

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

Recently the Human Resource Department's staff of San Miguel Beer Thailand Company received comment from the employees that they were dissatisfied with the office canteen. Some of them mentioned the cleanliness of the food tables and some referred to food cleanliness condition. Also in the exit interview with people who had resigned, some recommended that the office's canteen be cleaner and have better air flow. The HR department has tried to improve the canteen of the organization in order to provide good welfare to the employees. According to the vision of the Human Resource Department, their mission is to serve the better living for employees in order to have great working performance. In the monthly meeting of all department heads, this issue has become a serious topic.

According to Food Sanitation Guideline for canteen written by Department of Health (2006), the canteen sanitation system is not applied in the office canteen. The board of management would like to improve the office canteen in order to please all their employees, so the direction is to evaluate the canteen sanitation regarding the following:

- 1 Eating areas
- 2 Food selling and preparation area
- 3 Food, beverages and ice
- 4 Utensils
- 5 Disposal area
- 6 Toilets
- 7 Chef and food seller

This study was to get some findings for further improvements in the office canteen. Even though this study was conducted with the some officers, some comments were expected to give beneficial information.

The office's canteen is approximately 500 square meters. There is the office buildings having 6 floors, the buildings are 5-years-old. The canteen is painted with white color, open air. There are 5 food shops opened from 7 am to 2 pm and from 11

pm to 1 am on weekdays only. The staff working in this building is made up of 1,191 persons who are in full-time and part-time employment. The staff is working in shifts 30% and the rest do not work in shift. There are the Morning shift and the Afternoon shift. The morning shift works from 08.00 am to 05.00 pm and the afternoon shift is works from 08.00 pm to 05.00 am. For the office workers, the working hours are 08.00 am to 05.00 pm. The customers do not need to pay in coupons because all of the shops receive cash only. Some of them are regular customers for the canteen but some are not. So this research will focus on the persons who buy either food or drink in the office's canteen and are customers of the canteen for over 5 months. The office canteen was renovated in the past 5 months.

In the canteen there are four staff for floor cleaning and three for dish washing. There are also 2 dish-washing machines and 79 tables (for four). There are 2 sinks for hand washes and two drinking water tubes for free. Utensils, which are folks, spoons, tissue napkins, and hot water for utensil sterilization are on one table. Moreover, all tables have white table mats. The canteen office does not have a restroom for customers. The smoking areas distance from the canteen is about 3.0 meters. In the past, there were 2 public telephone boxes. Currently the Human Resource Department is in charge of budget and management of the canteen. They have never conducted any research or created a feedback form in order to evaluate the office's canteen, so this research would give them the understanding of customer satisfaction with the canteen.

According to the statistical data, women represent 70 percent of total employees and the rest are men. This research is focusing on both men and women who are the customers in the office canteen, because they are employees who receive direct impact from the conditions in the canteen.

The process theory of Gruneberg explains the interaction between variables in their relationship to job satisfaction. And the canteen is one of the variables. Job satisfaction depends on the relationship between the individual and the work environment. There are considerable differences of view as to which processes relate to job satisfaction. Therefore, the job satisfaction was determined by the discrepancy between the offered and the individual expectation. An important point is that the difference of employee expectation toward the workplace and canteen are variables for job dissatisfaction.

The four key factors for human living are food, clothes, medicine and living place. Employers should provide food and medicine for their workers through the working hours. The food safety control for health impacts on canteen customers directly because there are many diseases that are from food sanitation. Firstly, Acute Diarrhea in Thailand is quite serious. According to Thailand patient statistics, the patient numbers are growing. In 1986, Acute Diarrhea patients were 1,027.6 per 100,000 persons, then the maximum numbers were 1,883.4 in 1998. A second disease is Food Poisoning; the patients in 1996 were 136.8 and 218.8 per 100,000 persons in 2003. So the situation of disease in gastronomy is increasing. The canteen operator should take all this into consideration for the better living of customers.

1.2 STATEMENT OF THE PROBLEM

This study aims to answer the following questions

1.2.1 Why do the customers always complain about the canteen?

1.3 OBJECTIVES OF THE SURVEY

The objectives of this study are the following:

1.3.1 Main Objective

To evaluate the customers' satisfaction with the office's canteen.

1.3.2 Sub-Objective

To understand the hierarchy of customers' needs about the office's canteen.

1.4 DEFINITION OF TERMS/ VARIABLES AND DEFINITIONS

The definition of the terms of this study is as follows:

Customers refer to persons who buy food, snacks or beverage from sellers in the office canteen.

Satisfaction refers to the results from the buyer's attitude appraisal towards the office canteen.

Canteen refers to the place that provides food shops and has dining tables. This is located in the office building.

Service refers to the action from food sellers and canteen janitors who are both of temporary and permanent staff.

Sanitation refers to the condition of monitoring floors, food, drink, utensils and food sellers in the properly eatable condition aligned with the public health policy.

Utensils refer to the equipment for eating foods in the office canteen.

Location refers the specific area of the office canteen.

Cleanliness refers the washing sinks, toilets, tables, seats and floors in the office canteen being without dirt.

Facilities refer to the equipment in the office canteen.

1.5 SCOPE OF THE SURVEY

This survey is limited to the office staff who are the office canteen customers at San Miguel Beer Thailand Company. The canteen is at San Miguel Beer Thailand Company. Even though the non-officer or visitors are able to buy something in the canteen, the purpose of this research is to provide significant information to the Human Resource Department in order to improve the staff satisfaction only. According to this purpose, the respondents should be from the office staff and not the canteen customers who are not office staff or visitors. This study focuses on the respondents who have bought something in the office canteen in the past 5 months. In the last 5 months the canteen has been renovated by painting the walls to the white color. So the customers' experience with the canteen before 5 months is useless; it might not reflect the customer satisfaction with the current canteen. Moreover, the collected data might not relate to the purpose of improvement in the future.

The proportions of subjects were 50 male and 50 female. The total working period was 8 weeks starting with planning phase until reporting phase.

1.6 SIGNIFICANCE OF THE SURVEY

This study related to customers' complains about the office's canteen in many aspects. According to this issue, management persons would like to launch the action plan for this issue and make all canteen customers happy. Even though some customers

are willing to have lunch in the neighborhood shop, the office canteen is still important to employees who work for company.

In addition, the implications of the study would lead to a better understanding of the canteens' customers and would provide useful guidance to improve the quality of facilities and services in the office canteen.

1.7 ORGANIZATION OF THE SURVEY

The survey of the customers' satisfaction with the office canteen at San Miguel Beer Thailand Company in this paper is divided into five chapters. Chapter one was an introduction to the survey, explaining the background of the problem, statement of the problem, objectives of the survey, scope of the survey, definitions of terms used in this survey, significance of the survey and organization of the survey.

Chapter two elaborates theories and a review of some research related to the survey in order to provide the background and the previous findings relating to the topic being studied.

Chapter three explains the research methodology and how the research was conducted, including details of subjects, materials, procedures and method of data analysis.

Chapter four provides the results of the research, which corresponds to the research questions raised in chapter one. The survey results are summarized in tables.

Chapter five presented the summary of the survey, the discussions of significant issues resulting from the research conducted, conclusions, and recommendations for the management of the company.