



THE PERCEPTIONS OF TOURISTS TOWARDS THE PERSONAL HYGIENE AND GROOMING OF THE HOMESTAY EMPLOYEES IN UBUD AND PELIATAN

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Abstract

Ubud, one of the most famous destinations in the world, is in great demand by foreign tourists because of its unique culture. So that, the construction of homestays is increasing and spreading over the Ubud and Peliatan. The success of a homestay can't be separated from the role of its employees. However, in addition to being competent, it is not less important for the employee to pay attention at personal hygiene and grooming. This becomes crucial because the appearance is first seen by guests before they feel the quality of service.

This study aims to determine tourist perceptions of the factors that influence personal hygiene and grooming of homestay employees. The research sample was taken from tourists who stayed at homestays in the Ubud and Peliatan. The data analysis used in this study is Factor Analysis.

The findings of the research that there were five factors that must be considered by homestay management in Ubud and Peliatan, including: cleanliness, personal fitness, enthusiasm for work, neatness of employees and personal habits of the overall variables studied. These five factors can explain of personal hygiene and grooming of homestay employees from a tourist perspective.

Keywords: Personal Hygiene, Grooming, Homestay, Employee

1. Introduction

Tourism is a large industry and mainstay for the Indonesian government. In 2017, Tourism in Indonesia became the second largest foreign exchange contributor after palm oil. Even in 2019, Minister Arif Yahya announced that Tourism would be the highest producing sector (kompas.com). This optimism can be realized because previously the Ministry of Tourism had a target of 20 million foreign tourists visiting Indonesia in 2019. To realize this target, Kemenpar has 10 priority programs and in 2018, the 3 focuses of implementation is on digital tourism programs, tourist village homestays, and airlines. Homestay is the main target of the Ministry of Tourism because the homestay is considered to have its own uniqueness, can preserve local wisdom and indigenous Indonesian culture, and most importantly; the local community can enjoy the benefits directly from the homestay.



The target of the number of new homestays from Kemenpar in 2019 is 100,000 homestays spread throughout Indonesia, one of which is in Bali. Minister Arif Yahya said, in the 2017 Tourism Coordination Meeting held at Birawa Assembly Hall in Bidakara Hotel in South Jakarta, Thursday, May 18-19, 2017, Tourism Village would become a new industry portofolio in developing tourism facilities. Indonesia will become the country with the largest, most, and best homestays in the world (Astuti, 2017).

Ubud is one of the most famous tourist destinations in the world because of its art and culture. Moreover, Ubud is in great demand by foreign tourists because Ubud has a beautiful natural panorama and tourists are spoiled with the nuances of rural Bali which is still very natural and beautiful. Because it is one of the worldwide tourist destinations, there are so many inns in Ubud, ranging from star hotels, villas, guest houses, and homestays.

Based on the survey results of the Hospitality Business Study Program in the Management Application Program in 2018, there are 333 operating homestays in the Ubud and Peliatan area (Hospitality Business Study Program, 2018 a). In addition to increasing the number of accommodation facilities, to ensure the comfort of tourists, the quality of service must also be improved. Service quality is one of the requirements in determining guest satisfaction. Quality services can be provided when employees have good knowledge and are competent in their field and physically healthy and fit. In order to being competent in their field, what is also important is the appearance of employees (grooming), because the appearance is seen first by guests before they feel the quality of their service. A neat, clean appearance and a polite attitude will give guests a first impression.

Employees are the spearhead in providing services to guests. Having employees who are physically healthy, neat, and clean with a good attitude is the dream of every service industry that provides accommodation facilities. To be able to meet these expectations, the employee is demanded to always have to look excellent so as not to disappoint visitors or tourists. Basically, no one likes to be served by people who are unclean, messy and have bad habits. Maintaining personal health and hygiene is an obligation of every individual. Many believe that cleanliness is the beginning of health. With a healthy body condition, humans will be able to work well because humans cannot work in a sick body. The condition of the body that is not prime can actually have a bad effect, such as the decline in work productivity and can spread the disease to others if they have poor personal hygiene. In an industry, the cleanliness and health of workers is an absolute requirement that must be considered. Even large companies require employees to carry out various health tests, for example to ensure the health condition of their employees. Personal hygiene is not only the main requirement for big companies or star hotels, but is a basic requirement for all non-star



accommodation providers, just like homestays that prioritize service.

The findings of the Hospitality Business study program students in the research on Homestay Service Quality in the Ubud and Peliatan area in 2018 suggested that sanitation should be improved by maintaining homestay cleanliness and employee hygiene. In addition to employee hygiene, homestay employees must also maintain their appearance by wearing polite, neat clothes, and using IDs on each employee so that tourists get service quality that exceeds the expectations of tourists. (Hospitality Business Study Program, 2018). Based on the explanation above, this study is conducted to find out how personal hygiene and grooming of homestay employees from the tourist perspective.

2. Review of the Related Literature

2.1. Perception

Perception is often interpreted as a view, picture or assumption of someone about something or object. However, each individual usually has a different opinion even though the object is considered the same. The difference in views or opinions can be caused by various factors including individual knowledge or different experiences and points of view. Robbins (1999: 124) states that perception is a process where the individual is organized and interpret their impressions of the five senses to give the meaning in their surroundings.

Sugihartono (2007: 8) states that perception is the brain's ability to translate stimuli or processes to translate stimuli that enter into the human senses. Human perception is different in terms of sensing. There are those who perceive something that is good or positive perceptions and negative perceptions that will affect human actions that are visible or real.

In a large psychology dictionary, perception is interpreted as a process of observing a person towards the environment by using the senses that a person has, so that he/she becomes aware of everything that exists in his environment.

From some of the opinions of the experts above, it can be concluded that perception is a process that starts from the observation in a person so that someone is aware of everything in their environment through the five senses they have.

2.2. Personal Hygiene

Good hygiene will make our body free of bacteria and keep us healthy. Dirt and germs can accumulate in the body if it is not being cleaned every day. Someone who does not care about personal hygiene, wears dirty clothes, smelly mouth and body, makes someone uncomfortable in doing activities and can spread disease to the environment where they work. In the tourism industry, maintaining personal hygiene and grooming is the main requirement for an employee to be able to provide the best service for guests or tourists. According



to Healthcentre.com, Personal hygiene is the first step that is related to good personal grooming and good health, good fitness, good habits, and good neat and clean (HealthCentre.com).

Personal Hygiene consists of:

1. Personal Cleanliness is an act of maintaining personal hygiene to prevent diseases that should be done routinely including cleanliness of hair, body, hands, nails, mouth, teeth, and feet.
2. Personal Fitness (physical fitness) is a physical condition that is healthy and fit from an individual and is ready to carry out his activities.
3. Personal habits are all acts, patterns, and behaviors of an individual that is done relatively often, and done unconsciously.
4. Personal grooming is an individual condition where there is compatibility, neatness, and harmony in physical manifestations from outside the individual.

Neat and clean is a physical condition of a person in terms of neatness and cleanliness which is considered by others to be visibly seen.

2.3 Homestay

According to Kepmen Parekraf No. 9 of 2014, Pondok Wisata or Homestay is a business in the field of accommodation in the form of residential buildings inhabited by the owner and partially used for rent by providing an opportunity for tourists to interact with the daily life of the owner, for a certain period of time by calculating daily payments. If the star hotel business or budget hotel is distinguished by the Star or Melati classification 1, 2, 3 and so on, for the Pondok Business, identification is given to distinguish the level from one another where the identification also functions as an indication of the type of facility owned by the homestay

Lynch, 2005 describes the characteristics of homestays as family involvement, the benefits of local communities, the involvement of guests with property ownership. The division of space between guests and host, private space in a house is opened into a public space, very different from other accommodations whose private space is only open to staff. Participation between homestay managers and owners in the formation of accommodation products, involvement of "entrepreneurs lifestyle", and finally, the importance of gender, personal networks, social values, and family life cycles. So, homestays are not just renting out space or buildings that are 'nuanced' at home.

Based on the above theories, it can be concluded that the homestay is living one roof and interacting directly with the host family, private space opened into a public space, and equipped with breakfast, and all utilities such as electricity (lighting), clean water, and heating.



3. Research Methodology

The object in this study is the personal hygiene of homestay employees in Ubud and Peliatan area. Peliatan and Ubud were chosen because the amount and the very fast development of homestays in those areas. The other reason is because Ubud has become a global tourist destination. The purpose of this study is to analyze the factors that influence personal hygiene and grooming of homestay employees from the tourist perspective.

In connection with the phenomenon in the background, the respondents in this study were the population of tourists who had stayed at a homestay in Ubud and Peliatan area. Regarding the number of population, the sample in this study was taken using the formula of Ferdinand (2002; 51) which states that to obtain good results the number of respondents taken to fill out the questionnaire is five to ten times the number of indicators. In this study, there were 17 indicators so that a good sample size range was $85 \leq n \leq 170$. Based on this range, taking into account the available resources, the sample size was determined in 90. The amount was considered to have represented the population. Table 1 shows the variable operations of personal hygiene and grooming

Table 1

The Variable Operations of Personal Hygiene and Grooming

No	Variabel	
1.	Staff hand cleanliness	X 1.1
2.	Staff hair cleanliness	X 1.2
3.	Staff face cleanliness	X 1.3
4.	Staff body cleanliness	X 1.4
5.	Staff eagerly in doing the job	X 2.1
6.	Staff responsiveness in doing the job	X.2.2
7.	Staff responsive to the guest problems	X 2.3
8.	Staff quickly solve guest problems	X 2.4
9.	Staff are not smoking while in work	X 3.1
10.	Staff speaks politely	X 3.2
11.	Staff smile in any occasions	X.3.3
12.	Staff maintain homestay environment cleanliness	X.3.4
13.	Staff is well groomed	X 4.1
14.	Staff hair is neat	X 4.2
15.	Staff use jewelry appropriate	X.4.3
16.	Staff use proper make up	X.4.4
17.	Staff use footwear	X.4.5



To find out the opinions of tourists on personal hygiene and grooming of homestay employees, a questionnaire was used. A questionnaire contains a list of written questions that are useful for obtaining information from respondents. This study applies a Likert Scale that uses 5 categories namely Strongly Agree / Very Good (value 5), Agree/Good (value 4), Less agree / Not Good (value 3), Disagree / Bad (value 2), Strongly Disagree/Very Bad (value 1).

The method used in this study is Factor Analysis. Factor analysis was used to determine the perceptions of the most dominant of tourists on personal hygiene and grooming of homestay employees in the villages of Ubud and Peliatan. According to Santoso and Tjiptono (2004) the stages of Factor Analysis are as follows :

1) KMO and Bartlett Tes Of Sphrericity

Sort out the variables that are considered feasible to be included in the next analysis, by using a number of tests on all variables, and issuing variables that prove to be inappropriate. In this case use a method

KMO and Bartlett Test of Sphericity, measurement MSA (Measure of Sampling Adequacy), and testing with AntiImage Matrices. According to Wibisono (2003) the suitability criteria in the use of factor analysis are if the KMO is (0.9) means very satisfying, if the KMO is (0.8) means satisfactory, if the KMO is equal to (0.7) means the middle, if the KMO is (0.6) means enough, if the KMO is (0.5), it is less satisfactory, and if the KMO is less than (0.5) it is not acceptable

- 2) The factoring process is extracting a set of variables so that one or more factors are formed. The method used to carry out the extraction process is Principal Component Analysis. The next process is to do a rotation process to clarify whether the factors formed have been significantly different from other factors.
- 3) Name each factor that has been formed, starting from the factor that has the largest eigen value to the smallest (eigen value above)

4. Result and Discussion

4.1 Karakteristik Responden

The characteristics of the respondents in this study were described based on gender, age, education level and occupation. Table 2 shows several things related to the characteristics of respondents, in this study female respondents dominated that is equal to 52.2 % compared to male respondents by 47.7 %. Based on age, respondents aged over 21 to 30 years old had the highest percentage, which was 28.8 %. This age group belongs to the productive age group. Judging from the education level of the respondents, it can be seen that the post graduate education level stays the most at the homestay with a percentage of 37.7 %. This indicates that with



a high educational background tourists who stay at a homestay in Ubud certainly have high expectations of personal hygiene and grooming of homestay employees. Whereas based on the type of work, data were obtained that the business man/woman group stayed the most at the homestay with a percentage of 31.1 %. Based on the origin of the respondent the percentage of respondents was 47 % of respondents were Indonesian, German 23 %, Australian % and American 6 %, of other countries 6 %.

Table 2
Characteristics of Respondents

No	characteristics of respondents	Classification	Amount	Percent age (%)
1.	Gender	Male	43	47,7
		Female	47	52,2
	Amount		90	100
2.	Age	>21	24	26,6
		21 – 30	26	28,8
		31 – 40	21	23,3
		< 40	19	21,1
	Amount		90	100
3.	Education	High school	29	32,2
		Diploma	11	12,2
		Bachelor	16	17,7
		Post Graduate	34	37,7
	Amount		90	100
4.	Work	Students	18	20
		Public servant, soldier, police	26	28,8
		Business man/woman	28	31,1
		Retired	10	11,1
		Other	8	8,8
	Amount		90	100
5.	Nationality	Indonesian	42	47
		German	21	23
		Australian	17	18
		American	5	6
		Other	5	6
	Amount		90	100

Source: Research Result, 2018



4.2 Test of Validity and Reliability

To find out the accuracy of the questionnaire and be consistent, the validity test was conducted and the reliability of the test was carried out on 30 respondents who were asked to fill out the questionnaire.

- a. The results of the validity test
 Table 3 shows the results of the validity test where all items in the questionnaire are considered valid

Table 3
The Results of The Validity Test

No	question	r_{count}	$r_{standard}$	Information
1	X1.1	0,635	0,30	$r_{count} > r_{standard}$: Valid
2	X1.2	0,565	0,30	$r_{count} > r_{standard}$: Valid
3	X1.3	0,628	0,30	$r_{count} > r_{standard}$: Valid
4	X1.4	0,600	0,30	$r_{count} > r_{standard}$: Valid
5	X2.1	0,757	0,30	$r_{count} > r_{standard}$: Valid
6	X2.2	0,795	0,30	$r_{count} > r_{standard}$: Valid
7	X2.3	0,627	0,30	$r_{count} > r_{standard}$: Valid
8	X2.4	0,674	0,30	$r_{count} > r_{standard}$: Valid
9	X3.1	0,419	0,30	$r_{count} > r_{standard}$: Valid
10	X3.2	0,365	0,30	$r_{count} > r_{standard}$: Valid
11	X3.3	0,450	0,30	$r_{count} > r_{standard}$: Valid
12	X3.4	0,593	0,30	$r_{count} > r_{standard}$: Valid
13	X4.1	0,679	0,30	$r_{count} > r_{standard}$: Valid
14	X4.2	0,657	0,30	$r_{count} > r_{standard}$: Valid
15	X4.3	0,516	0,30	$r_{count} > r_{standard}$: Valid
16	X4.4	0,527	0,30	$r_{count} > r_{standard}$: Valid
17	X4.5	0,346	0,30	$r_{count} > r_{standard}$: Valid

Source : Research Result, 2018

- a. The results of reliability tests
 Based on Table 4 the results of the reliability test show that Cronbach's Alpha results are 0.881, so that all statements can be declared reliable



Table 4
Reliability Statistics

Cronbach's Alpha	N of Items
.881	17

Source: Research Result, 2018

4.2 Data Analysis

KMO and Bartlett's Test

Table 5 shows the value of the KMO measure of sampling adequacy (MSA) is 0.711 which meets the requirements because it is greater than 0.5 and is seen from Bartlett's Test of Sphericity with a chi square value of 1053,960 with a significance of 0,000.

Table 5.
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.711	
Bartlett's Test of Sphericity	Approx. Chi-Square	1053.960
	Df	136
	Sig.	0.00

Source: Research Result, 2018

a. Anti-Images Matrices

In the Anti-Images Matrices table, especially the bottom (Anti Image Correlation), there are numbers that form diagonals (marked 'a'). In the table, there is no indicator with an MSA of less than 0.5 so that all of the indicators qualify for factor analysis

b. Communalities

The numbers in the communalities table below 0.5 indicate that these indicators cannot be explained by factors so they must be eliminated. Can be seen in Table 6 indicators X3.2 and X4.5 have a value of 0.479 and 0.409 so it must be removed or eliminated because it do



Table 6.
Communalities

	Initial	Extraction
X1.1	1.000	.775
X1.2	1.000	.810
X1.3	1.000	.743
X1.4	1.000	.913
X2.1	1.000	.783
X2.2	1.000	.799
X2.3	1.000	.789
X2.4	1.000	.841
X3.1	1.000	.787
X3.2	1.000	.479
X3.3	1.000	.718
X3.4	1.000	.574
X4.1	1.000	.914
X4.2	1.000	.917
X4.3	1.000	.852
X4.4	1.000	.817
X4.5	1.000	.409

Source: Research Result, 2018

c. Total Variance Explained

Table 7 shown the total variance value explained shows how many factors can be formed. In this case the number of eigen value used is 1 so that the factor that can be formed is the number of eigen value which is greater or equal to one. From the results of factor analysis in this study it was found out that there were five factors with the eigen value above one or equal to one.

Table- 7
Total Variance Explained

Component		Initial Eigenvalues		
		Total	% of Variance	Cumulative %
	1	6.199	36.467	36.467
	2	2.469	14.524	50.991
	3	1.558	9.163	60.154



4	1.405	8.265	68.419
5	1.290	7.590	76.009
6	.928	5.460	81.469
7	.688	4.048	85.516
8	.640	3.763	89.279
9	.483	2.841	92.120
10	.318	1.872	93.992
11	.251	1.474	95.466
12	.197	1.160	96.626
13	.176	1.034	97.660
14	.150	.880	98.540
15	.104	.609	99.148
16	.094	.551	99.699
17	.051	.301	100.000

Source : Research Result, 2018

d. Rotated Component Matrix

The Rotated Component Matrix table (Table 8) can be determined by members of each factor. The factor 1 of its members is X1.1, X1.2, X1.3, X1.4. The factor of 2 members is X2.2, X2.3 X2.4. The factor 3 of the members is X2.1, X3.3, X3.4. The 4 member factors are X4.1 and X4.2. The 5 member factors are X3.1, X4.3 and X4. 4.

Table 8
Rotated Component Matrix^a

	Component				
	1	2	3	4	5
X11	.809	-.010	.300	.135	.110
X12	.690	.100	.046	.512	-.245
X13	.742	.242	-.030	.366	.009
X14	.904	.070	.224	-.089	.182
X21	.297	.294	.738	.104	.228
X22	.284	.569	.541	.297	.118
X23	.168	.836	.202	.142	.024
X24	.175	.867	.138	.167	.113
X31	.014	.597	-.032	-.103	.647
X32	-.031	.529	.422	-.127	.064



X33	.039	.194	.809	.131	-.084
X34	.307	.136	.624	.233	.134
X41	.197	.019	.299	.874	.147
X42	.140	.130	.100	.922	.141
X43	.205	.256	-.111	.177	.837
X44	.040	-.164	.403	.196	.767
X45	-.180	.414	.244	-.016	.381

f. Naming Factors

Giving the name of the factor will depend on the names of indicators that form factors or interpretations of analysis or other considerations that are subjective

Factor 1, namely Cleanliness consists of:

- a) Staff hand cleanliness
- b) Staff hair cleanliness
- c) Staff face cleanliness
- d) Staff body cleanliness

Factor 2, namely Personal fitness that consists of :

- a) Staff responsiveness in doing the job
- b) Staff responsive to the guest problems
- c) Staff quickly solve guest problems

Factor 3, namely is Enthusiasm in work consists of :

- a) Staff eagerly in doing the job
- b) Staff smile in any occasions
- c) Staff maintain homestay environment cleanliness

Factor 4, namely Neatness consists of:

- a) Staff is well groomed
- b) Staff hair is neat

Factor 5, namely Personal habit consists of :

- a) Staff are not smoking while in work
- b) Staff use jewelry appropriate
- c) Staff use proper make up



Tourist Perception of personal hygiene and grooming of homestay employees in Ubud and Peliatan area based on the results of analysis using factor analysis was found to be five factors of personal hygiene and grooming of homestay employees from the tourist perspective which must be considered by the homestay management as follows.

- 1) The first factor is the most important factor, which is Cleanliness which consists of employee's hand cleanliness, hair cleanliness, facial cleanliness and body cleanliness. Tourists assess homestay employees must clean the body before starting work because of keeping the body clean. Employees must maintain health so that employees can start a good job. Cleanliness factors can explain 36.46% of all variables studied.
- 2) The second factor is the personal fitness factor. Tourists assess that body cleanliness is not enough. To be able to provide good service, employees also have to maintain their physical well-being which includes swift employees in completing work, responsive to guest problems, and quick to solve problems. This personal fitness factor can explain 14.52% of all variables studied.
- 3) The third factor that is showed in this research is enthusiasm in work. Tourists expect homestay employees to always be passionate about doing work, homestay employees are also expected to always smile, and to always maintain a clean homestay environment. This third factor can explain 9.16% of all variables studied.
- 4) The fourth factor is the neatness of employees which includes neat appearance and employees' hair neatly arranged. The fourth factor can explain 8.26% of all variables studied.
- 5) The fifth factor is personal habits. Tourists expect homestay employees not to smoke while working, to use jewelry appropriately, and female employees to use make-up properly. This fifth factor can explain 7.59% of all variables studied.

These five factors, cleanliness, personal fitness, enthusiasm in work, neatness of employees, and personal habits, can explain 76.00% regarding personal hygiene and grooming of homestay employees from the tourist's perspective.

5. Closing

This study found five factors that must be considered by homestay management in Ubud and Peliatan area related to personal hygiene and grooming of homestay employees from the Tourist perspective. Tourist Perception of personal hygiene and grooming of employees in Ubud and Peliatan area which must be considered include: cleanliness 36.46%, personal fitness 14.52%, enthusiasm in work 9.16%, neatness 8.26%, and personal habit of 7.53% of all variables studied. These five factors can explain 76.00% regarding personal



hygiene and grooming of homestay employees from the tourist perspective.

Cleanliness is the first step in maintaining one's health and appearance. Therefore, homestay employees' personal hygiene and grooming need to be improved, given the increasing demands of tourists.

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