

CHAPTER FIVE

CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS

This chapter presents a summary of the survey, summary of the findings, discussion, conclusions, and recommendations for further research.

5.1 SUMMARY OF THE SURVEY

5.1.1 Objective of the survey

The survey attempted to find out the staff's satisfaction with the office canteen at San Miguel Beer Thailand Company, Pathumthani. The findings will be the guideline for canteen improvement in order to achieve a higher level of staff satisfaction and get the least staff's comments in open-end question as possible.

5.1.2 Subjects, Materials, and Procedures

The subjects of the survey were 117 staff working at San Miguel Beer Thailand Company. The subjects included office workers and In-shift workers. There were only 3 staff who were not the canteen's customers in the past 5 months.

The questionnaire was printed on A4 size and 5 pages of white paper. The questionnaire was delivered to the subjects of the survey in order to receive information about demographics, staff satisfaction levels and suggestions to meet their satisfaction. In measuring staff satisfaction levels, the Likert Scale was used, giving a 5 scale measurement regarding the satisfaction statements. Subsequently, the results were evaluated by frequency in numeric and percentage.

In the data collection process, the data collected from the questionnaires was examined for completeness, then, was coded and analyzed by using Statistical Package for Social Sciences for Windows (SPSS) version 16.0. The whole process of data coding lasted about a week.

The descriptive statistics of frequency and percentage were used in the demographic data, satisfaction level, recommended entertainment facilities and hierarchy of needs.

5.2 SUMMARY OF THE FINDINGS

The results of the survey can be summarized as follows:

5.2.1 For demographic data, 78.4% of respondents were aged 21- 50. 45.8% of respondents were undergraduate. According to the experience in canteen usage in the past 5 months, 97.5% of the respondents were the canteen's customers. Most of the customers went to the canteen from 11.31 to 12.30 am which was 35.9%. There were 66.7% of the respondents who went to canteen once per day.

5.2.2 Satisfaction evaluation: 62.4% of the respondents bought food from the canteen and 21.4% bought food and beverages from the canteen. The provided items and the water tubes were used by 86.3% of the respondents. So, the highest percentage of the respondents used the water tubes, disposal areas, hand-washing sinks and public phones. For sellers, 68.4% of the respondents agreed that sellers were service-minded and 60.7% agreed that the sellers were in clean dress. Thus, the sellers received a positive satisfaction rating among the canteen's customers.

The floor and tables of canteen were clean. Also, 53.8% of the respondents agreed that the utensils were properly washed. The beverages were clean with 50.4% of the respondents who agreed.

There are 48.7% of the respondents who agreed that foods were in sanitation. Only 36.8% agreed that the ice for beverages were uncontaminated. 40.2% of the respondents agreed that the hand-washing sinks were clean. But there are some statements that got lower satisfaction. Sufficient disposal area, clean public phone and sanitized drinking water tubes got only 30.8, 21.4 and 35.0% of the respondents who agreed with the provided statement.

5.3 DISCUSSION

This section discusses about the findings. For staff's service mind, there were 68.4% of the respondents who agreed that the sellers are good service-minded and 6.8% strongly agreed. Compared to a case study of Shangri-La Hotel, Bangkok, 49.41% are agreed, 22.35% are strongly agreed that the canteen staffs are service-minded.

There are missing data on the collected questionnaire. One respondent did not answer question number 6.6; hence, total respondents on question number 6.6 are 116. Even though this survey had an investigation process on questionnaires, there are missing data.

The questionnaire consisted of 34 questions. Even though this survey conducted a pre-test with 20 respondents, some of them still commented on these questionnaires that they were too long. While the respondents were answering the questionnaire, some of them would like to give up. However, our staff are trained to respond with proper answers in order to encourage the respondent to complete the questionnaire.

The research affecting food sanitation performance following the Standards of Food Establishments for Food Shops in Muang District, Pattani Province, showed that 80% of food shops do not meet the sanitation criteria in term of uncontaminated ice. In accordance with the survey in San Miguel Beer Thailand's office canteen, there were 36.8% of the respondents agreed that the ice was contaminated. The result showed that the ice was not uncontaminated in general food shops, located in Bangkok and upcountry.

From the recommendations, the respondents have experienced that shops are closed in weekdays without informing anyone in advance; therefore, the customers have to go out to have lunch. Because of the support activities in Value chain, all support activities are the cost of business operation; therefore, the canteen's customers related to business profit. The canteen's customers are company staff, so human resource management includes the canteen management. If the staff are dissatisfied with the office's canteen, it might more or less effect the operating profit for San Miguel Beer Thailand company. If the customers have lunch by going out of the company areas, they will be back in late afternoon. As a result, they work less than 8 hours. This might be a disaster for human resource management because the dissatisfaction with the canteen relates directly to work effectiveness.

In general, mobile phones are widely used. So, unsurprisingly, there are 67.5% of the respondents who have never used the public phone located in the canteen area.

This was contrary to water tubes where there are 86.3 % of the respondents who used water tubes. Even though the mobile phone is equipment which pampers the users with social needs, most of the staff have their own mobile phone.

68.4% of the respondents had used disposal areas. But there were 32.4% of the respondents who agreed and strongly agreed that the canteens provided disposal areas sufficiently. 45.3% of the respondents agreed that hand-washing sinks are clean. As a result 59% of the respondents used hand-washing sinks. Another 41% might be afraid about cleanliness, so they did not use the hand-washing sinks. According to the theory, Herzberg's Model showed that the hygiene factor in workplace relates to staff's unhappiness similar to the dissatisfaction in health conditions of this survey. Many of respondents agreed the sanitation in disposal areas and hand-washing sinks did not meet their expectation in term of cleanliness, so dissatisfaction with hygiene of the office canteen related directly to unhappiness in the workplace.

55.5% of the respondents agreed that food in the canteen were sanitized. Compared to 62.3% of the respondents who agreed that food in the Shangri-La Hotel's canteen was clean. From the statistic, the food in San Miguel Beer Thailand company are not regarded as safe because of the lower percentage of agreement. Moreover, the 1st rank of customers' needs is the sanitation of food and eating area which is 32.5% of the respondents. In accordance with Maslow's hierarchy of needs, basic need is physiological needs. Unsurprisingly, the cleanliness of food is on top rank and the others are consequently lower.

Regarding HACCP principle, the unacceptable health risks in the staff's canteen are ice, food and eating area, hand-washing sink, drinking water tubes, public phone and sufficient of disposal area. All are critical control points since they got more than 40% of uncertain on the satisfactory statement. However, there are no steps at which control was applied to the canteen at all. The next procedure should be applied to get a higher satisfaction level from the customers.

5.4 CONCLUSIONS

The following conclusions can be drawn from the discussion above.

5.4.1 The food shop's staffs are good at service minded. However, their management on time operation is an area to improve in order to service properly and perfectly.

5.4.2 The staff in the company are not used to a traditional survey approach with paper questionnaires. The time constraint is also a factor so that the next survey should reconsider what the best method is. Otherwise, there are some mistakes on the results and the survey staffs suffer with the difficulty in collecting the data from respondents.

5.4.3 Most of the staff are not satisfied with foods sanitation and uncontaminated ice. These problems lead to the workplace dissatisfaction. Therefore, the human resource manager and board of management should not overlook the problems. The satisfaction in canteen should be on the agenda for improvement simultaneously with the work efficiency improvement.

5.4.4 Obviously the sanitation of food and ice are widely considered because many studies include sanitation as one of the objectives. These problems are not in the national agenda, thus the sanitation problems still exist in both urban and remote areas.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

Based on the findings and conclusions of this survey, the following recommendations are made for future research.

5.5.1 E-survey should be recognized for a survey that would approach the respondents who have time limitations and are keen on e-mail communication. The advantages of E-survey are as follows:

- Wages of data collectors
- Direct approach to the respondents
- Not interrupt the leisure time of respondents
- Time savings for respondents

Finally, the correct answer and higher rate of response are the benefits of e-survey.

5.5.2 Removing the public phone and replacing it with the disposal area should be one of the proposals for better improvement for the canteen. Since the

public phones are not necessary to office staff; on the contrary, the disposal areas are more important to them.

5.5.3 Informing customers of the closing day in advance should be a standard practice for food shop operators. The customers are concerned about this issue since it relates to their lunch. If the standard can be revised, this issue should be easier to implement.

5.5.4 The government staff from Public Health Ministry invitation for training session should be considered. The governments' staff will give some comments and concerns about the sanitation. This is the way to evaluate the standard of sanitation with professional recommendations. Some recommendations will be hard to apply. Hence, the solution plan should depend on the board management's direction. For food shop staff, they will be able to gain the sanitary knowledge from the government staff also.

5.5.5 The population of this research was limited to only the staff at San Miguel Beer Thailand Company, Pathumthani. Hence, the results do not apply to other organizations. Future research should enlarge the population and research area in order to generalize the result into the national problem.