Guests’ Satisfaction on the Housekeeping Service: A Potential Response of the Sharia-Based Hotels

Md. Mominul Islam
FM Radio, Chilmari, Bangladesh

Abstract
This study analyses the housekeeping service of two Scandic hotels in Sweden. The cleaning service in the 50 hotel rooms was analyzed following qualitative research approach to perceive the service gaps of the housekeeping employees. The study presents that hotels face the challenges of offering standard and constant housekeeping service. Factors contributing to guests’ satisfaction on the cleaning service were tested using the Wilcoxon test. The relevant data were collected through the questionnaire survey and observation. The complete sample data in the questionnaire consist of 132 guests, 130 responses were used in the analysis. The results view that satisfaction of the guests on the cleaning service differed due to the service gaps of the housekeeping personnel. A sustainable solution is very necessary since guests’ satisfaction on the cleaning service is an important factor for the hotels. The study suggest that sharia based tourism can provide a potential solution to solve the service gaps of the housekeeping personnel. The housekeeping managers in the halal hotels can practice Qur’anic management where housekeeping personnel and management are responsible for the standard cleaning service. The study also suggests that religiosity may act as an intrinsic motivator in the service business.

Keywords: Halal tourism, Housekeeping, Motivation, Satisfaction, Service, Values

1. Introduction
Satisfaction of the hotel guests ensures long-term profit (Pongsiri, 2012) since satisfaction leads to improved brand equity (Pappu and Quester, 2006). Achieving the
economic objective through satisfying customers is significant for business growth. Hotel business faces the challenges of satisfying the guests as the guests receive service which is intangible, inseparable and variable (Hoffman and Bateson, 2008). Cleaning hotel room requires more attention and physical efforts of the service personnel (Pongsiri, 2012).

Housekeeping personnel are in lack of proper education and competence (Pongsiri, 2012). Due to the nature of the service delivered, gaps take place as service gaps (Hoffman and Bateson, 2008). The gaps between the expectations and perceptions are likely for making the hotel guests satisfied or dissatisfied. Satisfied guests are expected as the returning customers and sources of the business profit (Bolton, 1998). The housekeeping employee faces the challenge in maintaining service quality in person, and controlling their individual service performance in the work place is a massive task (Pongsiri, 2012). On the other hand, travelers identify the housekeeping service as their concern in staying in the hotels (Greathouse et al., 1996; Pongsiri, 2012). Poor cleaning service by the housekeeping personnel may cause difference on satisfaction in the mind of the hotel guests (Anderson et al., 1994).

The present study is about two Scandic hotels in Sweden that encountered written comments and complaints from their guests on the cleaning services performed by the housekeeping personnel. One of the mentionable services includes the cleaning service of the housekeeping personnel, who make the hotel rooms ready. The housekeeping personnel clean and prepare the hotel rooms, where the guests are used to staying. The hotel room is one of the main sources to earn profit for the hotels. Demand of the hotel restaurant along with the other services is derived from the guests, who stay in the hotel rooms. If the guests are dissatisfied with the cleaning service, they may stop patronizing the hotels. Thus, satisfaction of the hotel guests on the cleaning service is very significant as guest satisfaction ensures hotels’ turnover (Pongsiri, 2012). The aim of the study is to locate the reasons of the service variance and to suggest effective solutions so that service variance is minimized.

2. Literature review

Service is an interactive activities between server and client by which the server
tries to fulfill needs, expectations, and raise satisfaction and impression (Abraham and Taylor, 1999; Gronross, 1990). Services can be defined as deeds, efforts, or performance (Berry, 1980).

The literature of Parasuraman, Zeithaml and Berry (1985) mentions service-intangibility, variability, and inseparability that must be understood to study the service issues. Service includes unique features such as intangibility, inseparability and variability (Hoffman and Bateson, 2008). Intangibility is the state when service cannot be readily displayed. Inseparability implies that service is not separated from their providers, and it is not stored for the later use (Kotlar, Armstrong, Saunders and Veronica, 2002). Additionally, variability refers to the quality of service depending on the service provider as well as when, where and how service is provided. Since the hotel industry is service oriented, measuring customer satisfaction is an important issue (Oliver, 1997).

Hospitality and tourism sectors have extended worldwide very rapidly in the last decades (Pongsiri, 2012). The employees working in this industry confront challenges in delivering quality service. These challenges will be a threat for succeeding the hospitality business, which is very competitive in the international market. Specifically, the area of housekeeping in the hospitality industry has captured as an important human resource management and development (Pongsiri, 2012) since housekeeping services are very sophisticated (Tsang and Qu, 2000). Tsang and Qu (2000) additionally argued that better service makes a differentiation in the mind of the customers in the hospitality industry. Poor communication skills and language ability, deficiency of property maintenance and service gaps are the major challenges, the housekeeping personnel encounter whereas offering consistent along with excellent services are essentials to meet the international standard (Blanke and Chiesa, 2011). Furthermore, Pongsiri (2012) added that the housekeeping employees are most of the cases (not always) unwell educated old generation women. Moreover, educational qualification affects the image of the housekeeping services lower leveled, hard and poor (Pongsiri, 2012). The tendency of avoiding this job by the well educated and new generation people affect the skilled housekeeping services (Pongsiri, 2012). Pongsiri (2012) further elaborated that the Housekeeping Standard Service Sequences is considered as the benchmark for housekeeping service. The Housekeeping
Standard Service Sequences consists of ten steps (Pongsiri, 2012) which detail an overall picture of how a hotel room is cleaned and prepared for the hotel guests prescribed by the housekeeping professionals. The first step of cleaning service is to greet and ask for permission to enter the room. The second step is starting cleaning. The third one is turning off the electric tools to reduce power consumptions. The fourth is to open the doors, windows and curtains to ventilate, and let the air flow. The fifth is to clear old cloths, towel, food scrapes, paper, dirty objects etc. Bed making is the sixth step. Step seven includes bathroom cleaning. The eighth step consists of dusting and wiping all shelves, hovering and reorganizing all items in the rooms back into the hotel standard or as like the room the guests enter for the first time. The ninth step is to clean floor including sweeping, mopping and hovering. And the last step is to check the room at a glance having a look and then reporting. These ten steps are the teaching model that needs to be practiced into the real cleaning service environment (Pongsiri, 2012).

The study of Pongsiri (2012) viewed few service attributes of the housekeeping personnel as important perceived by the guests. The most important one is housekeeping assurance, then housekeeping reliabilities, after then housekeeping tangibility, housekeeping empathy and lastly, responsiveness in a deceasing order. The findings illustrated that the expectations of the guests and quality service by the housekeeping employees were concerned with the satisfaction of the guests (Pongsiri, 2012). Moreover, Greathouse, Gregoir, Shanklin and Tripp (1996) reported few factors which travelers considered of great magnitude in the hotel accommodations. In addition, the guests perceived cleanliness of room, value for price, friendliness of staff, and security of property as the most focal attributes at the time of staying in the hotels. In fact, the guests acknowledged cleanliness of the hotel room as one of their major concerns (Greathouse et al., 1996).

The contemporary study of the housekeeping service rarely exists (Pongsiri, 2012). Though controlling the service performance of the individual housekeeping personnel is a massive task, the business performance is to rely on the summation of individual performance (Pongsiri, 2012), where better service results in a successful organization. Pongsiri (2012) additionally noted that developing housekeeping service is critically weighty to an organization’s performance, reputation, loyalty, ultimate profitability and
guest satisfaction. Moreover, Greathouse et al. (1996) found the concern of the guests on the cleanliness issue. Additionally, Pongsiri (2012) proposed ten steps of cleaning performance into the real practice. Therefore, the present study expects to fill in the gaps of the literature on the housekeeping services regarding the satisfactory status of the bathroom and hotel room cleaning. Furthermore, it also motivates to analysis the cleaning services in the hotel room, and its relation to guest’s satisfaction connecting to the Islamic values applicable for the sharia based hotels showing a real practice of the cleaning performances of the housekeeping employees.

2.1 Satisfaction

Customers’ satisfaction can be defined as meeting the rational expectations of customers with the list of goods and services offered by the service providers and purchased or availed by the consumers (Oliver, 1997). It is the level of state with the goods or services purchased or with the overall experience which is consumers’ post consumption evaluations such as behavioral and attitudinal loyalty (Cooil, Keiningham, Aksoy, and Hsu, 2007). Guests’ satisfaction confirms their retention, increase of market share and profit (Gilbert and Horsnell, 1998). According to Anderson and Sullivan (1993), satisfaction is the disparity between the perceived performance of the customers and their expectations. Perceived variance between perceptions and expectations resolve satisfaction (Oliver, 1993). Moreover, satisfaction of the customers varies person to person (Cronin and Taylor, 1992; Teas, 1993).

2.3 Hypothesis design and the theoretical framework

Satisfaction of the guests on the cleaning performances may differ for few reasons. Perceived gaps (Gronross, 1984) of the guests may cause satisfaction variance. Service system or process reduces service quality (Berry, 1980) that may cause satisfaction difference. Then, service gaps (Hoffman and Bateson, 2008) by the housekeeping personnel on the bathroom and room cleaning performances may also be liable for the satisfaction gaps. Thus, the study wants to explore the relationship between guests’ satisfaction with the cleaning services focusing guests’ gender and age as two segments. Since this study wants
to explore the relationship between guests’ satisfaction with the cleaning service, the preceding discussion is summarized as hypothesis as

H1: *Satisfaction of the guests concerning cleaning service is related to guests’ gender,* and

H2: *Satisfaction of the guests concerning cleaning service is related to guests’ age.*

![Figure 1: Gaps-fill model](image)

As per figure 1, if the cleaning service exceeds the expectations of the guests, no gaps exist, rather the guests are delighted. The housekeeping personnel are in charge for cleaning-up the hotel rooms. As service varies due to the variability, the guests may perceive cleaning variation in the hotel rooms. If the guests perceive the hotel room cleaning service according to their expectations, they are satisfied, and no gaps exist in that case. In contrast, the guests are dissatisfied when they perceive service below their expectations, and gaps exist. Delighted condition is the stage when guests’ perceptions exceed their expectations.

3. Method

Participant observation (Bryman, 2008, 2004) in which the researcher participates so that the ground of the research problem can be perceived. Participant observation helped understand the causes of guests’ dissatisfaction on the cleaning services coupled with the problem. Importantly, the author performed a structured observation on 50 hotel rooms to observe the cleaning services of the housekeeping employees to check the cleaning status on the bathroom and living room so that service gaps of the housekeeping personnel can be identified.

Surveys are more like a research strategy than a tactic or specific method (Robson,
A questionnaire was prepared after investigating the research problem, as the survey questions should be designed to help achieve the goals of the research and in particular, to answer the research questions (Robson, 2011, 2002). A five point Likert scale approach was followed to set the questionnaire. This summated rating approach is very widely used which is originally devised by Likert in the 1930s (Likert, 1932). Data consisting of five dimensions were categorized as zero to five numbers in the five point Likert scale. Frequency distribution was identified separately. In addition, responses of the guests regarding strongly disagree, disagree, neutral, agree and strongly agree were counted together with their percentages. A non-parametric test named as Wilcoxon signed ranks was used for testing the hypotheses.

Wilcoxon signed ranks is the non-parametric test that can be used for the qualitative research to check whether two independent samples originated from the same populations or not along with equal distribution. Additionally, it does not assume normal distribution within the sample groups in comparison to the t-test. Furthermore, a more complete and through depiction of the guests’ perceptions on service have been obtained by reporting the differences in the rank sum irrespective of gender and age. Specifically, the observation of both groups was ranked, and the sum of all ranks from one of the groups was compared with the rank sum expecting hypothetical identical distribution of the other group.

Z statistics have been used to determine if there was a statistically significant difference in the underlying distribution of the Likert scale items. Furthermore, the p values resulting from the Z statistics have been presented to interpret the hypotheses to check guests’ perception on the housekeeping services.

4. Results

4.1 Difference on the cleaning process of the room and bathroom

The participant observation (Bryman, 2008, 2004) helps the researcher to understand the ground of the research problem. Since, employees are considered as one of the key elements in the operation of a successful hospitality business (Karatepe, Yorganci, and Haktanir, 2009). The author observed the service of the housekeeping employees to measure satisfaction difference. He attended in the observation of 50 hotel rooms for
watching the cleaning procedures.

It is found that the housekeeping employees strive to clean the hotel room to their best according to the standard set by Scandic management. Necessarily, the service delivery process of the housekeeping employees may be narrated to perceive how they clean the hotel rooms resulting in difference on satisfaction perceived by the hotel guests. The cleaning procedure also includes washing the walls of the bathroom with hot water so that no human germ remains on the bathroom walls if the previous guest takes a shower. Then, the walls are washed with the cleaning chemicals, and finally the walls are rinsed with cold water so that the bathroom becomes cool. Moreover, the housekeeping employees become very caring in cleaning bathrooms so that no water drops remain in the walls, or no hair and spot remain in the toilet. After then, the water path through which water passes in the bathroom is brushed, as bad smell is produced from the preserved water used by the prior guests stayed in the room. After cleaning the bathroom, the housekeeping employee makes the sleeping room ready fixing linen including bed sheet, pillow covers and towel.

The floor in the hotel room is cleaned together with all furniture. Additionally, dirty objects thrown by the previous guests are taken away. The prescribed steps of cleaning service by Pongsiri (2012) are found in the observation. The housekeeping personnel also sort out all the garbage, and put them in a certain place for recycle or re-use. Thus, the housekeeping personnel assist to keep the hotel clean under the direction of a housekeeping manager. The housekeeping personnel carried out the individual cleaning activity differently. Consequently, service process can reduce service quality (Berry, 1980) resulting in satisfaction variance on the cleaning service.

4.2 Service gaps by the housekeeping employees

In order to identify the service gaps by the housekeeping personnel, the guests were asked questions on the bathroom and room cleaning service to know their perceptions on the satisfaction as to the housekeeping service. The author conducted the survey on the hotel guests from the 23rd of September, 2013 to the 30th of October, 2013 offering 320 questionnaires to the guests when they were free in the hotels. It is noted that 105 guests were from Sweden and 17 guests were from the other countries as the international ones. In
addition, 5 guests came from Norway. 2 guests were from Finland and Russia each, 3 guests were from the USA and 1 guest visited from England, Scotland, Netherland, Italy and Spain each.

Table 1 shows the service gaps (Hoffman and Bateson, 2008) that caused differentiation on the satisfaction on the cleaning services perceived by the hotel guests. The number of the guests responded on the housekeeping services. 128 guests responded on the cleaning service. Largely, most of the guests were satisfied with the room and bathroom cleaning service, whereas some of the guests were strongly satisfied on the room and bathroom cleaning respectively. Thus, the results specify service gaps (Hoffman and Bateson, 2008) or customers’ perceptions and expectations-related gaps (Brogowicz et al., 1990).

Service gaps and perceptions and expectations-related gaps were accountable for the difference on the guest’s satisfaction about the cleaning service.

Table 1: Overall perceptions on the cleaning service

<table>
<thead>
<tr>
<th>Attitudes</th>
<th>Room</th>
<th></th>
<th>Bathroom</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Strongly dissatisfied</td>
<td>01</td>
<td>00</td>
<td>01</td>
<td>00</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>02</td>
<td>01</td>
<td>01</td>
<td>00</td>
</tr>
<tr>
<td>Neutral</td>
<td>11</td>
<td>08</td>
<td>10</td>
<td>07</td>
</tr>
<tr>
<td>Satisfied</td>
<td>63</td>
<td>49</td>
<td>63</td>
<td>49</td>
</tr>
<tr>
<td>Strongly satisfied</td>
<td>51</td>
<td>39</td>
<td>53</td>
<td>41</td>
</tr>
</tbody>
</table>

Source: Calculation based on the questionnaire survey

4.3 Stay frequency of the guests and its influence

Stay frequency of the guests and cleaning service according to the night stay influenced satisfaction of the hotel guests since housekeeping personnel perform light cleaning task for the single night guests, medium cleaning tasks for two nights guests and full cleaning service when guests departure as new guests are likely to stay in that room.

4.4 Gender influence

The female guests tended to be more satisfied than the male with the room
cleaning. In contrast, the male group was more pleased than the female on the bathroom cleaning service. Thus, satisfaction on the housekeeping service differed gender to gender as per the results.

4.5 Age influence

The study assumes age as the factor that influences satisfaction of the guests on the cleaning service. Thus, segment based perceptions made the sense clear that guests’ satisfaction differed as per the individual factors (Cronin and Taylor, 1992: Oliver, 1993).

4.6 Results of the hypothesis tested and application of the theoretical framework

The Wilcoxon test results supported the hypotheses and gap fill model worked in the study.

4.6.1 Satisfaction of the hotel guests on the room and bathroom cleaning service differs due to their gender factor.

The test results show that guests’ satisfaction on the cleaning services differed due to the gender factors. The gender group illustrates different p values as to the living room and bathroom cleaning service, which prove that satisfaction differed due to the male and female factors. The guests perceived difference in satisfaction on the room cleaning and bathroom cleaning service. However, the differences are not statistically significant.

<table>
<thead>
<tr>
<th>Item</th>
<th>Gender</th>
<th>z</th>
<th>Prob &gt;</th>
<th>Age</th>
<th>z</th>
<th>Prob &gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) You are satisfied with the cleaning of your room during your stay at Scandic.</td>
<td>-0.282</td>
<td>0.7779</td>
<td></td>
<td>-1.086</td>
<td>0.2774</td>
<td></td>
</tr>
<tr>
<td>(2) You are satisfied with the cleaning of bathroom during your stay at Scandic.</td>
<td>0.655</td>
<td>0.5122</td>
<td></td>
<td>-0.763</td>
<td>0.4452</td>
<td></td>
</tr>
</tbody>
</table>

Source: Calculation based on the questionnaire survey using the Wilcoxon test
4.6.2 Satisfaction of the hotel guests on the room and bathroom cleaning service differs due to their age factor

The test results show guests’ satisfaction on the hotel room and bathroom cleaning services differed due to the age factors. The guests in terms of age seem to be sensitive regarding the cleaning service in comparison to the gender segment. The age group and gender group of the guests possess different satisfactory attitudes on the housekeeping services.

The p values of the room cleaning and bathroom cleaning service of the age group are lower than the gender group. The guests segmented as age perceived gaps in satisfaction and their state of satisfaction is not alike with the gender group. In short, relationship exists between the satisfaction and the age factor as the test results identified difference. However, the differences are not statistically significant.

4.6.3 Satisfaction, dissatisfaction and delighting state as per the gaps fill model

The findings and test results can be matched with the gaps fill model according to figure 1. Cleaning service exceeded the expectations of few of the guests, they guests are delighted. Few of the guests perceived the hotel room cleaning service according to their expectations, they were satisfied, and no gaps exist in that case. In contrast, some of the guests were dissatisfied when they perceived service below their expectations, and gaps existed. Delighted condition is the expectation of the hotels or at least the satisfactory state. However, having gaps is problematic since gaps will cause the hotel guests dissatisfied.

5. Analysis and Discussions

Guests’ satisfaction on the cleaning service differed owing to the perceived gaps of the guests and service gaps of the housekeeping employees. The results of the study explain that the guests perceived difference on the satisfaction on the cleaning service. Such gaps refers to gaps five (Parasurarman et al., 1985) or service gaps (Hoffman and Bateson, 2008). Continuation of the service gaps between the housekeeping employees and the guests on the room and bathroom cleaning made the hotel guests dissatisfied. Variance on the cleaning procedure and cleaning activities of the hotel room caused the difference on the
satisfaction of the guests on the room and bathroom cleaning. In order to solve the service gaps, few potential principles applied in the sharia based hotels or halal tourism can assist in making the housekeeping service standardized or more standardized.

5.1 Islamic principles based housekeeping management

The observation shows a housekeeping employee gets 20 minutes to clean a dirty room and 10 minutes for a stay over room. The allotted time seems to be adequate for preparing a room. However, the western management is very strict to time, and productivity of the housekeeping personnel is measured as per the allotted labor hour. The observation shows that the housekeeping employees feel mental pressure of completing 3 fully dirty rooms per hour.

If target per hour is not achieved, the responsible employees are criticized. In the glorious Quran, Allah says, “And indeed We have honored the Children of Adam” (Al Quran, 17:70). Therefore, sharia based hotels shall comply with the principles of Islam and not to criticize the housekeeping person. Since the personnel feel shame at the time of being criticized due to failure of the target fulfillment however, the employees should be motivated to cope with the given target as per their ability. The Nobel Quran encourages right work load to the right people and discourage overload upon the workers. Allah says, “Allah burdens not a person beyond his scope” (Al Quran, 2:286). Thus, a housekeeping manager in the sharia based hotels has to follow the mentioned verse to manage the housekeeping employees.

Most of the housekeeping employees are female (Pongsiri, 2012). In the study, it is observed that 98% housekeeping employees are female workers who possess challenges of physical strengths in comparison to the male workers. A housekeeping manager needs to consider the working ability in setting the work pressure so that no unjust is committed since dealing unjust is prohibited in Islam. The Nobel Quran urges that “Deal not unjustly and you shall not be dealt with unjustly” (Al Qur’an, 2:279). Guidance of the Holy Quran can assist a housekeeping manager to manage the fellow housekeeping employees in a sustainable way where both the hotels and the employees are benefitted. In fact, managers, working in the halal tourism can be highly benefitted by religious belief. Religion is an
important factor in a manager’s ethical decision making together with an important contribution to the extant ethics literature (Singhapakdi, Scott, Dong-Jin Lee, Nisius and Grace, 2013). It is also an integral part of the ethical decision-making process (Hunt and Vitell, 1986). Moreover, religious revival has been identified by Naisbitt and Aburdene (1990) as one of the ten megatrends.

In general, a person’s religiosity has an influence on the person’s ethical decision-making and impacts on one’s recognition of ethical issues, ethical judgments, and ethical intentions and behaviors (Terpstra, Rozell, and Robinson, 1993).

Religion helps to develop comparatively better ethical judgment (Singhapakdi et al., 2013; Hunt and Vitell 1986). Therefore, this is the managerial tactic using religion to motivate the employees as an intrinsic motivation (Ryan and Deci, 2000).

5.2 Using intrinsic values to motivate the housekeeping employees

Housekeeping service by nature is invisible; its inputs to make it sustainable could be unseen or something spiritual. However, scholars are very interested in working with tangible products and much more efforts have been devoted to make them green. Although religion is very personal belief which varies individually but the common phenomena is that belief is an intrinsic motivation; having free of choice and done for pleasure. A person who feels no impetus or inspiration to act is thus characterized as unmotivated, whereas someone who is energized or activated toward an end is considered motivated (Ryan and Deci, 2000).

People have not only different amounts, but also different kinds of motivation. That is, they vary not only in level of motivation, but also in the orientation of that motivation (Ryan and Deci, 2000). Thus, intrinsic motivation or social science theories have close connection with religious belief. As intrinsic motivation theories deal with human behavior and religion is also related to human behavior. Therefore, intrinsic motivation theories can tremendously assist belief oriented ethics. The phenomenon of intrinsic motivation was first acknowledged within experimental studies of animal behavior, where it was discovered that many organisms engage in exploratory, playful, and curiosity-driven behaviors even in the absence of reinforcement or reward (White, 1959). And intrinsic motivation remains an important construct, reflecting the natural human propensity to learn and assimilate (Ryan
and Deci, 2000; Deci and Ryan, 1985; Deci, 1971).

5.3 Motivating the housekeeping employees through Islamic values

Allah says in the Holy Quran “Allah Who has created death and life that He may test you which of you is best in deed” (Al Qur’an, 67: 2). Best in deeds means the best quality.

The housekeeping managers will communicate the housekeeping employees the teaching of Allah that Allah wants the employees to do their best in their work place. The commandments of Allah will ensure best quality and standard housekeeping service. Since human possesses opportunistic behavior, it is observed that the housekeeping employees sometimes deceive the cleaning service in absence of the supervisor or manager but Allah forbids deceiving.

Allah says, “And eat up not one another’s property unjustly (Al Qur’an, 2:188). Moreover, Allah also says, “Deal not unjustly and you shall not be dealt with unjustly.” (Al Qur’an, 2:279). Therefore, the housekeeping employees shall not be treated with unjustly if they do not deal unjustly with the hotels. Most importantly, a manger can be deceived but Allah sees all. Allah says, “Verily, All is the all hearer, He is the all seer”(Al Qur’an, 17:1), “Allah is the most kind and courteous, All-aware of everything” (Al Qur’an, 67:14). The consciousness of Allah who sees everything shall save housekeeping employees from deceiving their work making them capable in rendering best quality service since they work alone.

6. Conclusions

Findings of the study identified multi tasks of cleaning a housekeeping employee encountered during the cleaning process, and satisfaction of the guests is a managerial concern. Supervision of the individual cleaning task is challenging (Pongsiri, 2012). In fact, satisfaction of the hotel guests on the housekeeping performance affects hotel profitability (Pongsiri, 2012). Moreover, cleanliness of housekeeping is an important concern for the travellers since a cleaned hotel room satisfies the hotel guests as a core service, and no hotel is able to sustain in the long run due to the core service failure. Religious values as intrinsic
motivation may be a viable sustainable solution that halal tourism practitioners practice. However, the implications of the Islamic principles are intrinsic that the employees may accept intentionally, pressure creation is not accepted. Application of the Islamic values can be practiced in countries following sharia compliance rules.

The study of the housekeeping service rarely exists (Pongsiri, 2012). Studies are required on the cleaning service issue showing its connection to guests’ satisfaction. Efforts should be devoted to make the housekeeping service consistent. However, future research is required based on a larger sample following on the halal tourism concept regarding housekeeping services. Comparative study can be undertaken between western management and Islamic value based hotel management. Since the ground of halal tourism is ready in Malaysia, an experimental study can be carried out between sharia compliance hotels and other hotels focusing housekeeping service.

References


