

## CHAPTER FOUR

### RESULTS

The previous chapter explained research methodology. This chapter reports the result of the customers' satisfaction towards the office canteen at San Miguel Beer Thailand Company. According to the questionnaire, the result is divided into 4 parts.

#### 4.1 PERSONAL INFORMATION

According to the quota, the respondents were equal numbers of male and female. 78.4% of the respondents were aged between 21- 50. Even though the maximum age of staff was 60 years old, there were only 20% of the respondents aged over 51.

From table 1, there was 0.8% of respondents who were age 20 and under. 26.7% of respondents were age 21-30, 26.7% of respondents were age 31-40, 25.0% were age 41-50 and 20.8% of respondents were age 51 and over.

*Table 1. Age of Respondents*

Age	Frequency	Percentage	Cumulative percentage
20 and under	1	0.8	0.8
21-30	32	26.7	27.5
31-40	32	26.7	54.2
41-50	30	25.0	79.2
51 and over	25	20.8	100.0
Total	120	100.0	

For the education level, most of the respondents had a bachelor degree. From table 2, 34.2% of respondents graduated from vocational school or lower. There was 45.8% of respondents who were undergraduate, 20.0% were graduated or post-graduate.

**Table 2. The education level**

Education	Frequency	Percentage	Cumulative percentage
Vocational school or lower	41	34.2	34.2
Undergraduate	55	45.8	80
Graduated or upper	24	20.0	100.0
Total	120	100.0	

According to the canteen usage experiment in the past 5 months, 97.5% of the respondents were canteen's customers. This meant that 117 out of 120 were canteen users in the past 5 months.

From table 3, there were 97.5% of respondents who bought food, snacks or drinks at the canteen in the past 5 months. There were 2.5% of respondents who were not canteen customers in the past 5 months.

**Table 3. Past 5 months buying experiences**

Ever bought food, snack, drink at the canteen in the past 5 months	Frequency	Percentage	Cumulative percentage
Yes	117	97.5	97.5
No	3	2.5	100.0
Total	120	100.0	

Most of the customers went to the canteen from 11.31 to 12.30 hrs. 35.9% of the customers went to canteen from 11.31 to 12.30 and 18.8% of them went to canteen from 10.31 to 11.30 hrs. 17.9% of the respondents went to canteen from 08.01 to 09.30.

According to table 4, the results show the most often period that 12% of respondents went to canteen was 08.00 and earlier, 17.9% went to canteen in 08.01 – 09.30, 3.4% of respondents went to the office canteen between 09.31 – 10.30 hrs, 18.8% of respondents went to the canteen between 10.31 – 11.30 hrs, 35.9% of respondents went to the canteen between 11.31-12.30 hrs, 8.5% of respondents went to the canteen between 12.31 -13.30 hrs and 3.4% of respondents went to the canteen at 13.30 hrs and later.

**Table 4. The period of using canteen**

The most often period that the customers went to canteen	Frequency	Percentage	Cumulative percentage
08.00 hrs. and earlier	14	12.0	12.0
08.01 hrs. – 09.30 hrs.	21	17.9	29.9
09.31 hrs. – 10.30 hrs.	4	3.4	33.3
10.31 hrs. – 11.30 hrs.	22	18.8	52.1
11.31 hrs. – 12.30 hrs.	42	35.9	88.0
12.31 hrs. – 13.30 hrs.	10	8.5	96.6
13.30 hrs. and later	4	3.4	100.0
Total	117	100.0	

From 117 respondents, 66.7% of them used the canteen only once per day. Table 5 shown that there was no respondent went to the office canteen for buying foods or drinks 4-5 times per day. 66.7% of respondents went to the canteen once a day, 31.6% of respondents went to the canteen 2-3 times per day and 2.5% of respondents went to the canteen more than 5 times per day.

**Table 5. The frequency of buying foods**

Frequency of buying foods or drinks at the office canteen	Frequency	Percentage	Cumulative percentage
Once per day	78	66.7	66.7
2-3 times per day	37	31.6	98.3
4-5 times per day	0	0	98.3
More than 5 times per day	2	2.5	100.0
Total	117	100.0	

#### **4.2 SATISFACTORY EVALUATION**

62.4% usually bought food from a shop in the office canteen. 11.1% bought food, beverages and snacks. And 1.7% of the respondents bought snacks and food from shops in the canteen.

From table 6, there were 62.4% of respondents who bought food from the canteen, 2.6% of respondents who bought beverages from the canteen, and 0.9% of respondents who bought snacks from the canteen. 21.4% of respondents bought food and beverages from the canteen, 11.1% of respondents bought food, beverages and snacks from the canteen and 1.7% of respondents bought food and snacks from the canteen.

**Table 6. The bought items at the canteen**

The bought items at the canteen	Frequency	Percentage	Cumulative percentage
Foods	73	62.4	62.4
Beverages	3	2.6	65.0
Snacks	1	0.9	65.8
Foods and beverages	25	21.4	87.2
Foods, beverages and snacks	13	11.1	98.3
Foods and snacks	2	1.7	100.0
Total	117	100.0	

59 of a hundred have used the hand-washing sink provided in the office canteen. There were 68.4% of the respondents who have disposed something onto the disposal area. Even though there are 2 public telephones in the canteen, 67.5% of the respondents never used them at all. 86.3% of the respondents have drunk the water from the drinking water tubes provided in the office canteen.

From table 7, the results show the frequency and percentage of respondents who used items provided in the office canteen. The provided items were hand-washing sinks, disposal areas, public phones and drinking water tubes.

**Table 7. The experience of the provided items in the canteen**

Ever used item, provided in the office canteen	Ever used		Never used		Total
	Frequency	Percentage	Frequency	Percentage	
Hand-washing sinks	69	59.0	48	41.0	100.0
Disposal areas	80	68.4	37	31.6	100.0
Public phones	38	32.5	79	67.5	100.0
Water tubes	101	86.3	16	13.7	100.0

From table 8, the results of satisfaction were evaluated with 5-scales which were strongly disagree, disagree, uncertain, agree and strongly agree.

In the part of sellers, 68.4 from 100 of the respondents agreed that the sellers were service-minded and 60.7% agreed that the sellers were in clean dresses.

**Table 8. The satisfaction with the sellers**

Seller	Strongly disagree		Disagree		Uncertain		Agree		Strongly agree	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Good in service-minded	3	2.6	6	5.1	20	17.	80	68.4	8	6.8
Clean dress	2	1.7	5	4.3	31	26.	71	60.7	8	6.8

For sanitation, 62.4% of the respondents agreed that the canteen's floor was clean. There was 56.4% of the respondents agreed that the canteen's tables were clean. 53.8% of the respondents agreed that the utensils were properly washed, cleaned and sterilized.

For food sanitation, 48.7% of the respondents agreed that food was sanitized and there was a respondent who did not answer this question. There was 50.4% of the respondents agreed that the sanitation of beverages was good. Only 36.8% of the

respondents agreed that the ice used for the beverages was uncontaminated. Also there was 40.2% agreed that the provided hand-washing sinks were clean. For the sufficiency of disposal area, only 30.8% of the respondents agreed on it. There was 21.4% of the respondents agreed that the public telephones were maintained in clean condition. As same as the sanitary condition of drinking water tubes, there was 35% of the respondents agreed that the drinking water tubes were maintained in sanitary condition.

Table 9 show the results of the satisfaction level on sanitation of floors, tables, utensils, foods, beverages, ice, hand-washing, public phone, drinking water tubes and the sufficiency of disposal areas.

**Table 9. The satisfaction on sanitation**

Sanitation	Strongly disagree		Disagree		Uncertain		Agree		Strongly agree	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Floor is clean	2	1.7	11	9.4	22	18.8	73	62.4	9	7.7
Tables are clean	3	2.6	13	11.1	29	24.8	66	56.4	6	5.1
Utensils are properly washed	1	0.9	6	5.1	39	33.3	63	53.8	8	6.8
Foods are sanitized	0	0	3	2.6	48	41.0	57	48.7	8	6.8
Beverages are sanitized	2	1.7	4	3.4	46	39.3	59	50.4	6	5.1
Ice for beverages is uncontaminated	0	0	4	3.4	68	58.1	43	36.8	2	1.7
Hand-washing sinks are clean	4	3.4	9	7.7	51	43.6	47	40.2	6	5.1
Sufficient of disposal areas	5	4.3	23	19.7	49	41.9	36	30.8	4	3.4
Clean public telephone	5	4.3	24	20.5	61	52.1	25	21.4	2	1.7
Sanitized drinking water tubes	5	4.3	13	11.1	55	47.0	41	35.0	3	2.6

For price, 61.5%, 58.1% and 51.3% of the respondents agreed that the price of food, beverages and snacks was reasonable.

From table 10, we see the sanitation level with reasonable price of foods, beverages and snacks.

**Table 10. The sanitation on pricing**

Price	Strongly disagree		Disagree		Uncertain		Agree		Strongly agree	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Reasonable food price	4	3.4	12	10.3	27	23.1	72	61.5	2	1.7
Reasonable beverage price	3	2.6	13	11.1	30	25.6	68	58.1	3	2.6
Reasonable snack price	3	2.6	10	8.5	43	36.8	60	51.3	3	2.6

Utensils in this study were spoons, forks, chopsticks, tissue napkins and water glasses. 54.7% of the respondents agreed that the spoons were provided sufficiently. 55.6% of the respondents agreed that forks were provided sufficiently. Only 5.1% of the respondents disagreed that tissue napkins were provided sufficiently. For water glasses, there were 48.7% and 10.3% of the respondents who agreed and strongly agreed.

From table 11, the respondents gave their scale of strongly disagree, agree, uncertain, agree and strongly agree with the sufficient of utensils. The utensils were spoons, forks, chopsticks, tissue napkins and water glasses.

**Table 11. The sufficient of utensils**

Utensils	Strongly disagree		Disagree		Uncertain		Agree		Strongly agree	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Sufficient spoons	0	0	10	8.5	37	31.6	64	54.7	6	5.1
Sufficient forks	0	0	9	7.7	37	31.6	65	55.6	6	5.1
Sufficient chopsticks	0	0	7	6.0	40	34.2	64	54.7	6	5.1
Sufficient tissue napkins	3	2.6	6	5.1	11	9.4	45	38.5	52	44.4
Sufficient water glasses	4	3.4	12	10.3	32	27.4	57	48.7	12	10.3

### 4.3 RECOMMENDED FACILITIES

The most preferred entertainment facility was television that was required by 82.9% of the respondents. Magazines got the lowest need from 65% of the respondents.

Table 12 show the preference for entertainment facilities in least preferred, lower preferred, preferred and most preferred.

**Table 12. The entertainment facilities**

Entertainment facilities	Least preferred		Lower preferred		Preferred		Most preferred	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Televisions	3	2.6	6	5.1	11	9.4	97	82.9
Newspapers	4	3.4	37	31.6	62	53.0	14	12.0
Radio	34	29.1	39	33.3	39	33.3	5	4.3
Magazines	76	65.0	35	29.9	5	4.3	1	0.9

#### 4.4 HIERARCHY OF NEEDS

1<sup>st</sup> rank was the sanitation of the food and eating area which was 32.5% of the respondents. 2<sup>nd</sup> rank was the price of food, beverage and snack which was 45.3% of the respondents. And the last rank was the location of canteen that was considered as the last necessary element.

From table 13, the respondents were requested to prioritize their needs on the most and the least required. The 1<sup>st</sup> rank meant something that was very important and 5<sup>th</sup> rank meant the least important.

*Table 13. The ranked of entertainment facilities*

Needs	1 <sup>st</sup>		2 <sup>nd</sup>		3 <sup>rd</sup>		4 <sup>th</sup>		5 <sup>th</sup>	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Varieties	24	20.5	16	13.7	68	58.1	2	1.7	7	6.0
Price	26	22.2	53	45.3	27	23.1	8	6.8	3	2.6
Sanitation of food and eating area	38	32.5	32	27.4	17	14.5	14	12.0	16	13.7
Entertainment facilities	19	16.2	10	8.5	4	3.4	54	46.2	30	25.6
Easily accessible location	10	8.5	6	5.1	1	0.9	40	42.2	60	51.3

The findings of the study will be summarized and discussed in the next chapter.