness and service quality are essential factors in a hotel's patronage. Despite the knowledge, specified measures, and housekeeping regulations, hotels in India have received numerous customer complaints, from room hygiene and upkeep to the quality of services given. The research sought to determine the effect of housekeeping service quality on customer satisfaction in five-star hotels. The study employed a cross-sectional survey style. The survey had 1298 participants, including 1033 hotel consumers, 21 hotel managers, and 244 guestroom personnel. A simple random sample procedure was used to select 149 GRAs and 221 hotel clients. The stratified sampling method was utilized to choose 21 hotel managers to participate in the research. Questionnaires, interviews, and observation checklists were employed to collect quantitative and qualitative data. To examine quantitative and qualitative data, regression and thematic evaluation were utilized. Regression analysis was used to assess the association between housekeeping service quality and guest satisfaction, and the results indicated $R=0.241$, indicating a weak but positive association between housekeeping service quality and guest contentment. According to these data, the research concluded that the quality of housekeeping services in star-rated hotels has a direct association with management decision-making in the sense that a unit change in the decision-making process directly affects the quality-of-service delivery. According to the survey, hotels in New Delhi should benchmark with other hotels to provide better services. Furthermore, hotels should constantly evolve marketing techniques to satisfy current guest needs. This may be accomplished by hotels putting visitors' cards in guestrooms and asking visitors to indicate the housekeeping quality services they would like to receive in their rooms.

A study by Figalist, Dieffenbacher, Eigner, Bosch, Olsson and Elsner (2020) sought to identify the factors that influence customer satisfaction and explore the relationship between service quality and customer satisfaction in Malmo, Sweden. Cronin and Taylor's (1992) Performance Only Model (SERVPERF) were utilized to create a questionnaire that was then delivered to participants from several hotels in Malmo. Descriptive statistics and regression analysis were used to identify the elements impacting customer satisfaction and to uncover the link between service quality and customer satisfaction. The service quality indicators were discovered to have a positive relationship with customer satisfaction. This suggests that service quality is strongly related to client satisfaction, and the better the service, the higher the customer contentment. The data also show that reliability contributes highly to customer happiness, followed by empathy, tangibles and responsiveness. Assurance was found to make the weakest contribution. Moreover, because all dimensions were strongly valued, the hotels must pay attention to all variables. According to the findings, service quality has a statistically substantial impact on customer satisfaction with (R^2) of 69.6%, meaning that service quality accounts for 69.6% of customer satisfaction and the remaining components account for 25.8%. According to the researcher, future research should delve into the nature of these additional aspects contributing to 25.8% of consumer happiness. The study contributes to the previous research on service quality and customer satisfaction in the hotel industry. The research's findings may be helpful in hotel management in developing policies aimed at boosting customer satisfaction and service loyalty. Because this study only looked at hotels in Malmo, the researcher suggested that future studies look at other tourist destinations such as Stockholm and Visby.

Nobar and Rostamzadeh (2018) study sought to comprehend guest satisfaction and the association between consumer and management perspectives at Fabric Hostel & Club. Fabric Hostel & Club, which started operating some years back, is a new breed of luxurious hotel where art, modeling, and well-being are combined to create an unexceptional experience. A range of literature and theoretical frameworks were offered to support this thesis, including customer satisfaction and its metrics, hotel segmentation and competitive set, customer review strategies and channels. Furthermore, several essential customer expectation and satisfaction theories are reviewed, including Service Operation Management, Expectation Confirmation Theory, and SERVQUAL tools. ReviewPro, an online reputation management platform for hotels, and its validated customer satisfaction Global Review Index were additionally showcased. A combined study method combining quantitative and qualitative data was used to investigate customer satisfaction and management perspectives at Fabric Hostel & Club. ReviewPro, the observation method, and five in-depth interviews with Fabric Hostel & Club Heads of Departments were used to collect data. Between July 2020 and July 2021, 1140, reviews were collected. Reviews were gathered from six major online travel agencies and review sites: Booking.com, TripAdvisor, Hotels.com, Google, Expedia, and Facebook. According to the findings, customers were generally pleased with their stay at Fabric Hostel & Club. The hotel's Global Review Index was 90.5 out of 100, which was consistently higher than the average of the competitive indices. The location, hygiene and service ratings were extremely highly gauged, with comparatively 92, 89 and 88, but customers felt the hotel was more expensive than the value of money. The value rating was merely 79. The management viewpoint on customer satisfaction was investigated, and the outcomes included a situational study of hotel customer satisfaction. Recommendations for advancement were also considered to assist Fabric Hostel & Club in improving visitor satisfaction.

3.0 Findings

Based on the reviewed literature, it can be established that the housekeeping department significantly influences guest satisfaction. The housekeeping department cleans the guestrooms, particularly the guests visiting the hotel. It also maintains a hygienic environment in everything within the hotel so that it is conducive and attractive to its customers. Businesses that meet their guests' demands and expectations create higher revenues than those that cannot figure out and satisfy them. The study showed that housekeeping duties start with inspecting a room after checkout, cleaning it according to hotel standards and refreshing the room's supplies. Once new guests arrive, prompt, cheerful and professional attention to their needs can reinforce how the hotel looks after guests and leave a good impression. It is the duty of the housekeeping department and its employees in the hotel to be concerned with offering services in their specific areas of work. All hotels strive to offer their customers a clean, pleasant, serene, and welcoming environment that provides total value for their money. The housekeeping department's effort and hard work in offering a desirable experience for their guests often directly affect the visitor's stay at the hotel. The housekeeping department maintains cleanliness in the hotel rooms and the surroundings so that the places look as fresh as new to attract guests and make them stay longer or pick the services again another time. Therefore, housekeeping is a crucial department dedicated to contributing significantly to the overall reputation and performance of the hotel sector. The first step in housekeeping tasks is to examine a room after checkout, clean it under hotel standards, and

replenish the room's supplies. Once a new visitor arrives, the hotel may reaffirm how it treats visitors and make a favorable impression by promptly attending to their requirements happily and professionally.

4.0 Conclusion

The study concluded that the housekeeping department significantly affects guest satisfaction in Isola Sacra Hotel, Italy. The housekeeping department can make the guests delighted and more likely to come back or refer other people, enabling the hotel to make more profit. The primary goal of the hotel's top management is to increase customer satisfaction. Among the key reasons why service quality and guest satisfaction have become so critical is the high level of competition in the marketplace in which hospitality sectors like hotels operate. In the hotel industry, delighted guests are more likely to come back or refer other people, enabling the hotel to make more profit. The primary goal of the hotel's top management is to increase customer satisfaction. The high level of guest satisfaction brings about repurchasing and favorable word-of-mouth publicity, which raises income levels. This department is directly responsible for generating the highest income levels in the hotel. When it comes to providing hygienic services, luxury hotel management should recognize the benefits of competency and understanding and educate their employees to do it properly, politely and keenly. The cleaning department runs the hotel. It is the responsibility to maintain the cleanliness and upkeep of the surroundings, common areas, back regions, and rooms. The hotel's main attraction is its rooms. If the décor is incorrect, the air is unscented, and the furniture and upholstery are not spotless, the hotel may lose a guest as a potential customer. In addition to quickly preparing clean bedrooms for visiting guests, the hotel's cleaning staff maintains everything clean and well-maintained so that it continues to appear as lovely as the day it began for business. As a result, the cleanliness of a property dramatically affects its overall reputation.

5.0 Recommendations

It was recommended that hotels create unique measures of housekeeping departments that will bring uniformity to nearly all hotels across the country. Additionally, hotels should implement quality control tools to ensure that all customers are satisfied with the hotel's services and will attract more guests. The management should keep the housekeeping department in check to ensure the required standards are met. Hotels should create unique measures of housekeeping departments that will bring uniformity to nearly all hotels across the country. The hospitality sector's housekeeping service providers should be encouraged to develop standards that will include all housekeeping practitioners in the industry to operate as an internal regulating body to ensure the sector has quality services for practice and operations. It was recommended that the hotel should implement quality control tools. These will ensure that all customers are satisfied with the hotel's services and will attract more guests. Housekeeping is the maintenance of a tidy, welcoming, and secure environment. However, every employee in the organization should be concerned with the availability of these services in their division. The hotel management should continuously develop strategies to ensure the room keeping is maintained of higher quality and meets all the needed standards.

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