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The causal relationship model of the COVID-19 epidemic situation on the career development of hotel staff in Thailand

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Abstract---For the research on the causal relationship model of the Covid-19 epidemic situation on the career development of hotel staff in Thailand. The researcher chose to use mixed research. between qualitative research and quantitative research. with the objectives of the research as follows: 1) to study the overall impact of the COVID-19 situation on hotel staff in Thailand, 2) to study the impact of the COVID-19 situation on hotel staff in each age group and 3.) to suggest guidelines for career development in each age group of hotel staff in Thailand. The researcher selected a sample group to study. The service user of a five-star hotel in Thailand, using a multi-stage random sampling method, randomly sampled at five-star hotel staff in Thailand in all regions of 649 person. The analysis results for the Harmony Index (GFI) of 1.000, the Adjusted Harmony Index (AGFI) of 0.9680, approaching 1, and the mean square root index of the part. The residual (RMR) was 0.02104, which was close to zero (index value $\chi^2/df = 0.775$, CFI = 1.000, GFI = 1.00, AGFI = 0.980, RMSEA = 0.000 and SRMR = 0.004). This research study, Modeling the causal relationship between the situation of the Covid-19 epidemic on the career development of hotel staff in Thailand, can be an important guideline that will impress customers who use the service. Feel loyal to the brand and return to use the service again next time. If the service user feels the highest impression satisfaction, this will lead to brand loyalty of five-star hotel staff in Thailand.

Keywords---causal relationship model, service competency development of hotel staff, five-star hotel staff in Thailand, COVID-19.

Introduction

The epidemic situation of the novel coronavirus disease 2019 or COVID-19 in Wuhan, Hubei Province, China, has spread to many countries around the world, including Thailand. The outbreak of the COVID-19 virus has affected the lives of people. Also, send Extensive economic impact, especially in the tourism business of Thailand. It is estimated that if the epidemic situation lasts 1 - 3 months. The number of Chinese tourists visiting Thailand in 2020 may be reduced to approximately 10.94 - 10.77 million people, which will affect Thailand's tourism-related businesses such as hotels, restaurants, tour operators, and souvenir shops, as well as the epidemic situation. of the COVID-19 virus. It also affects the economy in China. This will affect the travel and spending in Thailand. of Chinese tourists, which will broadly impact tourism-related businesses in the whole supply chain (Kasikorn Research Center, 2020) has information from the Ministry of Tourism and Sports. Has predicted that the number of foreign tourists who travel to Thailand will disappear by about 5 million people, which will cause Thailand's income to disappear by about 250 billion baht or about 1.5% of GDP. The former Bank of Thailand predicted that GDP in 2020 will expand by hundreds. 2.8 percent, causing GDP in 2020 to decrease and grow by only 1.3 percent (Nation Online, 2020).

The COVID-19 epidemic is not only affecting tourism businesses and hotels in the short term. If it still has long-term effects through changes in Megatrend, which has caused a shift in tourism behavior. Tourism that meets more individual needs Changing the business model that emphasizes adopting modern technology, including attention to health and hygiene. The changing landscape of tourism has affected the demand patterns of tourists and the business models of hoteliers. Therefore, operators must accelerate adjustments to maintain income levels, including looking for new business opportunities related to tourism and building connections with other sectors in the tourism value chain. Whether the local community or even other businesses in the future, the decisive factor for the success of a hotel business comes not only from location, rooms, prices, and amenities. If it still comes from cooperation with other communities and businesses, it is related ability to adapt and risk management. Therefore, operators should accelerate their business strategy adjustments before international travel returns to normal to restore the tourism and hotel business to grow as strong as ever. It also creates sustainability for the Thai tourism industry in the long run. Thailand's hotel business has been hit with unprecedented severity. The national average occupancy rate for the first 11 months was 29.3%, compared with 69.7% in the same period last year, while the national median income per room contracted 73.6%.

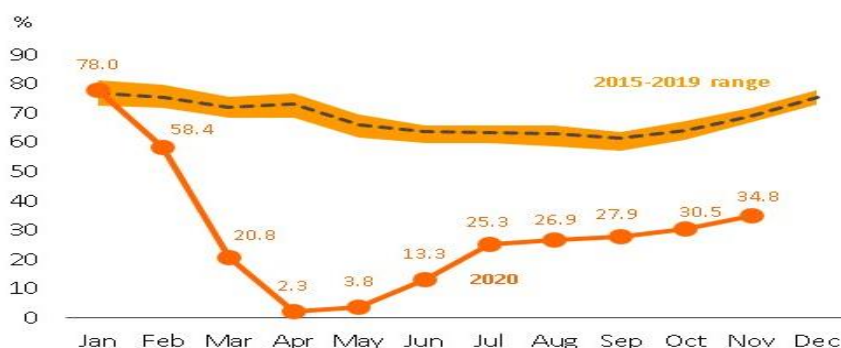


Fig. 1. Resting rate
Source: Bank of Thailand (BOT), Krungsri Research

Operators are accelerating adjustments to continue their business, such as reducing room prices. Modify the service model by Focusing on the domestic tourism market, lowering expenses, earning income from related companies, etc. Many hotels offer Work from Hotel services instead of Work from Home, including collaborating with an application to order food online from hotel restaurants. They are used as a detention facility in Bangkok and its vicinity (Alternative State Quarantine: ASQ) and nine provinces (Alternative Local State Quarantine: ALSQ), namely Phuket, Surat Thani (Koh Samui), Chonburi (Pattaya), Prachin Buri, Buriram, Mukdahan, Chiang Mai, Phang Nga and Chiang Rai (as of January 8, 2021).) to accommodate foreign customers who enter Thailand and must be detained according to government policies. At the same time, many small and medium-sized hotels have to close. Such a situation thus affects the hotel staff. Whether the termination salary reduction or modifying the working style This research aims to study the overall impact of hotel staff under the COVID-19 pandemic and to suggest ways to solve problems and develop hotel personnel to be ready to cope with the situation of further work. Study subject the causal relationship model of the Covid-19 epidemic situation on the career development of hotel staff in Thailand. The purposes of the research were set as follows: To study the overall impact of the COVID-19 situation on hotel staff in Thailand, to study the impact of the COVID-19 situation on hotel employees in each age group and to suggest career development guidelines for each age group of hotel staff in Thailand.

Research method

A research study titled "Causal Relationship Model of the Covid-19 Pandemic Situation on Occupational Development of Hotel Employees in Thailand" by quantitative research. Quantitative Research Methods, as they are Exploratory and Confirmatory Questions, help to make research reliable. (Credibility) more.

Population and sample

Population and sample: The primary objective of defining research methods is to receive the most compelling findings from the analysis. The population used in

this research were: The people employed in this study were tourists who used five-star hotel staff in Thailand, classified into three groups as follows: (1) Thai tourists who use five-star hotel staff in Thailand for one night or more. In 2015, the total number of Thai people aged 15 years and over was 55,440,127. 2015 The population in this group amounted to 36,146,963 people, or 65.2 percent, who traveled. And of these, 23,820,849 people, or 65.9 percent of the population, had traveled. Have at least one overnight trip (Survey on travel behavior of Thai people in 2015, Tourism Authority of Thailand, 2016) (2) Foreigners who come to stay in Thailand for one night or more. From January to December 2016, there are 32,588,303 foreign tourists came to visit Thailand (Department of Tourism Ministry of Tourism and Sports, 2017) (3) Employees, hotel staff, and staff of five-star hotels in Thailand.

In this study, the population studied by the researchers is service users of a five-star hotel in Thailand, consisting of (1) customers who use the service who are Thai with at least one night of service by the staff of a five-star hotel; and (2) customers who come to use the service who are foreigners. who came to stay in Thailand for one night or more, based on probability (Probability Sampling) using a multi-stage random sampling method, randomly sampled at five-star hotel staff in Thailand in all regions with the following steps. The first step is to use a stratified sampling technique by ranking the customers who come to use the service of five-star hotel staff in Thailand, namely: Customers who use the service who are Thai and customers who use the service who are foreigners. Based on the Thai tourists' ratio to foreigners staying with hotel staff in Thailand. accounted for 63% to 37 (Source: Department of Tourism Ministry of Tourism and Sports, 2016).

The second step was to use a stratified sampling technique by ranking the customers who use the services of five-star hotel staff in Thailand. Based on the number of employees of five-star hotels in Thailand classified by regions in Thailand as follows: Make a selection of representatives for service staff of five-star hotels in Thailand By Systematic Random Sampling, random sampling was conducted according to the proportion of hotel employees in 7 regions, namely Bangkok, Central, Eastern, Northeastern, Northern, Southern and Western regions. A total of 649 samples were sampled. The sample size was calculated using the formula 20 times the observed variable (Shumacher and Lomax, 1996). There were 12 variables used in this study. Example: 20 times the number of variables, representing $20 \times 12 = 240$ samples. Therefore, the total number of samples can be calculated $= (240 \times 100) / 37 = 649$ samples and the number of Thai tourists is 66%, representing $649 - 240 = 409$ samples, and employees, employees. five-star hotel staff.

Data Collection Tools

For the quantitative research part, the researcher used a questionnaire. This section of the survey is a survey on general information of the respondents. And surveying the organization's status regarding the causal factor model affecting the success of educational institution administration in Thailand. to expand data capabilities and the level of competitiveness. Use the data for analysis and further testing of the research hypothesis. The nature of the questionnaire consists of 1. a

general survey of the respondents; 2. a survey of the respondents' opinions. It consisted of closed-ended questions by having the sample group fill out the questionnaire by themselves, with a questionnaire structure composed of 5 parts, totaling 42 items. Part 1, 6 items of personal factor data, Part 2, internal marketing, eight commodities, Part 3, employee competency development. Hotel, 15 articles, part 4, quality of service, 14 items, part 5, suggestions, different opinions of the respondent's survey of issues will use a questionnaire. Each case has a rating scale of 5 according to the Likert Technique's Attitude Scale.

Data analysis

Data analysis for this research, the data was analyzed with the following steps: Preliminary data on samples and variables. Data were analyzed by the distribution of frequency, percentage, mean, standard deviation, skewness, specularity, and confidence of the observed variables and checking the preliminary agreement in the analysis. analyzed by using the SPSS program. Check the consistency of the measurement model (Measurement Model) to confirm that the created or developed tool is structured according to the specified components and to be confident that the observed variables in each group are It is a suitable indicator for a given latent variable. by using confirmation factor analysis in AMOS. The relationship between the variables was analyzed using Pearson correlation coefficient analysis, and the significance test with a t-test was used as data to verify the conformity of the correlation model. the next structural relationship. Development analysis, structural correlation analysis of variables in 6 aspects or components. Each area component has definite indicators assessed for conformity (IOC). Consequently, elemental component analysis was performed using Principal Component Analysis, and the number of features was determined by the Maximum Likelihood method, using the AMOS package program to compare the harmony between the developed model and the empirical data. Checking the Harmony of Models with Empirical Data and to achieve a balance between the developed model and the observed data.

Results

They were reporting the results of the above data analysis to make it organized and accessible. Study of this research the researcher divided the presentation into two main parts: Part I, the results of the qualitative data analysis, and part 2, the results of the quantitative data analysis. Part 1 The results of the qualitative data analysis: The researcher brought the qualitative findings through in-depth interviews. It is consistent with quantitative research and can be summarized as the internal marketing component of five-star hotel staff in Thailand. There are three components: Component 1, internal communication consists of 3 factors: 1) Employees and hotel staff can provide information on services and things. Facilitate the hotel staff to guests. 2) The rooms are uniquely decorated with technology to facilitate the rooms. 3) The hotel staff can provide service in a process and cause. Satisfaction Component 2 Organizational culture consists of 3 factors: 1) Hotel staff members can communicate and publicize information that benefits hotel staff directly and indirectly. 2) Employees and hotel staff have appropriate dress and service.

They were impressed, smiling, greeting, speaking politely, and creating satisfaction for the service users. 3) The staff department of hotel staff can manage the place, cleanliness, and beauty appropriately and meet international standards. Component 3 Training consists of 2 factors: 1) the service of the hotel staff. There is a unique presentation according to the nature of the hotel staff. 2) The hotel staff can arrange the rooms and services as requested by the guests. complete and impress. In terms of the development of service performance of hotel staff, five-star hotel staff who provide services to customers (Developing the core competency of hotel staff) consists of 2 components: Component 1 Developing the core competency of hotel staff in providing services consists of 3 factors: 1) Employees and hotel staff can maintain and maintain cleanliness. And efficient arrangement 2) cleaning of rooms and places of staff, staff, hotel staff Is appropriate and correct according to hygiene and safety 3) the service of the staff, staff, hotel staff affects the quality of service received Component 2 Developing the core competency of hotel staff in terms of culture consists of two factors: 1) hotel staff can provide services to foreigners with an understanding of different cultures; 2) use of equipment. The placement of equipment is hygienic.

In terms of the development of service performance of hotel staff, five-star hotel staff who provide services to customers (General Competency Development of Hotel Employees) There are two components: Component 1, General Competency Development of Hotel Employees in Competency There are 4 Factors: 1) Hotel Employees can provide general services on request quickly and cheaply. Required 2) Able to communicate in English at a basic operating level 3) Hotel staff members can offer promotional services such as laundry or in-house restaurant reservations and other services. 4) Hotel staff members can use essential tools. Technologically Component 2 Development of general competency of hotel staff in communication consists of 2 factors: 1) managing and resolving conflicts in various situations and 2) hotel staff can communicate effectively on the phone. In terms of the development of service performance of hotel staff, five-star hotel staff who provide services to customers (The story of competence according to the duties of hotel staff) consists of 2 components: Component 1, the development of competence according to the responsibilities of efficient hotel staff, which consists of 3 factors: 1) cleaning services for rooms and various locations.

The inside of the hotel staff makes an impression. 2) The hotel staff members can provide the service expected from their stay. 3) The hotel staff's convenience to guests during their stay in the hotel staff. Component 2 Development of competence according to the duties of hotel staff according to skills consists of 1 factor, 1) room preparation and room cleanliness for guests before their stay. In terms of service quality of five-star hotel staff, there are five components: Component 1, Reuse, and Referral. There are four factors: 1) The provision of services and facilities by the hotel staff department follows the Five-star hotel staff standards. Dao affects the service. 2) The service recipient intends to tell people they know to use the service. 3) Service skills. Responsible Honesty builds confidence in users who can use the service. 4) The willingness to provide the service of the staff, staff, hotel staff, hotel staff as requested by guests. make an impression Component 2 Reliability There are three factors which are 1) the service of the hotel staff to be reliable such as safety and cleanliness 2) the service process of the hotel staff can be satisfied according to Expectations 3) The service

of the hotel staff department has the Effect of telling other people to use the service.

Component 3 Satisfaction There are three factors: 1) the service provided by the hotel staff and the location is suitable and worthwhile according to the five-star hotel staff standards 2) the hotel staff can provide the service expected from entering Stay 3) The hotel staff has service skills. Responsible create satisfaction for customers who can use the service Component 4: Confidence: There are three factors: 1) the service of the hotel staff members contributes to the user's confidence in the standards of the hotel staff as expected 2) the service and cleaning from the hotel staff department has Effect on expectations of room quality and location. 3) Quality of service the hotel staff's department provides will result in repeat use. Component 5: Service concrete consists of 1 factor: 1) Staff, staff, and hotel staff provide friendly service. They are enthusiastic about serving guests.

Part 2 The results of quantitative data analysis: The coherence test of the COVID-19 epidemic causal relationship model on the career development of hotel staff in Thailand based on hypothesis and empirical data found that the model was consistent with the observed data. By considering the statistical values used to check the coherence between the model and the empirical data, i.e., qui-square is 6.20 degrees of freedom 6, the probability (p) is 0.6249, that is, qui-square. R insignificantly different from zero shows that the leading hypothesis is accepted. The causal relationship model of the COVID-19 epidemic situation on the career development of hotel staff in Thailand developed in harmony with the empirical data, consistent with the analysis results. The Harmony Index (GFI) was 1.000, the Adjusted Harmony Index (AGFI) was 0.9680, approaching 1, and the Residual Mean Square Root Index (RMR). Equal to 0.02104, which is close to zero. In such detail, the researcher has discussed in detail in the section on the causal relationship model, internal marketing, and service performance development of hotel staff members of five-star hotels in Thailand.

As for the internal marketing of five-star hotel staff in Thailand (A), the study found that The service competency improvement factor of the hotel staff, the five-star hotel staff who provided the customer service (B), and the service quality of the five-star hotel staff (C) could account for the 85.00 percent chance. Significantly positive at .05 and .10 on the service competency improvement factor of five-star hotel staff (B) and service quality of five-star hotel staff (C) by size. The influence is equal to 0.091, 0.160, and 0.036, respectively, written as the following equation:

$$A = 0.091(A) + 0.16(B) + 0.036(C), R^2 = 0.85$$

As for the improvement of service performance of hotel staff, five-star hotel staff who provide services to customers (B), the study found that The internal marketing factors of five-star hotel staff in Thailand (A) and service quality of five-star hotel staff (C) accounted for 81.00 percent of the change, having a significant positive direct influence of .05. and .10 from the factors of internal marketing of five-star hotel staff in Thailand (A) and service quality of five-star hotel staff (C) with influence sizes of 0.082, 0.148 and 0.031, respectively, can be written as the

following equation:

$$B = 0.082(A) + 0.148(B) + 0.031(C), R^2 = 0.81$$

As for the quality of service of five-star hotel staff (C), the study found that The internal marketing factors of five-star hotel staff in Thailand (A) and service competency development of five-star hotel employees (B) could account for 71.00 percent of the change. It was significantly positive at .05 based on the internal marketing factor of the five-star hotel staff in Thailand (A) and the service performance improvement of the five-star hotel staff member serving customers (B). The influence magnitude is 0.18, 0.022, and 0.099, respectively, written as the following equation:

$$C = 0.18(A) - 0.022(B) + 0.099(C), R^2 = 0.71$$

Discussion

Internal marketing applications It can be used to spread the word from product to idea. Social marketing (Social marketing) is marketing that does not look for profit. But want to instill some thought or behavior that is good for consumers or employees within the organization Kenneth and Donald (2004) by this research study The internal marketing of five-star hotel staff in Thailand consists of 3 components: Component 1 Internal communication consists of 3 factors: 1) Hotel staff members can provide information on services and facilities within the hotel staff to guests. 2) The rooms are individually decorated, and the technology is used to facilitate the rooms. 3) The hotel staff members can provide a process and satisfying service.

Component 2 Organizational culture consists of 3 factors: 1) Hotel staff members can communicate and publicize information that benefits hotel staff directly and indirectly. 2) Employees and hotel staff have appropriate dress and service. Impressed, smiling, greeting, speaking politely, creating satisfaction for the service users. 3) The staff department of hotel staff can manage the place, cleanliness, and beauty appropriately and meet international standards. Component 3 Training consists of 2 factors: 1) the service of the hotel staff. There is a unique presentation according to the nature of the hotel staff. 2) The hotel staff can arrange the rooms and services as requested by the guests. in line with Nathathai Thaotrakul and Prin Laksitamas's (2013) marketing communication strategies within the hotel staff. To strengthen trust and the affiliation of the hotel staff, the developed model is appropriate due to the developed model.

Consistent with the empirical data, Because the Chi-square test was not statistically significant at the level of 0.05 ($P \geq 0.05$), the index values GFI, AGFI, NFI, IFI, and CFI passed the specified criteria from 0.90 or more. The RMR index, RMSEA, passed the defined threshold of less than 0.05. In addition, the CMIN/df index of less than 2 gave the specified point. In addition, each model element has an accuracy (Validity) since the factor loading is 0.30 or more, indicating that the study results can be applied to develop hotel staff and increase efficiency. Management of hotel staff marketing by operators must first build on employees' trust and engagement with the hotel staff's brand. Through internal marketing

communication strategies and enhancing employees' confidence in their abilities.

For the development of service performance of hotel staff, hotel staff, and five-star hotel staff, the performance of hotel staff and hotel staff plays an essential role in ensuring that the rooms are fully furnished and decorated perfectly. Facilities are clean and neat furniture is safe. Create an atmosphere for the hotel staff to be ready to welcome guests. by creating an impressive image with impeccable service in cleanliness, convenience, orderly beauty, and safety Hotel Staff is a collection of information about guests and hotel staff. And also, to help maintain the property of the hotel staff. The primary duty of hotel staff is to make guests feel as comfortable as possible. The results of this research study In terms of the development of service performance of hotel staff, five-star hotel staff who provide services to customers (Developing the core competency of hotel staff) consists of 2 components: Component 1 Developing the core competency of hotel staff in providing services consists of 3 factors: 1) Employees and hotel staff can maintain and maintain cleanliness.

And efficient arrangement 2) cleaning of rooms and places of staff, staff, hotel staff Is appropriate and correct according to hygiene and safety 3) the service of the staff, staff, hotel staff affects the quality of service received Component 2 Developing the core competency of hotel staff in terms of culture consists of two factors: 1) hotel staff can provide services to foreigners with an understanding of different cultures; 2) use of equipment. The placement of equipment is hygienic. Clean and neat in the development of service performance of hotel staff, hotel staff, and five-star hotel staff who provide service to customers. (General Competency Development of Hotel Employees) There are two components: Component 1, General Competency Development of Hotel Employees in Competency There are 4 Factors: 1) Hotel Employees can provide general services on request quickly and cheaply.

Required 2) Able to communicate in English at a basic operating level 3) Hotel staff members can offer promotional services such as laundry or in-house restaurant reservations and other services. 4) Hotel staff members can use essential tools. Technological Component 2 Development of general competency of hotel staff in communication consists of 2 factors: 1) managing and resolving conflicts in various situations and 2) hotel staff can communicate effectively on the phone. In terms of the development of service performance of hotel staff, five-star hotel staff who provide services to customers (The story of competence according to the duties of hotel staff) consists of 2 components: Component 1, the development of competence according to the responsibilities of efficient hotel staff, which consists of 3 factors: 1) cleaning services for rooms and various locations. The inside of the hotel staff makes an impression. 2) The hotel staff members can provide the service expected from their stay. 3) The hotel staff's convenience to guests during their stay in the hotel staff.

Component 2 Development of competence according to the duties of hotel staff according to skills consists of 1 factor, 1) room preparation and room cleanliness for guests before their stay. Functional competency is a person's specific ability in terms of knowledge, skills, and attitudes necessary to perform duties in various tasks. This is consistent with the concept of Natphat Chalermdan (2020) has

studied personal status and consumer behavior. In Bangkok, used to order food delivery via mobile applications during the coronavirus outbreak New strain 2019 (COVID-19) is a quantitative study. Use online questionnaires to collect data—sample group: This group of 386 consumers who had used a mobile application to order food. Most consumer samples are female, aged between 20-35 years old, with bachelor's degrees. Occupation of a private company employee and have an average monthly income of 20,001-30,000 baht. The top 3 most frequently used applications are LINEMAN, followed by Grab food, and Food Panda. The top 3 categories of food ordered are fast food, followed by food. A la carte and beverages made food orders between 12.01-14.00, with Gen X ordering more food than other ages.

The performance of the laundry room staffs, both group 1 and group 2, contributes to driving the hotel staff business. It is a link to work with the department that results in quality service. Consistent with the concept of Thamrongsak Kongkasawat (2008), when competent employees will perform duties in that position. William and Salvatore (2002) say that the hotel staff's public spaces are critical areas for hotel guests to see and use before others. Therefore, if the employees in this section work effectively, make every room clean and attractive. Creating a good atmosphere for customers would result in the return of new customers' services. And that means the success of the hotel staff. Therefore, the employees in this group have the standard of performing their duties according to their competence. It would result in good service for the hotel staff. But on the other hand, having incompetent employees will affect customers' feelings after entering the service, such as finding dirty toilets or rubbish strewn on the floor. It will make customers not want to come back to use the service.

For the quality of service of five-star hotel staff in Thailand, It is an assessment of the service users of the four-star and five-star hotel staff on the quality of service, i.e., attentiveness and concrete service. Reliability response and confidence, In summary, each aspect is as follows: 1) empathy, 2) Service tangible, 3) The response will be a willingness to help. Or the availability of hotel staff. 4) Reliability is the ability to provide precisely as informed to the service recipient. 5) Confidence It will be a form of building confidence for service recipients. 6) Reuse of the service and word of mouth to come back to travel again, including the satisfaction that causes the intention to come back to visit again in satisfied tourists Consistently, Dimitrios Stergiou (2020) conducted a study on the ability and willingness to work during the COVID-19 pandemic: a case study of front desk hotel workers. It is a qualitative study that explores the perspectives of hotel staff at the front desk.

On working during the COVID-19 pandemic to identify factors that may affect your ability and willingness to report to work, online focus groups reveal that hotel front desk employees feel obligated to work during the epidemic. However, there are still many obstacles to work that affect this sense of duty. These become barriers to competence and barriers to willpower. But the difference is not clear. But most obstacles seem to create continuity, from negotiable to irreparable. After receiving conceptualizations, the key to reducing absenteeism during this epidemic tends to be remedial action so that a barrier to willingness is not seen as a barrier to the ability to work. Like the study Yashwant Singh Rawal (2020)

studied Regarding the hygiene and safety of the hotel industry in the era of the COVID-19 pandemic, the hotel industry is one of the industries most affected by the outbreak.

This raises issues related to the design of new safety measures and sanitation standards. The hotel industry needs to modify its operating system to reduce the risk of spreading infectious diseases like a corona. The study aimed to review initiatives undertaken by hotels during the pandemic and to look at the hospitality industry as a new normal. In total, medical experts and hotel managers were interviewed for their views. Based on their findings, researchers have introduced new techniques and standards needed to create a safer hotel environment for guests and staff. It also suggests how artificial intelligence can be used in the hotel industry to provide safe and fast services to customers. There is a critical analysis at different stages. And the new steps that hotel groups have taken during COVID19.

The results of this research study on the quality of service of five-star hotel staff consisted of 5 components, namely Component 1, reuse of services and referrals, composed of 4 factors, consisting of 1) the provision of services and facilities by the hotel staff department. It meets the standards of five-star hotel staff, affecting the service. 2) The service recipient intends to tell people they know to use the service. 3) Service skills. Responsible Honesty builds confidence in users who can use the service. 4) The willingness to provide the service of the staff, staff, hotel staff, hotel staff as requested by guests. make an impression Component 2 Reliability There are three factors which are 1) the service of the hotel staff to be reliable such as safety and cleanliness 2) the service process of the hotel staff can be satisfied according to Expectations 3) The service of the hotel staff department has the Effect of telling other people to use the service.

Component 3 Satisfaction There are three factors: 1) the service provided by the hotel staff and the location is suitable and worthwhile according to the five-star hotel staff standards 2) the hotel staff can provide the service expected from entering Stay 3) The hotel staff has service skills. Responsible create satisfaction for customers who can use the service Component 4: Confidence: There are three factors: 1) the service of the hotel staff members contributes to the user's confidence in the standards of the hotel staff as expected 2) the service and cleaning from the hotel staff department has Effect on expectations of room quality and location. 3) The quality of service provided by the hotel staff's department will result in the reuse of the service. Component 5: Service concrete consists of 1 factor: 1) Staff, staff, and hotel staff provide friendly service. Enthusiasm to provide guests with Antony King Fung Wong's (2020) study How the COVID-19 epidemic affects hotel staff stress: Employee perceptions of stress from hotel staff. Work and Consequences Findings The study seeks to examine the impact of the global coronavirus outbreak on hotel employees' perceptions of work stress and its consequences.

Come Matched t-tests, and structural equation models were used to examine the responses of 758 U.S. hotel workers. The results showed that occupational stress factors after the epidemic consisted of three domains: stress from working in traditional hotels, the pressure of working in a hotel and an increasingly unstable

and demanding hotel environment. and the pressure caused by unethical hotel practices and labor. The effects of these stressors differ from the hypothesis that work stress in traditional hotels positively affects job satisfaction and organizational engagement. The results show that job satisfaction and organizational commitment significantly explain job performance, well-being, and social behavior. But did not greatly influence the intention of rotation. Hotel workers' perceptions before the epidemic of work stress and their consequences were also substantially different from their perceptions after the epidemic. 2020) studied the impact of the COVID-19 epidemic on hotel staff.

Hotel occupancy and hotel tax revenue in Jakarta, Indonesia, find the impact of the COVID-19 epidemic on hotel occupancy, hotel tax revenue, and hotel staff in Jakarta, Indonesia. The population in this study was members of the hotel staff. All travel and tourism in Jakarta, Indonesia, using selective randomization, 98 participants, quantitative research methodology applied to data analysis using composite reliability, Cronbach's alpha, t, and F tests by PLS software. The first assumption is that the spread of COVID-19 on hotel staff has had an enormous impact. This outbreak has significantly impacted hotel staff reductions of between 30 and 40 percent. The second assumption is that the COVID-19 epidemic on hotel occupancy has a considerable effect. The outbreak greatly influenced the decrease in foreign tourists to Jakarta in 2020 by 63.51 percent compared to 2019, and it also impacted 49 declines in local tourists to Jakarta in 2020. Ninety-nine percent compared to 2019, and the occupancy rate of star hotels in Jakarta in 2020 decreased by 54.68 percent compared to 2019. The third hypothesis has a significant effect on the COVID-19 epidemic. Effect of Tax Income The COVID-19 epidemic significantly impacted the 78.35 percent reduction in hotel tax revenue in Jakarta in 2020 compared to 2019. Assumption 4 is that hotel staff occupancy rates have. As a result, the 2020 drop in hotel occupancy has reduced between 30 and 40 percent of the number of workers working in star hotels in Jakarta.

Conclusion

To achieve satisfaction in the job responsibilities by developing, training, and assigning authority to be ready to serve. as well as create incentives to motivate employees who interact with customers and support staff to be able to work effectively By focusing on working as a team to achieve the goal of delivering quality products and services that are different from competitors or according to the promises that the organization has given to customers, resulting in satisfaction and good experiences for both customers and employees. Managing internal marketing to keep employees satisfied, pride and willing to work in conjunction with external marketing management that wants customers to be satisfied with products and services. Employees are an essential element in ensuring customer satisfaction.

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