
HOUSEKEEPING PRACTICES TOWARDS GUEST SATISFACTION IN HOTELS**A CASE STUDY OF RIDAR HOTEL SEETA.****1 Nakiwolo Winnie, 2 Lunyoro Florence****1, 2 Metropolitan International University****ABSTRACT**

The study was intended to investigate the relationship between housekeeping and guest satisfaction in the hotel industry a case study of Ridah hotel. The objectives of the study were to examine the role of hotel housekeeping in Ridah hotel, to analyze the relationship between housekeeping department and guest satisfaction in Ridah hotel. To achieve the above objectives, the researcher collected primary data and secondary data. The researcher used descriptive analysis and SPSS and used a sample of 100 respondents, 50 hotel customers and 50 Ridah hotel employees who were selected using purposive sampling and simple random technique. The research findings showed that housekeeping services and activities at Ridah hotel are generally good. Activities such as parking space, security, front desk services, room attending services, hotel guides, and customer attention services increase customer care satisfaction. It's concluded that there exists a strong relationship between housekeeping and guest satisfaction. It's recommended that employee motivation and employee training should be increased to improve customer care services and so guest satisfaction

Key words: housekeeping, guest and satisfaction**Background of the study**

House responsibilities branch is essential to the hospitality industry due to the fact they beautify and manual the performance of the room attendants. It's far an evaluation tool for the control and employees to make sure efficiency and talent during their work. House responsibilities department also affords a framework for developing best competency checklists or skill ability assessment for a specific

home tasks manager or manager for the improvement in their attendants (Faridah et al., 2023). Those norms can be used as an evaluation device to evaluate the housekeeping body of worker's performance if the house responsibilities manager or supervisor suspects negative overall performance, dangerous work conduct and non-adherence to the organizational regulations and broadly popular housework guidelines. A well-

trained workforce must be retained to ensure consistency and reliability of one's paintings and productivity of performance toward the purpose of the commercial enterprise industry (Paul & Kazaara, 2023). Moreover, the intention of the seminars can enhance individuals to enhance their capabilities into the first rate pleasant of service constantly. Satisfactory in the current hotel industry, in terms of increasing

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needs, desires and dreams of purchasers, has emerge as a fundamental aspect for achieving success and competitiveness inside the disturbing traveler market. each lodge service is extremely complicated, because all the tangible and intangible elements of lodge offer are interrelated and vital for guest pleasure (Faridah et al., 2023).

The satisfactory of the motel service and products relies upon on the expertise and kindness of the team of workers, the accessibility of the building, in-house surroundings, provide of food and beverages, device of lodging gadgets, the rate of serving. particularly super is the have an effect on of the pleasant of employees that is related to special expertise and skills of personnel in the hospitality profession, but also with the overall lifestyle, motivation and pride at work (Victoria et al., 2023). excellent of service is extremely essential within the resort commercial enterprise, as motel visitors rarely criticize the decrease stage of gadget of the inn, but are very sensitive about cleanliness and untidiness of the rooms and other motel centers.

A take a look at on advantages to home tasks departments in inn (Honey Tyagi, July 2015). it has been discovered through preceding researcher's hotel housekeeping services helps to preserve price powerful housework operations, improves nice, efficiency and overall performance of the branch. consequently, the have a look at examines the function of housekeeping department in the direction of visitor pride (Damasus et al., 2023).

Problem Statement

Of all resorts and catering employees, those engaged in accommodation services paintings, together with housework have obtained least studies interest (Guerrier and Deery, 2011, wooden, 2010). Furthermore, there has been very little analytic research accomplished at the function of housework branch closer to guest pride within the resort (Rutherford, 2015). the principal goal of service industry commercial enterprise is to fulfill guests' desires at the same time as achieving profit goals (Polycarp et al., 2023).

Ridah lodge being a provider-oriented company has attempted to offer carrier to its clients like preserving records efficiently, worrying and individualized attention to clients (Christopher et al., 2022). Regardless of all efforts to satisfy its customers the resort has registered a number of dissatisfied customers in respect to housekeeping offerings on the website and other feedback counts. accordingly ensuring consumer delight can potentially lead to expanded customer or guest pleasure, thereby growing client loyalty and as a consequence

income and profitability of the resort at large (Annet et al., 2023). Therefore, the look at examines the function of home tasks branch in the direction of guest pride within the inn.

Objectives of the study.

- To examine the role of hotel housekeeping in Ridar hotel.
- To evaluate the impact of housekeeping staff attributes on guest satisfaction at Ridah hotel.
- To analyze the relationship between housekeeping department and guest satisfaction in Ridar hotel.

Research questions.

- What is the role and importance of hotel housekeeping in Ridah hotel?
- What is the impact of housekeeping staff attributes on guest satisfaction?
- What is the relationship between housekeeping department and guest satisfaction in the hotel?

Methodology

Research design.

The researcher used descriptive survey research design. According to Belensky (2010) a descriptive research design obtains information concerning the current status of the phenomena and to find what exists in respect to variables or conditions in a situation. Sage (2010) views that descriptive survey research design helps provide answers to

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questions who, what, where, and how with a particular research problem. The study based on the view of respondents to make conclusions and recommendations.

Study population.

The target population was the customers and staff of Ridah Hotel in Mukono district. This population was chosen because it is assumed to have adequate knowledge of the subject under investigation and the research variables under investigation.

Sampling design.**Determination of the sample size.**

The study used probability sample size where every individual in the population has an equal chance to be selected to be part of the sample. And random sampling was applied to select a sample of a few on which each element of the population had an equal chance of being selected to participate.

Sample size.

The study involved 100 respondents of which 50 were employees of Sheraton hotel and 50 respondents were customers of the hotel. Using non statistical method for example nature of the study, nature of sampling, nature of respondents and other field conditions

Table 1 sample size.

Category	Sample	Percentage (%)
Employees	34	68%
Customers	16	32%
Total	50	100

Sampling methods.

A representation number of respondents were selected among Ridah Hotel customers and staff using purposive sampling method and this method helped the researcher to get information by selecting the population which conforms to certain characteristics that the researcher was interested in.

Data analysis.

This involved organization, interpretation and presentation of collected data. The researcher used SPSS packages to analyze the data (Nelson et al., 2022).

RESULTS**Findings on importance of housekeeping practices.****Table 1. Showing importance of housekeeping practices applied by Ridah hotel**

Strategies	Frequency	Percentage
Promoting hygiene	32	32

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Help in customer retention	18	18
Creating a healthy environment	8	8
Positive energy at works all times	42	42
Total	100	100

Source: primary data

From Table 1, 42% of the respondents agreed that positive energy at work such as speed with service, flexibility, security is the best strategy employed by the hotel. 32% of the respondents agrees that promoting hygiene is the best strategy. 18% and 8% respondents insist helping in customer retention by employees and creating a healthy environment are the strategies that bring more customers at the hotel which in turn brings about guest satisfaction.

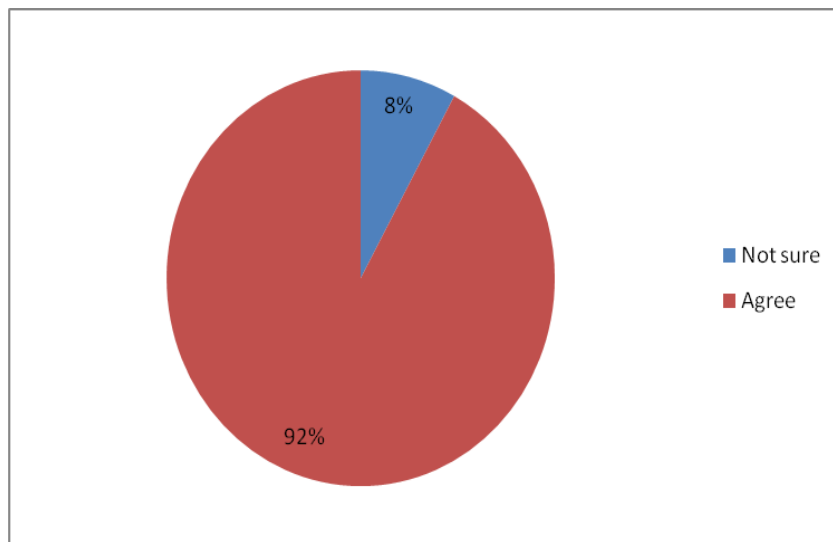
Table 2. Showing the coordination between top management and housekeeping department

	Frequency	Percentage
DISAGREE	2	4
NOT SURE	14	28
AGREE	22	44
STRONGLY AGREE	12	24
TOTAL	50	100

Source: primary data

From table 2; 68% agreed that the top management of Ridah hotel Mukono and its housekeeping department work together to improve customer care at the hotel for purposes of guest satisfaction. This is through providing training services to new employees. 28% of the respondents were not sure if the top management works hand in hand.

Fig 1: Showing responses to whether activities at Ridah hotel ensure guest satisfaction



Source: *primary data*

From Fig 1 above, 8% of respondents were not sure whether activities at Ridah hotel ensure guest satisfaction, 92% of the respondents agree with the statement that activities done in the housekeeping department at Ridah hotel ensures guest satisfaction. We can thus conclude that yes activities at Ridah hotel ensure guest satisfaction.

Table 3: Showing responses on housekeeping services priority

	Frequency	Percentage
NOT SURE	10	20
AGREE	28	56
STRONGLY AGREE	12	24
TOTAL	50	100

Source: *primary data*

Table 3 above, shows that the management and the organization acknowledge that for guest satisfaction to be successful, housekeeping services should be first priority. 80% of the respondents agreed with the statement while 20% were not sure whether housekeeping services should be the priorities.

Findings on housekeeping services.

Table 4: Showing Employees aspects in provision of housekeeping at Ridah hotel

Rating	Clean	Friendly	Helpful	Efficient	Polite and courteous
	%	%	%	%	%
V. Poor	0	0	0	0	0

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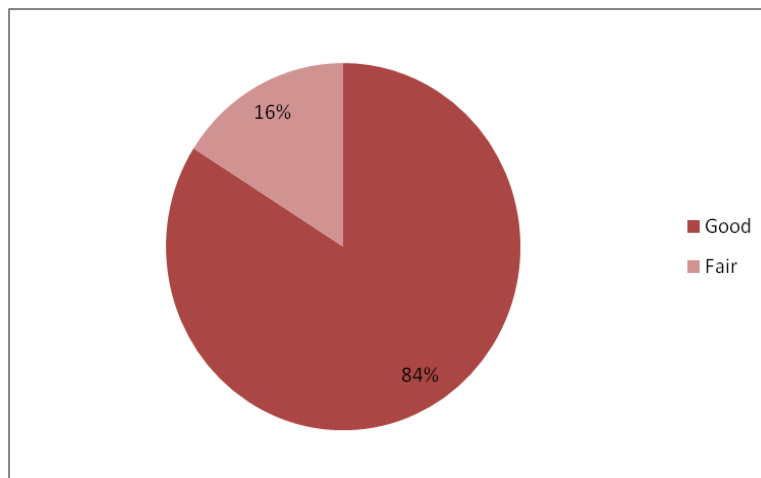
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Poor	0	0	4	16	0
Fair	40	68	28	24	10
Good	44	24	40	32	56
V. Good	16	8	28	28	34
Total	100	100	100	100	100

Source: primary data

From Table 4 above, 44% rated cleanliness at hotel Ridah as good, 16% rated it very good and 40% rated it fairly. None of the respondents rated the hotel as being very poor. As regarding friendly, 68% of the respondents rated the hotel employees fairly, 24% rated them good while 8% rated them very good. None of the respondent gave a poor or very poor rating. 40% of the respondents rated employees at Sheraton hotel as being good regarding being helpful, 28% rated employees at Ridah hotel as being both fair and the same percentage rates it very good while 4% said helpful of employees at Ridah hotel is poor. 32% of the respondents rated employees at the hotel as being good, 24% rated them being fair while 28% rated them very good while 16% rated them poorly in terms of being efficiency and flexible. As regards Polite and Courteous, 56% were good, 34% rated it very good while 10% gave it fair rating. According to the above ratings, one can conclude that employee's aspects in provision of housekeeping practices at hotel Ridah are generally good.

Fig 2: Showing Customer care description



Source: primary data

From Fig 2 above, 84% of the respondents described housekeeping practices at Ridah hotel as being good while 16% said it's fair, none of the respondents said its poor and none of them were not sure. This enables us to conclude

that housekeeping practices at the hotel is generally good since none of the customers who were interviewed responded poorly about the subject

Table 5: Showing the Level of guest satisfaction

Satisfaction	Frequency	Percentage
Very satisfied	12	24
Satisfied	36	72
Fairly satisfied	2	4
Not satisfied	0	0
TOTAL	50	100

Source: primary data

From Table 5, 72% of the respondents were satisfied with the housekeeping services, 24% were very satisfied while only 4% were fairly satisfied with the level of housekeeping services at Ridah hotel. One can therefore deduce that the level of guest satisfaction at Ridah hotel is generally good since a greater number of customers were satisfaction and none of the customers were not satisfied.

Findings on the relationship between housekeeping practices and guest satisfaction

Table 6: Showing the relationship between housekeeping and guest satisfaction

	Frequency	Percentage
NOT SURE	5	10
AGREE	24	48
STRONGLY AGREE	21	42
TOTAL	50	100

Source: primary data

From Table 6, 90% agree that housekeeping services are responsible for guest satisfaction at Ridah hotel Kampala while 10%of the respondents are not sure of what happens in relation of housekeeping services and guest satisfaction. This puts to a general agreement that housekeeping practices is responsible for guest satisfaction since most of the employees agree.

Conclusions

From the findings, it can be concluded that Ridah hotel Mukono has good housekeeping activities which include, training of employees on customer handling, after services like complaint handling, seeking customer opinion, avenues of customer's complaints, and replacement. Employee motivation has also played a tremendous contribution towards increased number of customers at Ridah hotel. However, employees need to be provided with more trainings and motivation to increase on their housekeeping services skills delivery

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Recommendations.

The hotel should create a customer complaint desk where customers can register their complaints and a systematic procedure to handle customer complaints.

Employee motivation should be improved by Ridah hotel administrators to avoid cases of neglect and little attention provided to some customers by some of the workers at the hotel. Management should consult the customers while designing customer service policies so that a wide number of customer complaints and areas of interests are considered

Creativity should be encouraged so that a wider experience of employees is put to use in designing the policies concerned with housekeeping services.

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