

The Role of Housekeeping in Guest Satisfaction in Hotels

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I. INTRODUCTION

The Hospitality Industry Revolves Mainly Around Service And Guest Satisfaction. Among All The Departments, Housekeeping Is Crucial Because It Ensures Cleanliness, Comfort, Hygiene. One Thing Which The Guests Never Compromise Is An Unclean And Improper Room. Studies Have Shown That Cleanliness Is The Main Factor That Influences The Ranking Of Famous Hotels.

Housekeeping Is Responsible For Cleaning Guest Rooms, Public Areas, Laundry Operations, Room Preparation, Etc., They Are Responsible For Overall Aesthetic Upkeep Of The Property. The Quality Of Housekeeping Directly Influences:

- Guest Satisfaction
- Hotel Ratings And Reviews
- Return Intention
- Brand Perception
- Safety And Hygiene Standards.

Statement Of The Problem

Though Housekeeping Is As Important As Front Office And Food Production, It Gets Less Attention When Compared To Others. Many Hotels Struggle With Issues Like:

- Staff Shortages
- Time Pressure
- High Workload During Peak Seasons
- Inconsistent Standards
- Training Gaps
- Lack Of Modern Equipment

These Issues Gravely Affect Room Quality, Which Reduces Guest Satisfaction. This Study Aims To Explore The Real Impact Of Housekeeping On Guest Experiences.

Scope Of The Study

This Research Covers:

- Housekeeping Functions
- Guestroom Cleanliness And Hygiene
- Staff Training And Professionalism
- Technology Adoption
- Coordination With Other Departments
- Guest Satisfaction Metrics

The Study Benefits Students In Understanding Real Hotel Operations.

II. LITERATURE REVIEW

Housekeeping Is The 'Heart Of The Hotel Because It Guarantees The Value That Guests Pay For, Housekeeping Is Referred As The "Heart Of Hotel Operations." Housekeeping Has A Greater And Immediate Impact On Guests' Comfort Than Any Other Department.

Guest Expectations In Modern Hotels

Today's Guests Expect:

- Clean Rooms
- Fresh Linen
- Clean Bathrooms
- Working Amenities
- Pleasant Smell
- Well-Maintained Furniture

Cleanliness And Guest Satisfaction

Academic Studies Show That:

- Hotel Reviews Are Primarily Influenced By Cleanliness.
- Price Has Less Of An Impact On Customer Loyalty Than Room Quality.
- Visitors Relate Cleanliness To Professionalism, Safety, And Trust.

Role Of Housekeeping In Service Quality

Housekeeping Contributes To:

- Appearance

- Ambience
- Comfort
- Hygiene Standards
- Guest Satisfaction

Importance Of Hygiene And Sanitation

Hygiene In Guest Rooms And Bathrooms Prevents:

- Infections
- Allergies
- Unpleasant Smells
- Pest Infestations

After COVID, Cleanliness Has Become More Important. Hotels Follow Strict Disinfection And Sanitizing Protocols.

Impact Of Online Reviews

Most Guests Check:

- Google Reviews
- Tripadvisor
- Booking.Com Ratings

Cleanliness Ratings Have A Big Impact On Reservations.

Communication And Coordination

Housekeeping Interacts With:

- Front Office For Room Status Updates
- Engineering For Reporting Maintenance Issues
- Food & Beverage For Linen, Uniforms
- Security Relating To Safety Concerns

Strong Coordination Enhances Excellent Service Delivery.

Technology In Housekeeping

Hotels Now Use:

- Mobile Apps
- Digital Room Assignment
- RFID-Based Linen Tracking
- Inventory Management Systems
- Smart Cleaning Equipment

These Tools Improve Accuracy And Productivity.

III. METHODOLOGY

This Research Uses:

- Journals, Textbooks, And Online Reports Are Sources Of Secondary Data

- Standard Housekeeping Procedures Are Observed; Hotel Review Trends Are Analyzed; And Successful Housekeeping Models Are Compared.
- Hospitality Organizations, Industry Studies, Scholarly Publications, And International Hotel Chains Are Some Examples Of Data Sources.

IV. FUNCTION OF HOUSEKEEPING IN HOTELS

Guestroom Cleaning

Housekeeping Ensures:

- Cleaning Of Bedrooms And Bathrooms
- Bed Making
- Dusting, Vacuuming, Mopping
- Restocking
- Maintaining Room Smells

Laundry Operations

Responsibilities Include:

- Washing, Drying, Ironing Linens
- Stain Removal
- Uniform Care
- Inventory Control

Public Area Cleaning

Includes:

- Lobbies
- Corridors
- Banquet Halls
- Restaurants
- Elevators
- Washrooms

Linen And Uniform Management

Housekeeping Maintains:

- Quality Of Linen
- Stock Rotation
- Repair And Replacement
- Record Of Overall Linen

Decoration & Special Requests

Housekeeping Handles:

- Florist Services
- Guest Requests
- VIP Room Setup
- Turn-Down Service

Safety & Hygiene

Housekeeping Ensures:

- Pest Control
- Disinfection

- Handling Chemicals Safely
- Hygiene Compliance

V. THE ROLE OF HOUSEKEEPING IN GUEST SATISFACTION

- Cleanliness As A Primary Guest Expectation
From The First Impression Of The Lobby To The Specifics Of Their Room, Such As Clean Bathrooms, Fresh Linens, And Well-Kept Public Spaces, Guests Anticipate A Hygienic And Secure Setting.

Cleanliness Determines:

- First Impression
- Comfort Level
- Perception Of Professionalism
- Feeling Of Safety

- Room Ambience And Aesthetics

Ambience Includes:

- Lighting
- Décor
- Colour Coordination
- Furniture Arrangement
- Pleasant Smell

These Influence Guest Emotions And Relaxation.

- Linen Quality And Comfort
- Guests Judge The Hotel Through Linen Quality:
- Freshness
- Softness
- Spotlessness
- Fragrance

Dirty Linen Leads To Negative Reviews.

- Bathroom Hygiene

Bathrooms Strongly Affect Guest Satisfaction.

Housekeeping Ensures:

- No Stains
- No Water Marks
- Disinfected Surfaces
- Fresh Towels
- Working Fixtures
- Amenities And Supplies

Guests Expect:

- Toiletries
- Water Bottles
- Tea/Coffee Kits
- Towels
- Bedroom Stationery

Consistent Availability Improves Satisfaction.

- Room Maintenance Coordination

Housekeeping Reports:

- Damaged Fixtures
- AC Issues
- Plumbing Faults
- Electrical Malfunctions

Quick Resolution Prevents Complaints.

- Turn-Down Service And Luxury Experience

Turn-Down Service Enhances:

- Comfort
- Luxury Feel
- Personalisation

- Housekeeping Staff Behaviour

Guest Satisfaction Depends On Staff Who Are:

- Polite
- Professional
- Well-Groomed
- Helpful

- Clean Public Areas

Guests Judge Cleanliness Everywhere, Not Just In Rooms:

- Lobby Floors
- Elevators
- Banquet Halls
- Restaurants

Dirty Public Areas Cause Dissatisfaction.

- Impact On Online Reviews

Most Negative Reviews Mention:

- Dirty Rooms
- Unclean Bathrooms
- Poor Linen
- Bad Smell

Most Positive Reviews Highlight:

- Spotless Rooms
- Friendly Housekeeping Staff
- Good Hygiene

VI. CHALLENGES IN HOUSEKEEPING

- High Workload
- Cleaning Many Rooms Daily Leads To:
- Fatigue

- Errors
- Speed-Over-Quality Cleaning
- Staff Shortage

Hotels Often Struggle To Hire And Maintain Trained Staff.

- Time Pressure
- Check-In/Out Times Limit The Cleaning Time Per Room.

- Lack Of Training
- Improper Cleaning Techniques Lead To Inconsistent Quality.

- Guest-Related Challenges

Examples Include:

- Last-Minute Requests
- VIP Expectations
- Complaints
- High Privacy Preferences

- Coordination Issues

Delayed Communication Causes:

- Wrong Room Status
- Guest Inconvenience
- Lost Productivity
- Equipment & Chemical Issues

Problems Include:

- Inefficient Tools
- Wrong Chemical Usage
- Expired Cleaning Agents

VII. TECHNOLOGY AND MODERN HOUSEKEEPING

- Digital Room Assignment

Apps Provide:

- Real-Time Room Status
- Productivity Tracking
- Instant Messaging
- Inventory Management Software

Tracks:

- Linens
- Cleaning Supplies
- Amenities
- Robotics And Automation

Robotic Vacuums And Scrubbers Assist In Cleaning.

- RFID Linen Tracking

Prevents Linen Loss And Improves Stock Control.

- Hygienic Technologies

Examples:

- UV Disinfection
- Electrostatic Sprayers
- Smart Air Purifiers

These Technologies Enhance Hygiene.

VIII. CASE STUDIES OF HOUSEKEEPING IMPACT

Taj Hotels

Known For Impeccable Housekeeping:

- Detailed Sops
- Daily Inspections
- Guest Feedback Monitoring

Marriott International

Introduced:

- Mobile Housekeeping Apps
- Green Cleaning Products
- High-Standard Training Modules

The Oberoi Group

Focus On Personalised Housekeeping Services:

- Turn-Down Rituals
- Aroma Customisation
- Spotless Room Standards

Accor Hotels

Use Technology For:

- Predictive Cleaning
- Digital Checklists
- Real-Time Reporting

IX. FINDINGS

- When It Comes To Guest Satisfaction, Cleanliness Has The Biggest Impact.
- Bathroom Cleanliness Has A Big Impact On Review Scores.
- The Actions Of Housekeeping Staff Have An Emotional Impact On Visitors.
- Clean Public Spaces Make A Good First Impression.
- Both Staff Productivity And Room Quality Are Enhanced By Technology.
- Guest Complaints Are Decreased With Proper Training.
- Comfort Is Improved By Amenities, Room Atmosphere, And Linen Quality.
- Smoother Service Is Ensured By Coordinated Operations.

X. RECOMMENDATIONS

For Hotels

- Implement Strict Sops.
- Conduct Regular Staff Training.
- Use Digital Housekeeping Tools.
- Strengthen Communication With Front Office.
- Improve Linen And Laundry Standards.
- Adopt Eco-Friendly Cleaning Practices.
- For Housekeeping Staff
- Maintain Grooming Standards.
- Follow Cleaning Techniques Correctly.
- Report Maintenance Issues Immediately.
- Handle Guest Requests With Courtesy.

For Management

- Invest In Modern Equipment.
- Provide Staff Incentives.
- Reduce Workload By Hiring Adequate Staff.
- Monitor Guest Feedback Regularly.

XI. CONCLUSION

Housekeeping Is Crucial For Hotel Operations And Significantly Affects Guest Satisfaction. Cleanliness, Hygiene, Room Atmosphere, And Staff Professionalism Shape How Guests See The Hotel, Influence Online Reviews, And Affect Whether They Return. This Study Concludes That Hotels Need To Prioritize Housekeeping With Training, Technology, And Ongoing Improvement. A Clean, Organized, And Comfortable Environment Results In Happier Guests, A Stronger Brand Reputation, And Long-Term Business Success.

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