

BUSINESS ANALISYS OF SOLUS PER AQUA (SPA) ON BEAUTY SALON IN PADANG CITY

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ABSTRACT

This study aims to analyze the SPA business in beauty salon in Padang city viewed from SPA business concept, human resources and massage therapy service and water therapy. The population of study is all beauty salon in Padang city which amounted to 20 salon, with 7 sample of beauty salon that has SPA business. Sources of data were taken from 7 salon leaders and 33 employees of SPA business. Data collection using questionnaire using Likert scale and Guttman scale. Reliability test results obtained 0.877, the questionnaire stated reliable. The results showed, based on the concept of SPA Enterprises for the purpose of the main service offered, none of SPA efforts that meet all provisions of Permenkes Sehat Pakai Air 2004. There are 2 people (28%) salon leader who graduated from Vocational High School/ General Vocational High School and 5 people (78%) graduated from Senior High School / General Vocational High School / Beauty Vocational High School who passed formal and non formal competency test of SPA. 24 employees (72%) have a general vocational / vocational certificate and haven't conducted competency test yet, 9 employees (28%) Senior High School / General Vocational High School / Beauty Vocational High School pass formal and non formal of SPA test. There is no SPA business that implements all provisions concerning the duties of the young therapist and the main therapist, none of the SPA business provided all provisions on water treatment services, there isn't any SPA business that provided all existing provisions based on Permenkes Sehat Pakai Air. For professional ethics the average score of achievement of professional ethics is 78% with enough category.

Keywords: Business Analisis, SPA, Beauty Salon

1. INTRODUCTION

Super modern era life today is characterized by globalization in many ways, such as information that is rapidly spreading to the rest of the world as advances in communication technology are growing. Sometimes the availability of such information also provides the pressures of life for those who are around. Everyone is also busy with their own activities, sometimes work has no limit, and resulting in disruption of physical and mental conditions. Also involved in activities with family, friends, and relatives that sometimes become the burden of the human mind. It is not surprising that humans suffer from headaches due to tension, high blood pressure, and a pile of other discomforts associated with stress and pressure. Air pollution, water pollution and soil pollution due to industrial development as well as noise that interfere with the health and soul tension of the community.

Things like this that encourage them to seek a transition atmosphere, the atmosphere that can provide freshness and spirit at work. The popularity of Spa treatments comes in line with these issues and "Back To Nature" movements is encouraging industrial / Spa business to grow rapidly at this time (Kementerian Pendidikan Nasional, 2010). It makes the place of body relaxation and treatment

is increasing nowadays, considering the increasing activity of each individual every day.

According to Permenkes Sehat Pakai Air (2004:4) Spa is a traditional health effort with holistic approach using combination of hydrotherapy skill, aromatherapy massage, adding healthy food and drink service and physical activity. Enjoying the SPA can be done by bathing with water waves, hot therapies, spray bath treatments, flower baths and bathing with herbs and spices which are useful for relaxing the body and mind thoroughly. Along with the development of times, Spa not only take advantage of water but also combined with various elements. According to Peter R.Y Pasla & Dessy Indah S. D (2004) Spa is one of the methods of fitness and beauty care combined with various elements that include in the Ten Elements of Spa Experience, through the approach of spirit, body and mind, creating a continuity between soul, body, and mind (reflect), and relaxed nuances that can regenerate vitality (*revitalize*) and restore the joy (*rejoice*), and supported by various facilities and resources today. spa is also a choice of therapy and healing. Thus the meaning of the Spa is "to seek health through treatment or care by utilizing water" (Endy Marlina, 2008, hal.:185).

Spa was originally only serves as a technical body treatments performed at home by individuals, and start commercializing in Indonesia in the early 1990s. At that time the spa business only as a means of complement the fitness club or fitness center in five star hotels and only limited to sauna facilities. While massage services at the spa business only provide traditional massage services, without the aroma therapy and water therapy. The concept of a real new spa business was actually implemented in the late 1990s, along with the demand of hotel guests.

The development of the spa indicates that people already have a high awareness to get the body and mind treatments. If the needs of body and mind are fulfilled then the result is soul intact. That's called holistic healthy which is healthy outside and in the body (Jumarani 2009:10). So the phenomenon of healthy living in a holistic manner is already increasingly embraced in everyday life. Nowadays spa has become a modern society culture. Such worship of the body has become a new culture of modern humans, then making the spa is a *way of life*. Massaged, rubbed with a variety of exotic herbs, soaked in various fragrances, is a modern human needs which is growing nowadays. Spa therapy brings harmony and balance by stimulating the body's circulatory system, lymphatic system and exhaust system. The spa should be managed by a trained therapist and has a minimum standard of furniture. Water should be enhanced with minerals, either naturally or with additives "(Mintel, 2005).

Spa business is a promising prospect, that's why entrepreneurs have a high interest to open the Spa business, starting from the treatment place and until the interior and exterior design products. Also the Spa industry makes a good business opportunity in helping solve the problem of unemployment and home industry. Besides, the development of Spa in Indonesia is also inseparable from the needs of the community of Spa users is high, due to the factors of activity and also the level of stress is higher. So many people need spa as relaxing therapy. Harmsworth (2004:173) claims that "Spa market is one of the fastest-growing recreation sectors, where the trends and aspirations of people find instant reflection in developments on the demand and supply side. The market is highly

fragmented, each segment serving different things that needed by customer, and it constantly changing with social change and lifestyle ".

Spa business is a care service business that provides comprehensive services with combination method of water therapy, aroma therapy, spice massage, healthy food or beverage service and physical activity with the aim of balancing soul, body and soul in the sphere of Indonesian tradition and culture (Departemen Kebudayaan dan Pariwisata (2010:2). According to Anastasia (2009:32) which must exist in the spa business is the aspect of service in the human body consists of three things : body, mind, and soul . Based on these three things requires pleasure, comfort, and health so that the audience will be served and made as comfortable as possible through touch (massage), smell (aromatherapy), sight (scenery) , hearing (music), and taste (drinks and food) presented at a place called Spa.

To maximize the benefits of Spa treatments, Spa manufacturers should pay attention to aspects that support the establishment of the Spa business. To build Spa business there are some things that become base in founding and consist of five (5) that is: (1) concept that reflects Spa, (2) human resource competence, (3) product, (4) massage therapy and water therapy service, and (5) building and layout (Jumarani 2009).

The concept is the basic creation of a spa business that is generally termed to describe the overall activity in the business established as a reference. The concept of Spa business as stated in Permenkes RI, Pedoman Sehat Pakai Air (2004) the services offered by a spa refer to a concept like Health and Medical, so the foundation of a Spa is clearly visible. From that basic we can set the treatment menu, how to receive guests, care techniques until the closing process. The categories of Health Spa service include helping customers to improve health that serves as a prevention of health problems experienced, taking care of the body, preventing some early symptoms of body imbalance, service that serves for relaxation, fitness improvement, body beauty, beauty of face, beauty of hair. Category of Spa medical services, among others; improvement of health, through rehabilitative measures with professional physician handling, maintenance, through sustained grievance, and prevention actions with emphasis on recovery (Permenkes, 2004).

The human resources of the spa field require competence related to the principle as well as the element as a Spa therapist, ability within the scope of work related to spa treatments as well as the values, attitudes, work ethic and communication skills in order to carry out professional spa therapists. The human resources in the Spa business must have good technical skills and certificates with categories: have diploma certificate, pass competency test, certificate must be paired in practice place, have self development through (course, seminar or discussion forum) and do not make mistake violating the code of ethics (Permenkes RI Pedoman SPA, 2004). Supported by Mintel's opinion (2005) Spa should be managed by a trained therapist and has a minimum standard of furniture. Water should be enhanced with minerals, either naturally or with additives.

Therefore, in establishing a spa business should consider the requirements that applying well than the concept of SPA owned, Human resources employed, water therapy services and massage therapy are offered. From that aspect we can establish SPA business that was established as one of the efforts of the consequence, quality, useful and can be accounted for. Organizing the spa

related to the overall process in the business, the spa businessman and Spa business procedures should get coaching and supervision (Anastasia, 2009:137). But the reality in the real situation found a gap that occurred. From the observation on the Spa business in the beauty salon of Padang city, Spa business is a Spa service together with the activities in a beauty salon business, not an independent business. The beauty salon business does not have a business license to operate and run the Spa practice in accordance with the Spa standard that should be. In terms of the concept of Spa has not been seen clearly, because it does not have the right reference. also has not given an interesting impression and has not reflected the function of the Spa room viewed in terms of interior arrangement. The problem of human resources working in the Spa business are the therapist does not yet have sufficient knowledge specifications, and has not attended formal training just learning from seniors who are in the salon. In terms of massage therapy and water therapy services that has not been perfect, so it seems less clear and not in accordance with the guidelines that contained in Permenkes RI, Sehat Pakai Air guidelines (2004).

In accordance with the problems, this study aims to analyze the Spa business on beauty salons in terms of: the concept of business SPA, human resources (therapists) owned, massage therapy services and water therapy conducted at a beauty salon in the Padang city.

2. METHODS

This research is a descriptive research that aims to analyze the concept of Spa business, human resources (therapist) owned, massage therapy and water therapy services performed at beauty salons in Padang city. The study population is all Spa business at beauty salon in Padang city based on the data obtained from Pengurusan Perizinan Terhadap Kota Padang (KP2KP) office which amounted to 20 businesses. The sample of research is Spa business at beauty salon which has been established for 3 years and registered in city government authority with 7 spa business taken by purposive sampling. Data Sources for research from 7 Spa business as many as 40 respondents consisting of 7 leaders and 33 salon employees.

Data collection techniques used questionnaires that were prepared based on research indicators. Questionnaire is arranged based on Guttman scale and Likert scale. Before the instrument is used to first do a trial test to see the validity and reliability. Reliability results show Cronbach Alpha value of 0.877 in the high category. Data analysis techniques in this study using quantitative descriptive analysis techniques. Descriptive analysis used such as: average score (mean), percentage, and categorization.

3. RESEARCH RESULT AND DISCUSSION

Descriptive results that will be described in accordance with the purpose of this study is a description of Spa business analysis assessed from the indicators: (1) Spa concepts, (2) human resources and (3) massage therapy and water therapy services.

3 1. Description of SPA Business Concept

Spa business concept at beauty salon in Padang city, analyzed through sub indicator of main service purpose offered. From 7 Spa businesses in beauty salons, through a questionnaire filled by the leaders, the description of spa concept obtained by the sub-indicators The main

purpose of service offered as many as 10 items using Guttman scale. Based on the respondents' answers obtained scores ranged from 3-9 items which is offered. and from respondents' answers there is no single main service goal in each salon.

Table 1. Description of SPA Business Concept Based on the Purpose of the Main Service Offered

No	Statement	Main Service				f	%
		Offered	%	Not offered	%		
1.	Relaxation, Body fitness improvement, hair beauty improvement	3	30	7	70	1	14,3
2.	Relaxation, Body fitness improvement, facial beauty improvement, Health Improvement	5	50	5	50	1	14,3
3.	Prevent unbalanced body, Body fitness improvement, facial beauty improvement, hair beauty improvement	5	50	5	50	1	14,3
4.	Relaxation, Body fitness improvement, Health Improvement, prevention of disease , health recovery.	6	60	4	40	1	14,3
5.	Relaxation, Body fitness improvement, body beauty improvement, hair beauty improvement, maintain health, health recovery.	6	60	4	40	1	14,3
6.	Prevent unbalanced body, Relaxation, Body fitness improvement, body beauty improvement, facial beauty improvement, hair beauty improvement	6	60	4	40	1	14,3
7.	Prevent unbalanced body, Relaxation, Body fitness improvement, body beauty improvement, facial beauty improvement, hair beauty improvement, Health Improvement, prevention of disease, health recovery.	9	60	1	10	1	14,3
Sum						7	100

From table 1 shows that from 7 Spa business salon at beauty salon in Padang city seen from Spa concept with indicator of main service purpose which is offered, there is not any Spa business that meets the overall provisions offered based on the reference on Permenkes Sehat Pakjai Air 2004, but there is a Spa business that offers 9 out of 10 provisions by reference. whereas the other is in accordance with these guidelines only offer 3-6 provisions by reference. The items statement offered are as follows: prevent body unbalanced, relaxsasi, Body fitness improvement, body beauty improvement, facial beauty improvement, hair beauty improvement, Health Improvement, prevention of disease, health recovery. This indicates that the Spa Beauty salon business has not provided Spa services in accordance with the Spa concept accordingly Permenkes Sehat Pakai Air 2004. Existence of a gap that is not in accordance with the

existing theory, also Spa business is still active in the scope of salon business in giving his services.

To build business in Indonesia, Spa management candidates must meet the specific standards that applied by the government, but it is also necessary for carefulness in choosing the concept and location for the business can run well (Frederica 2010). Jumarani (2009:21) explains the services offered by a Spa business recommended refers to concepts such as healthy and medical, so the foundation of a Spa is clearly visible. From the base we can establish the treatment menu, how to receive guests, care techniques until the closing process. A Spa business aims to provide comfort and fulfillment needs as well as health for customers should have a clear concept, form of service, used room and matters relating to the arrangement of furniture can be adjusted to the concept they have so the Spa business that was founded seemed interesting and enthused by many customers.

3 2. Human Resources SPA business

a. Description of human resources by Level of Education,

40 personnel in beauty salon spa business in the Padang city which consists of seven leaders of the salon and 33 employees, obtained the description of educational level owned by Spa Human Resources through questionnaires' answer form Guttman scale with amount of 4 item as follows:

Table 2. Description of Human Resources by Education Level owned (Diploma / competency test)

No	Statement	f	%
Diploma / Test of competence owned by the leaders			
1	Senior High school / General Vocational School	2	28,57
2	Senior High school / General Vocational School Pass a non-formal competency test	2	28,57
3.	Vocational School of beauty, Diploma of beauty, passed the formal competency test	1	14,29
4	Senior High school / General Vocational School, doctors, non-formal competence test	2	28,57
Sum		7	100
Diploma / Test of competence owned by the employees			
1	Senior High school / General Vocational School	24	72,72
2	Senior High school / General Vocational School Pass a non-formal competency test	5	15,15
3.	Vocational School of beauty, Diploma of beauty, passed the formal competency test	2	6,06
4	Senior High school / General Vocational School, doctors, non-formal competence test	2	6,06
Sum		33	100

From the table above shows that from 7 people of Spa business leaders at the beauty salon, there are 2 Spa leaders who graduated from Senior High school / General Vocational School and do not have the Spa competence both formal and non formal. There are 2 Spa leaders

who are graduated from high school / general vocational school and pass the non-formal competence test, there is one Spa leader who has a certificate of beauty vocational school, beauty diploma, pass the formal competency test. There are 2 Spa leaders who have a high school / vocational education, doctor and pass a non-formal competency test.

Judging from the diploma and certificate owned by beauty salon employees obtained the result of 24 employees (72.72%) from high school / vocational school graduate, 5 people (15.15%) have a certificate high school / vocational school, Passed the non-formal competency test, 2 people (6.06%) beauty vocational school, Beauty Diploma, passed the formal competency test, and 2 people (6.06%) high school / vocational school, Doctor, Test of non-formal competence.

b. Competence owned by SPA Human Resource

1) Data Description of young therapist's Tasks (pratama)

From the answers of SPA business leaders, it is known that from the total of 5 statements, answers 3 to 5 are held for the task of the young therapist (pratama). From the 33 employees, 28 people as a young therapist (pratama) can be seen from the table as follows:

Table 3. Tasks Description of Young therapist (pratama)

No	Statement	f	%
1.	Preparing the room (equipment materials for Spa treatments, carry out Spa treatments with simple hydrotherapy techniques, carry out Spa treatments manually or simple tools.	2 (8)	24,24
2	Preparing the room (equipment materials for Spa treatments, carry out Spa treatments with simple hydrotherapy techniques, carry out Spa treatments manually or simple tools, recognize a complaint after doing a Spa treatment to be reported to a therapist's Spa.	3 (10)	30,30
3	Preparing the room (equipment materials for Spa treatments, carry out Spa treatments with simple hydrotherapy techniques, carry out Spa treatment with massage, aromatherapy using 5 types of local essential oil for relaxation, , carry out Spa treatments manually or simple tools, recognize a complaint after a Spa treatment to be reported to the main Therapist's Spa.	2 (10)	30,30
Sum		28	84,84

From the table 3 above shows that of 28 young therapists (pratama), there are 2 Spa businesses (8 therapists) who perform three (3) same provisions, 3 Spa businesses (10 people) carrying out the same 4 conditions and there are 2 Spa businesses (10 therapists) who carry out all the provisions concerning the task of a young therapist based on Permenkes Sehat Pakai Air. Thus it can be said that there are 2 Spa businesses in padang city that have young therapists who carry out all the stipulated requirements.

2) Data Description of the Therapist's Madya Tasks

From the answer of the Spa business leader, with 3 items of statements obtained answers ranging from 0-2 which was implemented for the therapist's madya task. The number of madya

therapists from 2 Spa businesses amounted to 4 people. More details can be seen from the following table:

Table 4. Description of the Therapist's Madya Tasks

No	Statement	f	%
1		0	0
2	Carry out Spa treatment with hydrotherapy method technique with medium equipment.	1 (2)	6,06
3	Carry out Spa treatment with hydrotherapy method technique with medium equipment., perform Spa treatments with simple techniques or methods with simple electronic equipment.	1 (2)	6,06
Sum of therapists		4	12,12

Table 4. above shows from 7 Spa business on beauty salon only 2 business have madya therapist amounted to 4 people. There is one Spa business (2 therapists) carry out 2 provisions, and one business (2 therapists) carry out 1 provision that exists, and 5 Spa businesses that do not have a madya therapist.

3) Data Description of Main Therapist

From 7 Spa businesses only one Spa business has a Main Therapist. From 6 items of statements obtained answers ranging from 0-3 criteria implemented for the main therapist task, more clearly can be seen in the following table:

Table 5. Description of Main Therapist Task

No	Statement	f	%
Main Therapist			
1	-	-	-
2	Recognize the client's needs and establish the method of care that will be used to obtain Spa treatments, perform Spa treatments with major method techniques such as complex hydrotherapy for relaxation, provide messages or suggestions for periodic care (continued) to obtain optimal results.	1 (1)	3
Sum		1	3

Table 5 above shows that from 7 Spa business for salon in Padang city, for the main therapist task there is one (1) Spa business (1 therapist) carry out 2 provisions, The other 6 Spa businesses do not implement a single major therapeutic provision based on Permenkes Sehat Pakai Air. Thus it is known that there is no Spa business in Padang City which carries out all the provisions regarding the tasks of the main therapist.

4) Data Description of Profession Ethics

From 40 respondents and business leaders of Spa Beauty salon in the city of Padang, obtained the description of Spa business seen from human resources with sub-indicators of competence that is mastered (professional ethics). The description of the respondents'

categorization achievement on professional ethics can be seen as follows:

Table 6. Categorization of human resources quality viewed from Professional Ethics

Scores range	Category	Leader	Employees	f	%
90 - 100	Very good	2	5	7	17,5
80 - 89	Good	2	14	16	40
65 - 79	Medium	3	7	10	25
55 - 64	Less Well	0	5	5	12,5
0 - 54	Not Good	0	2	2	5
Sum		7	33	40	100

Table 6 above shows that from 40 respondents Spa business on beauty salon in Padang City, the quality of human resources seen from professional ethics, 7 respondents (17.5%) are in very good category, 16 people (40%) are in good category, 10 people (25%) are in medium category, 5 persons (12.5%) in the less well category, and 2 people (5%) are in not good category. The average value of respondents was 50.05. Achievement rate of respondents is 78% with medium category. Thus it can be explained that the human resource of Beauty salon SPA business with a competency indicator that is owned (professional ethics) is in the Medium category.

The results of the description on the human resource competency indicator, judged from the relevant certificate, following self-development, therapeutic tasks and professional ethical practices by the Spa therapist, show the result that neither the leadership nor the most employees have no certificate of diploma and competence certificates that relevant to the Spa field. The fact in the field is show that the HR therapist Spa in the Padang city does not have yet adequate knowledge specification because the majority of therapists attend formal training, they only learn independently from seniors who are in the Spa business.

This problem will affect the level of consumer confidence to Spa business in padang city. Still lack of standardization of competence owned by the workforce, of course this makes perfect service can not be given to the customer. The therapist is the human resource of Spa business which became the main backbone because the ability of human resources to do maintenance and service serve as a successness benchmark of the business in the future (Anastasia, 2009).

Provision of training and education that relevant to the Spa business should be pursued in order to realize the success of a standard Spa business. Customer satisfaction will materialize and affected to the advancement of a Spa business if it really happens.

c. Data Description of Massage Therapy and Water Therapy Services.

1) Data Description of Massage Therapy Service

From the 7 spa business at beauty salon through a questionnaire filled by salon leaders which amounted to 8 items, can be described as follows;

Table 7. Description of massage therapy services

No	statement	f	%
1.	Checking room, support buffer	1	14,28
2	Checking room, stages description, application of massage grip, buffer support	2	28,57
3	Checking room, checking equipment, stages explanation, application of massage grip	1	14,28
4	Checking room, checking equipment, stages explanation, application of massage grip , pay attention to giving time.	1	14,28
5	Checking room, checking equipment, stages explanation, support buffer, attention to fragrance, pay attention to giving time..	1	14,28
6	Checking room, checking equipment, healthy checks, stages explanation, application of massage grip , support buffer, pay attention to giving time..	1	14,28
SUM		7	100

Table 7 above shows that from 7 beauty salon businesses in providing massage therapy services, none of Spa business meets the conditions provided, but there is one Spa business that provides 7 out of 8 provisions, while others provide six (6), four (4) and two (2) conditions based on reference of Permenkes Sehat Pakai Air. For the items of questions given 7 of the 8 provisions are Checking room, checking equipment, healthy checks, stages explanation, application of massage grip , support buffer, pay attention to giving time of liquid..

2) Data Description of Water Therapy Service

From the 8 Spa business at beauty salon through 13 item test of questionnaire filled by salon leaders, can be described as follows;

Table 8. Data Description of Water Therapy Service

No	Statement	f	%
1.	Liquid settings, treatment information, do not add hot water during treatment, additional Liquid, length of giving time	1	14,28
2	Place checking, Liquid settings, whirlpool arrangement , towel preparation, additional Liquid, length of giving time, function of water equipment.	1	14,28
3	Place checking, Liquid settings, checking equipment, treatment information, explain the therapeutic reaction, additional Liquid, length of giving time.	1	14,28
4	Liquid settings, checking equipment, explain the therapeutic reaction, do not add hot water during treatment, additional Liquid, length of giving time.	1	14,28
5	Liquid settings, checking equipment, treatment information, explain the therapeutic reaction, do not add hot water during treatment, additional Liquid, length of	1	14,28

	giving time., function of water equipment.		
6	Place checking, Liquid settings, checking equipment, whirlpool arrangement, explain the therapeutic reaction, do not add hot water during treatment, additional Liquid, length of giving time.,	1	14, 28
7	Place checking, Liquid settings, checking equipment, whirlpool arrangement, check client circumstances, treatment information, explain the therapeutic reaction, do not add hot water during treatment, length of giving time, function of water equipment.	1	14, 28
SUM		7	100

Table 8 above shows that FROM 7 Spa Beauty salon businesses seen from water treatment services none of Spa's businesses meet all the requirements, but there is 1 Spa business that meets 10 of the 13 provisions given, while other businesses provide 8 provisions, 7 provisions, 6 provisions and there are only provide 5 provisions of the 13 provisions of water therapy service based on Permenkes Sehat Pakai Air 20 04.

Assessment of massage therapy and water therapy services, showed poor results because there are still many criteria that have not fulfilled by the Spa business of beauty salon. Massage therapy and water therapeutic services should have provision as a benchmark set out in the Permenkes Sehat pakai Air tahun 2004, but in practice massage therapy and water therapy provided by therapists in the Spa business, still found non-conformity with predetermined standards. According to Alam and Hadibroto (2006: 7) in the Spa treatments performed, the implementation of massage therapy and water therapy need to pay attention to the purpose, benefits to be achieved and client security that includes: preparation and service of massage therapy and water therapy provided to clients. So the things that become an important aspect in fulfill the basic needs of treatment and health in the Spa service can be met in a balanced manner in line with the needs of the client desired.

4. CONCLUSIONS AND SUGGESTIONS

4.1. Conclusion

- a. The concept of Spa business on the main service purpose that is offered, obtained the result that none of Spa business that meets all the provisions offered based on Permenkes Sehat Pakai Air.
- b. The Human Resources of Spa, none of the leaders meet the maximum requirements at the education level of Spa business. Only 6% of HR have a vocational beauty certificate and pass formal and non formal formal competence test. From a young therapeutic task, there are 2 Spa salon businesses in padang city that have young therapists who meet the conditions implemented, and there is no beauty spa business in the city of Padang which carries out all the provisions regarding the task of the young therapist as well as the main therapist task based on reference of Permenkes Sehat Pakai Air. Based on the profession ethics

obtained level of achievement of respondents is 72% with medium category.

- c. Massage therapy and water therapy services, none of Spa's business fulfill all the provisions of massage therapy and water treatment services based on Permenkes Sehat Pakai Air in 2004.

4.2. Suggestions

- a. It is necessary to increase the service to the Client in running Spa business by considering the completeness of the tool, the competence of human resources both from professional ethics and competence in massage therapy and water therapy.
- b. Training and education needs to be done for the workforce to improve their competence.

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