

Level of consumer confidence in the implementation of CHSE (Clean, Healthy, Safety, Environment Sustainability) hotel certification during the Covid-19 pandemic in Palembang City, Indonesia

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Abstract: This research identifies and measures hotel consumers' trust regarding the application of CHSE (clean, healthy, safety, and environmental sustainability) in three, four, and five-star hotels in Palembang during the COVID-19 pandemic. CHSE certification is a program from the Ministry of Tourism and Creative Economy of the Republic of Indonesia to increase consumer confidence in reusing hotel services. The study used direct observation techniques in restaurants and distributed questionnaires to respondents. This descriptive-analytic survey uses a questionnaire as a variable measurement scale. The research population is star hotel guests who have received CHSE certification, with a sample of 602 respondents. The study results show that respondents dominated by women, millennials, and generation Z, the choice of visiting 3-star and 4-star hotels, the purpose of visits to carry out tasks and attend events, while the phenomenon of staycation destinations began to grow during the pandemic by 17 percent. Concerning the CHSE, there was a 10.9 percent growth in confidence in implementing the CHSE with the opportunity for Covid-19 transmission. The seriousness of the implementation of CHSE has yet to meet consumers' perspectives, and only three of the thirteen indicators have met consumer expectations with an average value of 83 percent. In addition, there is a shift in consumer considerations in choosing hotels, from consumers sensitive to price and cleanliness factors. In contrast, the CHSE implementation factor has become a consideration of 51 percent of respondents.

Keywords: CHSE certification, consumer confidence, health protocol, hotel, trust level

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Introduction

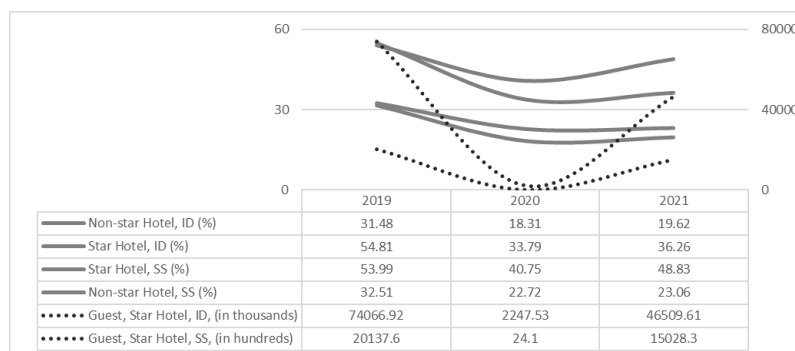
In dealing with the Covid-19 pandemic, the Government of Indonesia has issued several policies and rules related to social interactions, such as the implementation of PSBB or large-scale social restrictions, intending to reduce the rate of spread of COVID-19. Along with the PSBB policy, the Ministry of Health also requires the implementation of the 5M health protocol for the public concerning public facilities, including washing hands, wearing masks, maintaining distance, staying away from crowds, and reducing mobility. The Ministry of Tourism and Creative Economy also issued a new policy to rebuild tourism in the new normal era by applying a CHSE-based health protocol (Cleanliness, Healthy, Safety, and Environmental Sustainability) which focused on several locations or activities related to tourism. This policy must accompany guidelines for applying CHSE standards for business fields, which are used as the basis for the feasibility assessment process to obtain a CHSE certificate. The Ministry of Tourism and Creative Economy has published several guidelines for the implementation of CHSE, which include tourist attractions, homestays/tourist lodges, hotels, MICE (meetings, incentives, conventions, and

exhibitions), events, restaurants, rafting tours, golf tours, tours diving, SPA, and creative economy.

Through the CHSE certification, hoped that in addition to providing guarantees to consumers or tourists, it is not only a certainty of the implementation of health protocols but also a broader scope, namely the implementation of cleanliness, health, safety, and environmental sustainability. That way, consumers will feel comfortable and safe while doing activities in the tourism sector. Through this, we hoped consumer confidence would be higher, especially during the pandemic. A high level of consumer confidence in a product or service will always be able to improve consumption patterns and is expected to be directly proportional to the economic growth, both macro and micro, of a country.

Acceleration of the vaccination program, which resulted in the reduction of restrictions on social interaction, little by little helped national and regional economic growth. The publication of Central Statistics Agency recorded a Gross Domestic Product growth rate of 7.07 percent in 2021 against 2020, where the accommodation, food, and beverage sector contributed 0.54 percent. If processed in more detail based on the average composition in 2020, the accommodation sector will contribute 0.12 percent or an estimated 75.1 billion in 2021. However, this value is still around 32 percent lower than before the pandemic (Badan Pusat Statistik Indonesia, 2021).

The decline in economic growth from the contribution of the accommodation sector can also see through the occupancy rate of star hotels in Indonesia which only reached 33.7 percent, and 18.3 percent in non-star hotels in 2020. In 2021, Indonesia noted that the occupancy rate of star hotels could increase to 36.2 percent and 19.62 percent for non-star hotels. This figure showed positive sentiment toward economic growth through the accommodation sector when the number of foreign tourists decreased by 1.88 percent compared to October 2020 (Badan Pusat Statistik Indonesia, 2021). Domestic tourists dominate the increase in hotel occupancy through the staycation phenomenon. In line with national data, South Sumatra Province, with Palembang as its capital, also experienced an increase in star hotel occupancy from 40.7 percent in 2020 to 48.8 percent in 2021, even though the level of foreign tourist visits was at zero status (BPS Prov Sumatera Selatan, 2020). In the same period, the increase in the number of domestic tourists, both Indonesian national data and South Sumatra provincial data show a significant increase in star hotel guests, 20 times greater nationally and 600 times greater in South Sumatra data. However, compared to the data in 2019, this figure has only touched 62 to 74 percent of the number of guests. This growth shows two essential things; first, during 2020, the accommodation sector experienced the most significant recession, which resulted in the dominant business in the accommodation sector closing temporarily or permanently. Second, in 2021, business enthusiasm in the sector grew again in line with the intensification of vaccination programs and businesses—others in restoring consumer confidence, including CHSE certification. Room occupancy rate and number of hotel guests in 2019-2021 can be seen in Figure 1 below.



(Source: Central Bureau of Statistics of Indonesia, 2021)

Figure 1. Room occupancy rate and number of hotel guests in 2019-2021

The positive movement in the hotel business must be balanced with the acceleration of the vaccination program and the relaxation of restrictions on social interactions, especially in the tourism sector, while still following government recommendations regarding implementing health protocols. CHSE certification for hotels is one of the Ministry of Tourism and Creative Economy policies to encourage the tourism sector through the hospitality business to become passionate again. Of course, through this program, tourists are more confident and confident in consuming hospitality services. Therefore, preliminary research on implementing the CHSE certification policy is necessary from the point of view of hotel guests as consumers.

With the COVID-19 pandemic, it has caused various negative impacts in the form of declines in various sectors, starting from the drastic decline in the number of transportation customers that occurred in almost every mode of transportation, ranging from air, land, and water transportation, which of course had a domino effect on the sector: other sectors, particularly the tourism sector, which was the strongest. In line with this, based on data processed by P2E LIPI, the impact of the tourism sector's decline in the income of MSMEs engaged in the micro food and beverage business reached 27 percent. Meanwhile, the impact on food and beverage small businesses is 1.77 percent, and for medium enterprises is 0.07 percent. Bali tourism is trying to survive during the pandemic, one of which is through the "We Love Bali" program based on CHSE. Candranegara, in his journal, shows that the program can return the Balinese economy to a better state and help business actors, hotels, travel businesses, restaurants, MSMEs, and others (Candranegara et al., 2021). Still related to the pandemic, research in Pagar Alam City shows that e-commerce development in collaboration with digital platforms is the chosen strategy because it can reduce the business gap and target market that has shifted during the COVID-19 pandemic (Karo & Hamonangan, 2021). Meanwhile, related to increasing consumer confidence, there is an increase of 12 percent of restaurant consumers in Palembang believe that the implementation of CHSE will reduce the chance of infection (S. et al., 2021). Similar results find in a study in Medan City; CHSE certification and promotional media increased guest confidence to stay (Aprilia et al., 2021).

Another study in Depok City showed that the application of CHSE influenced potential consumers' decision to choose a three-star hotel (Ani & Vivian Octariana, 2021). In Samarinda City, research on Zoom Hotel shows that CHSE influences consumer satisfaction, with the cleanliness variable being the most dominant significant factor (Dwiatmojo et al., 2022). In line with these results, research related to the hospitality industry in the city of Bandung more and more hotels understand the importance of CHSE certification and shows that 145 hotels, as of February 2021, have successfully implemented CHSE well (Maulina et al., 2021). It shows an improvement over previous preliminary research, where tourists dominated by millennials assess that the implementation of CHSE is needed and still needs to optimize in the city of Bandung (Ningrum & Septyandi, 2021). The development phenomenon needs to increase consumer confidence in almost all cities in Indonesia through the intervention of the Indonesian government with the CHSE certification program is necessary to review its implementation by hotels in the city of Palembang.

Along with the Coronavirus outbreak or Covid-19 in hundreds of countries, the government issued a Health Protocol. The government will implement the protocol throughout Indonesia with centralized guidance from the Ministry of Health. The Health Protocol is one of the provisions/rules that all parties must carry out to carry out activities safely during the Covid-19 pandemic. The Health Protocol established by the Ministry of Health of the Republic of Indonesia aims for people to move safely and not endanger the safety and health of others (Kementerian Kesehatan Republik Indonesia, 2020).

Prevention and Control Health Protocol issued by the Ministry of Health of the Republic of Indonesia specifically through the Decree of the Minister of Health of the Republic of Indonesia Number Hk.01.07/Menkes/382/2020 concerning Health Protocols for the Community in Public Places and Facilities in the Context of Prevention and Control of Corona Virus Disease 2019 (KSP, 2020). The Health Protocol has explained the rules that must carry out by all parties in public places or facilities, namely: (1) Market and the like; (2) Shopping Centers and the like; (3) Hotel / Lodging and the like; (4) Restaurant/Restaurant and the like; (5) Sports Facilities and Activities; (6) Mode of Transport /Terminal; (7) Tourist Attraction Locations; (8) Beauty

Care Services and the like; (9) Creative Economy Services; (10) Religious Activities in Houses of Worship; and (11) Event Organizing Services. The rules in the Health Protocol at each location intend for three parties: business actors, workers, and visitors or guests. Each party has its role, so each party has adjusted the rules (Kementerian Kesehatan Republik Indonesia, 2020).

The Government of Indonesia, through the Ministry of Tourism and Creative Economy, implements a policy of implementing CHSE certification as a form of guarantee to tourists for the implementation of cleanliness, health, safety, and environmental sustainability, within the scope of hotels, homestays/ tourist lodges, events, restaurants, tourist attractions, and others (Kemenparekraf RI, 2020). Guidelines for each application prepare to serve as a reference for local governments, entrepreneurs, managers, employees, and guests/tourists. The guide contains general and specific guidelines according to the service flow in hospitality. It refers to the protocols set by the Government of Indonesia, the World Health Organization (WHO), and the World Travel & Tourism Council (WTIC) in the context of preventing and handling Covid-19 (Suryawan, 2022). The CHSE certification program is already implementing in 34 provinces, divided into 493 districts/cities in Indonesia, with 11986 certified tourism businesses (Kemenparekraf-RI, 2021). In line with efforts to restore tourist trust through the CHSE program, Dyah in his research results related to homestays, shows that CHSE information and training are essential because the increased understanding of homestay managers regarding the implementation of CHSE during the COVID-19 pandemic has an impact on the comfort and safety of tourists (Palupiningtyas & Yulianto, 2020).

The July 2020 edition of the CHSE implementation guide in Hotels is the basic guideline for carrying out this research. General guidelines contain health protocols, essential health services, handling natural disasters and the use of hotel facilities, cleanliness, and preservation of the hotel environment. Meanwhile, particular guidelines are built based on the hotel service flow, starting from the entrance to the hotel area, front desk and concierge, guest rooms, restaurant and coffee shop, banquet, hotel facilities and other public areas, kitchen, housekeeping, office, and employee rooms. Hotels that have successfully met all the indicators in the guidelines through the assessment process by the implementing committee will receive a CHSE certificate from the Ministry of Tourism and Creative Economy (Kemenparekraf-RI, 2020b).

This research relates to CHSE certification, early and relatively new research in Palembang based on hotels. This certification is a form of government intervention through the Ministry of Tourism to restore consumer confidence in the tourism sector in general and the hospitality sector in particular. These interventions do not necessarily increase the level of trust due to several things, including indicators that overlap with health protocols and consumer knowledge about CHSE certification. Therefore, through the results of this study, it will be known from the point of view of hotel guests regarding the seriousness of implementing CHSE standards for hotels in Palembang so that they can be used as materials for improvement according to consumer needs.

Methodology

This type of research is a descriptive survey research method with crosstab analysis. This study uses primary data collected by distributing questionnaires to hotel guests from September 2021 to December 2021. This study uses a quantitative approach. The population of this study is guests from star hotels in Palembang that have obtained CHSE certificates (Kemenparekraf-RI, 2020a).

The average number of guests per month in 2021 is around 125,236 people in South Sumatra (BPS Prov Sumatera Selatan, 2020). The percentage of hotels in Palembang is 73 percent, using this assumption, the population is 91,422 (Palembang, 2021). Star hotels with CHSE certificates which became the research locus, were 16-star hotels consisting of 3 five-star hotels, five four-star hotels, and eight five-star hotels, with a total sample of 602 respondents. The number of responses received is greater than the minimum number of samples using the slovin approach at an error rate of 5 percent, namely 398 people (Bungin, 2005).

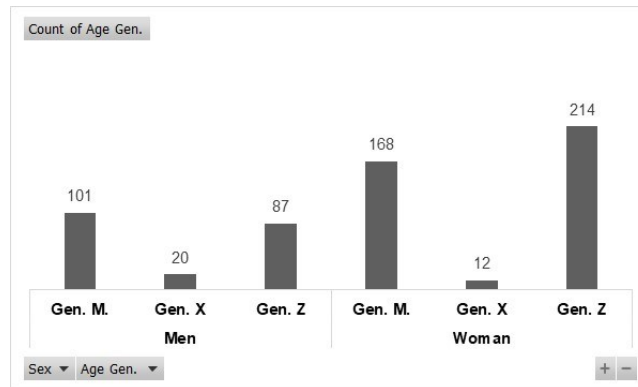
This research instrument tests through validity and reliability tests. The test results show that each question item has a value greater than the r table value (0.361) at a degree of freedom (df) 28 and a significance level of 0.05 which means that the research questionnaire is

declared valid (Sugiyono, 2018). The test results using the one-shot method show the overall Cronbach alpha coefficient value of 0.876, and each question item has a value greater than the minimum reliability limit of 0.7, which means that the research questionnaire is declared reliable (Agung & Yuesti, 2019).

Results and Discussions

Results

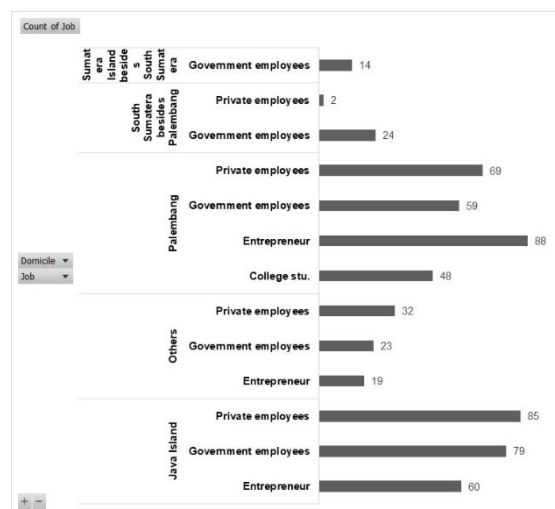
Research respondents divide into six characteristics, namely based on age, gender, occupation, domicile, number of visits, the purpose of visit, and category of hotel visited. Cross-analysis was carried out on these characteristics and gave some descriptions.



(Source: Research Result)

Figure 2. Respondents by gender and age generation

Figure 2 above show the respondents by gender and age generation. Research respondents comprised 65 percent women and 35 percent men, where 50 percent of the total respondents were Generation Z, and 45 percent were Generation M (millennials). When divided by gender and generation, it can see that 49 percent of male guests are dominated by Generation M and 42 percent by Generation Z, while the opposite for female guests is 54 percent dominated by Generation Z and 43 percent by Generation M.

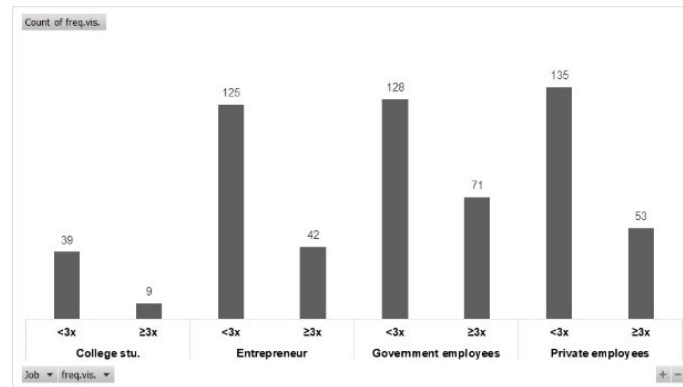


(Source: Research Result)

Figure 3. Respondents by domicile and job

Figure 3 above show the respondents by domicile and job. Based on domicile, it knows that 44 percent of respondents are residents of Palembang, and 37 percent are from Java. Based on occupation, the respondents divide into three; government employees, private

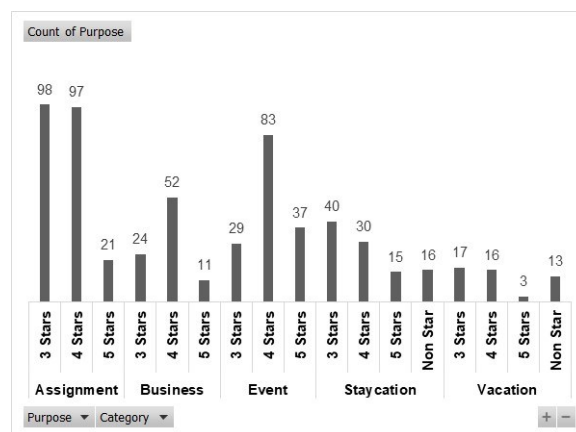
employees, and entrepreneurs, with almost the exact value of 33 percent, 31 percent, and 28 percent, respectively. Further divided based on domicile and occupation, the data obtained that guests come from Java are almost evenly divided into three types of work, the same as the previous data. Meanwhile, among local Palembang guests, 33 percent are business people, 26 percent are private employees, and there is a new criterion, namely, 18 percent are students. Other respondents outside the Palembang and Java domicile dominated by 62 percent who work as government employees.



(Source: Research Result)

Figure 4. Visit rate by age generation

Figure 4 above show the visit rate by age generation. As many as 71 percent of respondents visited hotels in Palembang less than three times. When viewed by occupation and level of visits, the percentages are almost the same, namely respondents with the profession of entrepreneurs, private employees, and students, each more than 71 percent making visits less than three times during the study period. In contrast to government employees, 64 percent made less than three visits, while the rest had more than three visits during the study period.

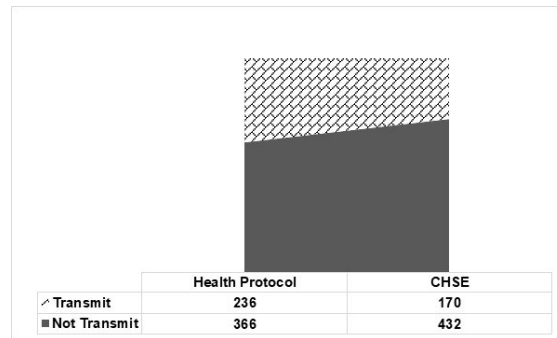


(Source: Research Result)

Figure 5. Visit purpose by hotel category

Figure 5 above show the visit purpose by hotel category. There are five destinations for respondents to visit hotels, divided into 36 percent carrying out work-related assignments, 14 percent conducting business activities, 25 percent attending events, 17 percent staycations, and 8 percent enjoying vacations. The category of hotels visited by the respondents divides into 5 percent of non-star hotels, 35 percent of three-star hotels, 46 percent of four-star hotels, and 14 percent of five-star hotels. When divided by purpose of visit and hotel category, it knows that 90 percent of respondents who carry out work-related assignments more often stay at three- and four-star hotels, 60 percent of respondents who carry out business activities stay at four-star hotels, and 28 percent stay at three-star hotels. The 56 percent of respondents who

participated in the event stayed at 4-star hotels, 25 percent stayed at five-star hotels, and around 68 to 70 percent of respondents who did staycations or vacations stayed at three- and four-star hotels.



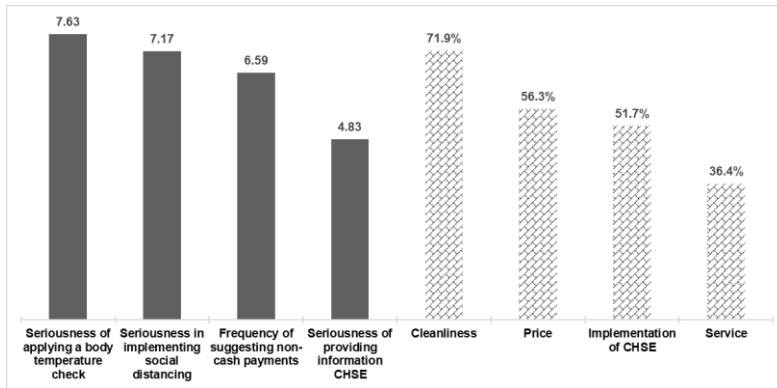
(Source: Research Result)

Figure 6. Chance of Covid-19 transmission

Figure 6 above show the chance of Covid-19 transmission. The obligation to implement health protocols and policies for implementing CHSE are two patterns implemented by hotels in Indonesia, including in Palembang. Implementing these two policies is expected to reduce the chance of contracting Covid-19 and increase the confidence of hotel visitors. Respondents' views on efforts to implement health protocols and the implementation of CHSE turned out to show that trust data was insignificant concerning the opportunity for Covid-19 transmission. In general, as many as 60.8 percent of respondents believe that implementing health protocols effectively reduces the chance of transmission, while 71.7 percent of respondents believe in implementing CHSE. It can see that there is an increase in confidence of only 10.9 percent through the implementation of CHSE. This low increase cannot be considered the optimum effort from the consumer's point of view. This consumer perspective is assumed to occur due to the need for more information and consumer understanding regarding CHSE, reinforced by data that 72.1 percent of respondents stated that there was no visible difference between the implementation of CHSE and the application of health protocols.

Discussions

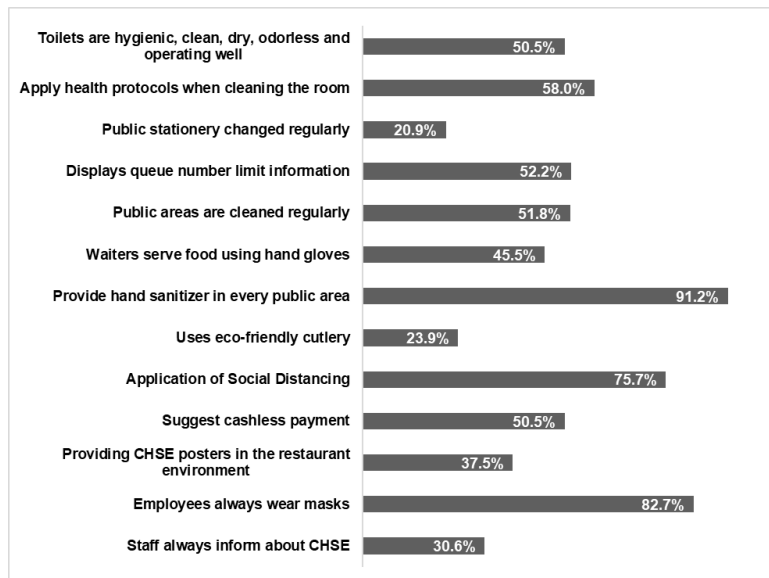
The value of the level of seriousness in the application is in line with previous information regarding the low confidence level in the chance of transmission. The seriousness of the availability of information on the implementation of CHSE has a low score of 4.83 out of a scale of 10, indicating that hotel consumers need not receive comprehensive information regarding the implementation of CHSE. The level of seriousness in other factors also shows an unsatisfactory value, which is only in the range of 6.5 to 7.6, starting from seriousness in suggesting non-cash payments, seriousness in social distancing supervision, and seriousness in checking body temperature before entering the hotel. The data directly shows that from the consumer's point of view, hotels have yet to focus on implementing health protocol indicators, so it is natural that the visit rate still needs to be higher, based on the lack of significant growth in consumer confidence. The level of seriousness of application and hotel selection factors can be seen in Figure 7.



(Source: Research Result)

Figure 7. The level of seriousness of application and hotel selection factors

During the COVID-19 pandemic, there was a change in consumers' points of view in choosing hotels, where the cleanliness factor was the primary consideration for 72 percent of consumers. In comparison, the price factor was the only consideration for 56 percent of consumers, followed by the implementation of CHSE for 51 percent of consumers. Meanwhile, service quality has a reasonably low value, which is a factor of consideration for only 36 percent of consumers. Dominant Indonesian consumers are price sensitive, so promotion in the form of discounts or the like is one strategy that is quite successful in increasing interest in products or services. During the pandemic, data shows that there has been a change in the primary considerations, from the price factor to the cleanliness factor in the hospitality sector. The same thing happened to the service factor. Indeed, the hotel service sector is closely related to assessing service quality, especially in star hotels (Karo Karo, 2019, 2020). The research data shows a significant decline where the quality of service is no longer the primary consideration for most hotel consumers, and it even seems to be a complementary factor.



(Source: Research Result)

Figure 8. Observations on the implementation of CHSE

Figure 8 shows the observations on the implementation of CHSE. Observations on indicators of CHSE implementation show that, in general, there are still many indicators that hotels still need to implement appropriately. It knows that there are only two of the thirteen indicators that received responses according to the expectations of more than 82 percent of respondents, namely the provision of hand sanitizers in public spaces and commitment to the use of masks, while indicators with assessments that have met the expectations of nearly 76

percent of respondents, namely the application of social distancing. The other six indicators include non-cash payments, serving food using hand gloves, regularly cleaning public areas, limiting the maximum number and queues, implementing health protocols when cleaning rooms and hygiene conditions and ready-to-use toilets, and only getting an assessment of meeting expectations from around 50 percent of respondents. The remaining four indicators are only able to meet the expectations of an average of 28 percent of respondents, namely indicators of information related to CHSE by employees, CHSE posters in the hotel environment, use of eco-friendly cutlery, and regular replacement of public stationery.

If an average cumulative assessment of all CHSE implementation indicators carries out, only 51 percent of respondents think that CHSE in the hotel sector follows consumer expectations. Based on two descriptions of the observations, firstly, there are only three out of thirteen indicators that meet the expectations of the dominant respondents, and only cumulatively only half of the total respondents think that the implementation of CHSE has met expectations; this shows that the implementation of CHSE in hotels in Palembang has not implemented optimally.

Conclusions

Through this research, related to the implementation of CHSE in the hotel sector, several conclusions namely as many as 81 percent of consumers stay at three- and four-star hotels, whereas 77 percent of the total respondents stay at hotels to carry out three main activities, starting from office work, attending events, and staying with family in Palembang.

The Application of CHSE in the hotel sector in Palembang has yet to grow consumer confidence during the covid-19 pandemic. The increase occurred by around 10 percent of confidence in the non-communicability of COVID-19, and only three of the thirteen implementation indicators have met the expectations of 83 percent of respondents.

There is a shift in the point of view of consumer considerations in Palembang in choosing a hotel, from being dominated by price and service quality factors to being dominated by the cleanliness and price factors.

In connection with these conclusions, several things can suggest for the function of market opportunities and future improvements, namely CHSE implementation policies can focus more on three and four-star hotels in Palembang. Indicators that align with consumers' three main goals should implement intensely. There is a need for a maximum increase in the implementation of CHSE, not only limited to fulfilling obligations through government intervention. In addition, an external supervisory function should be held and scheduled periodically by the relevant agencies/ministries. The shift in consumer perception in choosing a hotel is an opportunity for each hotel to show the seriousness of implementing health protocols and CHSE through periodic information updates through social media.

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