

Mandatory Hotel Certification: Implications for Quality and Operational Management

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KEYWORDS	ABSTRACT
hotel certification, Indoluxe Hotel Jogjakarta, operations, quality management, service standards	This research expands the application of mandatory hotel certification to quality and operational management, with a case study at the Indoluxe Hotel Jogjakarta, which is located at Jalan Palagan Tentara Pelajar 106, Ngaglik, Sleman, Yogyakarta. Hotel certification is an important requirement in the hospitality industry to ensure consistent and continuous service standards. The aim of this research is to analyze the impact of certification on quality management and hotel operational efficiency. This research used a qualitative approach by using in-depth interviews with the management of Indoluxe Hotel Jogjakarta and secondary data from certification reports. The research results show that the implementation of mandatory certification at Indoluxe Hotel Jogjakarta has a positive impact on the quality management system. Certification helps hotels increase customer satisfaction through better and consistent service standards. In addition, certification provides guidance for hotel operational management, especially in terms of human resource management, facility maintenance, and guest security and safety. Nevertheless, there are challenges faced when maintaining certification standards, especially related to higher operational costs and demands to continue carrying out internal evaluations that also require high cost. However, certification has encouraged hotels to be more efficient in managing resources and daily operations, which ultimately increases the hotel's competitiveness in the market. This can also directly increase customer satisfaction, as the ultimate goal is to achieve less to zero complaints.

INTRODUCTION

The hotel industry is a very dynamic sector and plays an important role in supporting the economy, especially in areas that become tourism destinations. To increase competitiveness and maintain service quality, hotels in Indonesia are required to meet certain standards through a certification process. Hotel certification is a formal process carried out by an independent business certification institution that has the authority to assess whether a hotel has met the standards of quality of service, facility, and management set by the government or related accreditation institution. The purpose of certification is to ensure that hotels can provide services that meet guests' expectations and follow applicable regulations.

Ahmad and Sri (2018) (Luh et al., n.d.) state that hotel certification is important, as Tourism Competency Certification aims to give recognition of the competencies of the workforce and to improve the quality and competitiveness of the workforce. However, not all hotel employees get the benefits of Tourism Competency Certification based on the government's goal of creating a certification policy. Furthermore, according to (Muhammad and Irwansyah (2023), (Alifa (2023), and Muhammad et al. (2020), hotel certification gives the "I do Care" label to certified tourism businesses for tourism promotion purposes. Hotel certification is carried out by certification institutions that have been accredited by the National Accreditation Committee (*Komite Akreditasi Nasional*/KAN) for SNI ISO/IEC 17065:2012 based certification schemes such as Tourism Products and Businesses [2].

In Indonesia, hotel certification obligation is regulated in Law No. 10, 2009 on Tourism and Minister of Tourism Regulations. This law requires every hotel to meet standards that include several important aspects, such as service quality, cleanliness, safety, and environmental sustainability. Certification is an important part for hotels to ensure consistency and professionalism in running their business, as well as increasing consumers' trust in the quality of the services offered.

Other regulations on hotel certification are as follows:

1. Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number PM.53/HM.001/MPEK/2013 on Hotel Business Standards

Effective date: October 2013

Important points:

Hotel classification standards: determining hotel classification criteria based on stars, ranging from one star to five star hotels, which include aspects of facilities, service, cleanliness, security, and management.

Certification procedure: explaining the stages of the hotel certification process, including required documents, direct field audits, and evaluation by the certification team.

Certification maintenance: explaining the hotel's obligation to maintain certified standards through regular audits and continuous quality improvement.

Objective: to ensure that all hotels in Indonesia meet quality standards that have been determined, thereby increasing consumers' trust and competitiveness in domestic and international markets.

2. Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number PM. 23, 2018 on Tourism Business Quality Certification

Effective date: 6 September 2018

Important points:

Scope of certification: covering various types of tourism businesses including hotels, with a focus on improving quality and service.

Certification procedures: describing the technical and administrative steps that must be followed by hotels to obtain quality certification.

Evaluation and monitoring: organizing periodic evaluation and monitoring mechanisms to ensure that the hotel continues to meet certified standards.

Objective: to encourage improvement in the quality of services and facilities in the tourism sector through the implementation of a certification system.

METHOD

This research used a qualitative approach, with the focus on interviews to understand management and operational conditions at Indoluxe Hotel Yogyakarta. Interviews were conducted personally with parties who directly play roles in the hotel management, namely managers, operational staff, and guest service managers. The interview process was designed to gain information about how certification standards are applied in daily

practice, the challenges faced, and other points that have been developed to improve service quality. With an interactive atmosphere, the interviews provided space for informants to share experiences honestly and openly, so that the data obtained became more detailed.

RESULTS AND DISCUSSION

Scope

Indoluxe Hotel Jogjakarta is a star hotel which is included in the OSS RBA classification as a medium to high risk based hotel based on Regulation of the Minister of Tourism and Creative Economy No. 4, 2021. The hotel has the following classification: 1) 101-200 bedrooms, 2) 100-200 employees, 3) area of 6000 – 10000 m². In this case, Indoluxe Hotel Jogjakarta has 200 rooms.

Document requirements

- a. Business standard certificates issued by LSU in the tourism sector no later than 2 (two) years after operation, uploaded via the OSS System;
- b. Certificate of accommodation health feasibility, no later than 1 (one) year after operation, uploaded via the OSS System;
- c. Approval of the use of marine space for hotel businesses built on marine space

Certified items

Basic requirements:

1. NIB
2. Decree of Hotel Health Feasibility
3. Decree of Hotel Building
4. Letter of Water Quality Inspection

Absolute criteria

1. Hotel building
2. Hotel signage
3. Parking and traffic control
4. Lobby with air circulation and lighting
5. Available public toilets
6. Stalls or table chairs
7. Dining and drinking area with air circulation and lighting
8. Bedrooms with amenities, including bathrooms
9. Room location plans and self-rescue instructions
10. Kitchen with equipment and layout suit to hotel needs
11. Hotel officials office
12. Employees office
13. Clean water installation
14. Temporary waste storage place
15. Wastewater treatment plant
16. Room reservation, registration, reception, and payment services
17. Cleaning services for guest facilities, public facilities, and employee facilities
18. Food and beverage serving services
19. Security services

20. Health services
21. Hotel organizational structure
22. Hotels regulations
23. Employee health screening programs
24. Sanitation, hygiene, and the environment maintenance
25. Employee competency certification

Products

Building

1. A building intended as a hotel business that is good and well maintained

Signage

1. papan nama hotel (sign board) yang jelas dan mudah terlihat
2. tanda arah yang menunjukkan fasilitas hotel (hotel directional sign) yang jelas dan mudah terlihat
3. tanda arah menuju jalan keluar yang aman (evacuation sign), jelas dan mudah terlihat

Park or landscape

1. indoor or outdoor parks
2. indoor plants

Parking area

1. parking area and traffic control
2. drop off area

Lobby

1. lobby with good air circulation and lighting
2. accessibility (ramp) for people with disabilities
3. hotel directory
4. lounge

Front office

1. counter or chairs and tables
2. certificate and/or Star Plaque (decal) based on hotel class group
3. concierge counter
4. valuables storage room
5. guests' storage room
6. duty manager station

Business center

1. business service room

Shopping arcade

1. drug store, money changer, travel agent, airlines, souvenir shop, etc.

Elevator

1. guest elevator (for buildings above 5 floors from the ground floor)
2. employee and goods elevator (for buildings above 5 floors from the ground floor)

Public restrooms

3. separated male and female restrooms with clear sign
4. urinoir and washlet for male restroom
5. western-style toilets with hand shower/washlet and toilet paper
6. sink, soap, and mirror
7. garbage bin
8. vanity area for female restroom
9. toilet for people with physical limitations
10. hand dryer

Corridor

1. corridors
2. emergency exit, emergency doors, emergency stairs (storied buildings), and emergency lights
3. good lighting and air circulation
4. fire extinguishers

Food and beverage facilities

1. eating and drinking area with good air circulation and lighting
2. tables, chairs, and cutlery
3. menu

Room service

1. close to kitchen and easy access to rooms
2. room service menu
3. equipment and supplies

Guest rooms

1. bed rooms and bath rooms
2. suite rooms
3. doors with safety lock
4. rooms with energy saving system
5. windows with safety device
6. rooms with smoke detector and sprinkler
7. good lighting and air circulation
8. qibla direction on ceiling
9. bed rooms and equipment
10. desks and chairs
11. tables and chairs
12. trash can

13. room location plan and self-rescue instructions
14. instructions for hotel facilities and services (compendium)
15. noise level requirements
16. bed rooms for guests with physical limitations
17. separate or electronic requests for “Do not disturb” signs and make up room
18. luggage rack
19. cupboard
20. individual safe deposit box
21. night table/bed side table
22. reading lamp
23. full length mirror
24. internal and eksternal communication lines
25. internet connection
26. TV
27. mini bar and bottle opener
28. coffee - tea maker set
29. guest stationery

Guest bathrooms

1. guest bathroom with non-slip floor
2. bathroom with minimal equipment, sink, closet, shower
3. air circulation and lighting
4. water drain
5. hot water and cold water
6. trash can
7. guest toiletries
8. bath towels
9. hair dryer
10. telephone parallel to the bedroom
11. toothbrush cups
12. bathrooms for guests with physical limitations (minimum 200 rooms)

Recreational sports and fitness facilities

1. sports, recreation, and fitness facilities

Meeting rooms

1. meeting rooms with equipments and audio-visual facilities

Function rooms (not applicable for resort hotels)

1. function room with separate access for guests
2. separate public restrooms for male and female
3. evacuation routes

Kitchen

1. size suited to hotel's needs
2. strong, safe, and easy to maintain floors, walls, and ceilings

3. drainage equipped with grease traps
4. kitchen hood equipped with grease filters
5. air circulation system and lighting system
6. kitchen equipment and supplies
7. first aid kit
8. separate closed trash cans for wet and dry wastes
9. fire extinguishers
10. daily food ingredients storage
11. kitchen equipment layout based on dry flow

Goods reception area

1. goods reception area
2. scales that have been measured

Storage areas

1. general warehouse
2. food and beverage storage area
3. equipment and supplies area
4. engineering warehouse
5. used goods storage area
6. fuel storage area

Housekeeping areas

1. storage space and distribution of guest supplies and amenities
2. linen and uniform rooms
3. room boy stations
4. janitor rooms

Health check rooms

1. examination room with medical equipment and supplies, medicines

Employee rooms

1. separate male and female bathrooms
2. changing room equipped with separate lockers for male and female employees
3. employee dining rooms
4. prayer rooms
5. trash cans
6. Vanity mirrors and sinks
7. training rooms
8. hotel management rooms

Security

1. security and CCTV installation rooms

Utilities

1. clean water installation

2. generator
3. installation of communication networks
4. hot water installation

Waste management

1. waste collection site Tempat penampungan sampah
2. WWTP

Equipment maintenance and repair (workshop)

1. equipment maintenance and repair area

Service

Front office

1. registration and payment services
2. information and messages availability, guest belongings management
3. service when guests get on and off the vehicle
4. special parking services (valet parking)
5. car rental services
6. taxi calling service
7. call services (car call)
8. duty manager services
9. guest relations services
10. special services for guests with physical limitations

Housekeeping

1. cleaning services for guest facilities, public facilities, and employee facilities
2. turn down
3. VIP treatment
4. laundry
5. guests' clothes ironing service

Restaurant

1. food and beverage serving services
2. payment acceptance service
3. Indonesian food serving service
4. international food serving services
5. services for guests with physical limitations, children, and the elderly

Room service

1. receiving food and beverage orders from rooms
2. serving food and beverage to rooms
3. receiving payment

Meeting rooms

1. meeting organizing services

Banquet hall

1. Banquet organizing services

Business services

1. Business services

Sports, recreation, fitness

1. Sports, recreation, and fitness facilities services

Security

1. Security services

Health

1. guest health services

Operating hours

1. service delivery time according to operational needs

Pengelolaan

Organization

1. organizational structure
2. job description of each position
3. SOP or work implementation instructions (manual)
4. Employee Regulations/PKB (Collaborative Work Agreement) in accordance with statutory regulations
5. organizational policies

Management

1. employee health check program
2. Occupational Safety and Health Management (K3) with a minimum number of 100 employees
3. fire fighting system
4. emergency response management
5. quality assurance management
6. sanitation, hygiene, and environment maintenance
7. hotel management information system
8. business plan
9. product development program

Partnerships and use

1. partnership program with micro, small, and medium enterprises
2. Corporate Social Responsibility (CSR) programs

Equipment maintenance and repair program

1. maintenance and repairs of buildings, equipment, and tools

Human resources

1. competency certification for employees
2. foreign language, at least English, speaking ability for employees
3. HR development programs implementation
4. HR performance assessments

Indoluxe Hotel Jogjakarta, as one of the star hotels in Yogyakarta, has gone through a certification process. It has also fulfilled the government's requirements and was declared that it has met the standards validated by LSU Putri Kedaton Yogyakarta. This certification not only strengthens quality management at Indoluxe Hotel Jogjakarta, but also increases the hotel's competitiveness in the market. Certification helps hotels identify areas that need improvement and provides guidance for management to maintain established standards.

Validity period and surveillance

Based on Article 13 of the Minister of Tourism and Creative Economy Regulation No. 6, 2014, the validity period of a hotel star certification is 3 (three) years from the date of issue. After the validity period expires, the hotel must propose a recertification to maintain the star status that has been awarded.

During this 3-year period, surveillance is carried out once a year. This surveillance aims to ensure that the hotel continues to meet the standards that have been set according to its star class.

Surveillance is carried out by an accredited Business Certification Institution (*Lembaga Sertifikasi Usaha*/LSU). If surveillance reveals violations or reductions in quality standards, the hotel may be subject to sanctions, including decreasing star status or revoking its certificate.

Legal basis

1. Law no. 10, 2009 on Tourism
2. Government Regulation no. 52, 2012 on Competency Certification and Business Certification in the Tourism Sector

Operational management before and after certification

Star certification for a hotel is not only a matter of recognition, but also a major change in its management and operations. Before obtaining certification, Indoluxe Hotel tended to prioritize basic hotel functions, that is, it merely met guests' needs without paying much attention to the details of service quality.

However, after obtaining star certification, the hotel's focus changed significantly. The management becomes more structured by implementing clear operational standards. The management team also becomes more professional by involving regular training for staff to improve their skills. This has a direct impact on guests' experience, from friendlier front desk service to quicker responses to requests or complaints.

From an operational perspective, certification requires the quality of facilities improvement. Previously, the focus was only on minimum maintenance, but now every aspect, from room cleanliness to food presentation must meet high standards. Technology even started to be used, for example, using hotel management systems to monitor operational efficiency.

With these changes, Indoluxe Hotel not only gains guests' trust, but is also able to increase its reputation and income. Star certification has turned it into a hotel that is truly ready to compete in its class.

CONCLUSION

Overall, this research concludes that Indoluxe Hotel Jogjakarta has met and even exceeded various standards required to obtain star hotel certification. With its complete facilities, superior customer service, a strict security system and professional management, this hotel is not only able to maintain high quality standards but also increase guests' trust and satisfaction. Compliance with applicable regulations and industry standards also shows the hotel's commitment to improve the quality of its services and contribution to local tourism development continuously. Star certification proves that Indoluxe Hotel Jogjakarta deserves recognition as one of the leading hotels in the area, as well as being a model for other hotels in implementing good hospitality standards.

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