

CHAPTER TWO

REVIEW OF LITERATURE

This chapter reviews the literature in the main areas of psychology theory, job satisfaction theory, sanitary principle, staff satisfaction in canteen at Shangri-La hotel and the performance of food sanitation of food shops in Muang District, Pattani Province and summary.

2.1 THE THEORY OF MASLOW'S HIERARCHY OF NEEDS

According to **Maslow's hierarchy of needs theory**, a theory in psychology, proposed by Abraham Maslow in his 1943 paper, "A Theory of Human Motivation" food is quite important to all human beings. These are the basic human needs for such things as food, warmth, water, and other bodily needs. We have 3 meals or more per day hence the issues in the office's canteen related to customers' health directly. Maslow's hierarchy shows as a five-level pyramid. The four bottom levels of pyramid are about the physiological needs, in contrary the top level is associated with psychological needs. In this theory once a level of the pyramid is met, the higher level is sought in order to satisfy. In conclusion the human need is prioritized by their physical first and then the top of need is about psychological. In this research, we are focusing on the basic level of the pyramid that is a basic human need. There are foods, warmth, water, and other bodily needs. As a result this research canteen satisfaction is to evaluate the satisfaction on food and drink.

Moreover **Herzberg's Motivation-Hygiene Theory** named "Two Factor Theory" states that there is a certain factors in the workplace that cause job satisfaction, motivators and there is a hygiene factor can cause dissatisfaction. The company administration and fringe benefit are factors in hygiene thus if employee are not satisfy with canteen, it might leads to dissatisfy in workplace.

Herzberg's Motivation-Hygiene Theory named identifies the hygiene factors in workplaces that relate to job dissatisfaction. Thus hygiene in the office's canteen shows some relationship to the employee's job dissatisfaction. Moreover it relates to employee health. If the employees are satisfied in their canteen, it might

make them satisfied with their job and pay more attention to work instead of going outside to have lunch and come back late in the afternoon.

2.2 THE CONCEPT OF HAZARD ANALYSIS CRITICAL CONTROL POINTS

The office's canteen should be concerned about clean conditions, thus, **HACCP principle** will be applied in this research to evaluate the office's canteen. Hazard Analysis Critical Control Points (HACCP) is a tool that can be useful in the prevention of food safety hazards. Although the office canteen is not perfect, the ideal for offices' canteen should be implemented on HACCP principles.

According to the general principles of **HACCP** (รองศาสตราจารย์ ดร.วราวุฒิ ทรูสง, 2547) are as follows:

1. Hazard Analysis

The unacceptable health risks to consumers are identified as hazards. Then the complete processes are specified because the significant hazards are associated with each specific step of the manufacturing process. The temperature, cleanliness of food, disposal areas etc. are to control the hazards are also listed.

2. Identify Critical Control Points

Critical Control Points (CCP) are steps at which control can be applied and a food safety hazard can be prevented, eliminated or reduced to acceptable levels.

3. Establish Critical Limits

All CCP's must have preventive measures which are measurable. Critical limits are the operational boundaries of the CCPs which control the food safety hazards. The criteria for the critical limits are determined ahead of time in consultation with competent authorities. If the critical limit criteria are not met, the process is "out of control", thus the food safety hazards are not being prevented, eliminated, or reduced to acceptable levels.

4. Monitor the CCP's

Monitoring is a plan of measurements or observations to ensure the process is in control so that critical limits are being met. It allows processors to assess trends before a loss of control occurs. Adjustments can be made while continuing the

process. The monitoring range must be adequate to ensure reliable control of the process.

5. Establish Corrective Action

HACCP is intended to prevent loss. However, loss of control might occur; there must be definite steps in place for disposition of the product and for correction of the process. These must be pre-planned and written.

6. Record keeping

The HACCP system requires the preparation and maintenance of a written HACCP plan together with other documentation. This must include all records generated during the monitoring of each CCP and notations of corrective actions taken.

7. Verification

Verification has several steps. The scientific or technical validity of the hazard analysis and the adequacy of the CCP's should be documented. Verification of the effectiveness of the HACCP plan is also necessary. The system should be subject to periodic revalidation using independent audits or other verification procedures.

HACCP offers continuous and systematic approaches to assure food safety. In light of recent food safety related incidents, there is a renewed interest in HACCP from a regulatory point of view. The industry will do well to adopt HACCP approaches to food safety whether or not it is required.

The procedure of HACCP will apply on the questionnaire development stage in order to have the appropriate questions, otherwise the evaluation on satisfaction might not cover factors on sanitary issues.

2.3 THE CONCEPT OF THE GENERIC VALUE CHAIN

According to Michael Porter of Harvard (Philip Kotler, 2000), every company should identify a collection of activities called "Value chain" that are performed to design, produce, market, deliver, and support the company's product. There are two categories of activities which are the five primary and four support activities. The primary activities represent the action flow of bringing materials into the businesses (inbound logistic), modifying them into goods (operations), shipping out the goods to selling shop (outbound logistic), marketing them with prospect customers (marketing

and sales), and offering the convenience to customers (service). The support activities are handled in certain specialized departments. The four support activities are procurement, technology development, human resource management and firm infrastructure. For better business profit, the company should launch the way forward for reducing the cost and improving the performance. In this survey, there is focusing on the employees who are in key players in the activities support, human resource management. Moreover the office canteen is classified in the firm infrastructure. As a result either employees or canteen are looking for the recommendation plan in order to increase the business profit.

2.4 RELEVANT RESEARCH

Orawun Sombatpaiboonchai studied staff satisfaction in a canteen at Shangri-La hotel, Bangkok. The data was collected manually, after the participants had completed their answers, whether immediately or a few days later. The majority of participants were satisfied with the staff canteen; however, the staff suggested the management provide some facilities such as proper lighting, an opinion box, a board of current news, an odor controller, an air purifier, etc.

The above research was conducted to study staff satisfaction in a canteen; however, this survey will not just survey staff satisfaction with their canteen. This survey will focus more on the attitude among the staffs who are the canteen's user in the past 5 months. As a result the management will get deeper understanding and prioritize the improvement matters to meet the staff expectations toward the canteen. Moreover, the discussion part of this study will add some analysis from some of food sanitary theories in order to provide the significant suggestions to the board of management.

Naraumon Veerapun and Pranee Thongkum have studied "Factors Affecting Food Sanitation Performance following the Standards of Food Establishments for Food Shops in Muang District, Pattani Province." This research was to study the performance of food sanitation in food shops and to study the social psychology factors and the supporting factors, which affect the performance of food sanitation. The findings were as follows:

1. Food shops in Muang district, Pattani province were on the standards of Food Sanitation from Ministry of Public Health.
2. Social psychology and supporting factors were knowledge, attitudes on food sanitation, membership of a food retailer club.
3. Lacking of money and lacking of knowledge were the obstacles to improve the shop according to the standard.

In summary, customer satisfaction relates to hierarchy of needs because food and sanitation are the physiological needs. For job satisfaction, all employers should be concerned about the factor that impacts on the employee. One of them is hygiene in the workplace, that could make the staff feel uncomfortable and turn to job dissatisfaction finally. The concept that most of the food manufacturers apply in to their system is Hazard Analysis Critical Control Points. This study will be concerned about some principles in order to make everything stay within the common food safety principles. Moreover, the previous study above will give some concerns for this survey and also some information that makes the summary valuable for future improvement.