

Employees Plays an Important Role in the Food Chain Outlets

Anshu Kapoor¹, Dr Shiv Mohan Verma²

¹Research Scholar, Swami Vivekanand Subharti University, Meerut

² Professor & head of Institution Hotel Management, Swami Vivekanand Subharti University, Meerut

Abstract:- The workforce holds a crucial position in food chain establishments, as they directly interact with customers. The efficiency and responsiveness of these staff members are pivotal in meeting customer demands. Recognizing the significance of employees is essential for the success of these enterprises.

The main objective of this study is to underscore the importance of employees and their impact on shaping the reputation of food outlets. This positive reputation, in turn, fosters customer loyalty and repeat business. To achieve this goal, it is the responsibility of management to maintain employee motivation, as motivated staff members are the cornerstone of organizational excellence.

Keywords:- Workforce, Food chain, Motivation, Customer Loyalty, Repeat Patronage.

I. INTRODUCTION

Food chain outlets are renowned for their unwavering focus on customer satisfaction. Meeting this demand hinges on employees proactively engaging with customers and exhibiting a positive demeanor. However, the achievement of this goal relies on management's recognition of the pivotal role played by these employees.

In India, the food outlet industry is experiencing remarkable growth, attracting a consistent stream of customers. However, this sector is becoming increasingly competitive due to the rising number of fast-food outlets in the Indian market. Nowadays, customers have a plethora of dining options, making it imperative for management to grasp the significance of their employees. Notably, the distinction between these outlets often lies in the quality of their employees. Management that comprehends the importance of investing in employee development and training is poised to emerge as market leaders.

Starting a restaurant or food chain may be relatively simple, but enduring in this competitive market necessitates a management team with long-term aspirations and a commitment to growth. Motivated employees are key, as they are willing to go the extra mile to achieve the organization's goals. Management must also consider the challenges faced by

employees in this industry, including long working hours and a lack of work-life balance. Therefore, it is incumbent upon management to create a healthy work environment. Building the trust of employees is crucial, as this sector thrives on having the best workforce. Equally significant is employee retention, which is more challenging than hiring. It demands concerted efforts from management to instill confidence in employees, assuring them of recognition for good work, opportunities for promotion within the organization, and a clear growth path.

II. LITERATURE REVIEW

Employees hold pivotal positions within food chain outlets, serving as the cornerstone of their operations. This comprehensive literature review traverses a vast body of scholarly work, highlighting the indispensable role that employees play in food chain establishments and their far-reaching impact on various aspects of the industry.

➤ *Customer Experience and Satisfaction*

A recurring theme in the literature underscores the influential role of employees in shaping the customer experience. Employees are often the embodiment of the establishment, directly engaging with patrons. Research consistently demonstrates that employees characterized by courtesy, attentiveness, and expertise positively influence customer satisfaction and foster enduring loyalty (Johns and Saks, 2019; Tsaor et al., 2017). Conversely, negative interactions can lead to customer dissatisfaction and deter future visits (Lam and Zhang, 2019).

➤ *Service Quality and Efficiency*

The contribution of employees to overall service quality and operational efficiency within food chain outlets is monumental. Proficient and skilled employees have the capacity to streamline operational processes, reduce waiting times, and enhance the quality of food preparation and service (Choi and Chu, 2020). Hasan et al. (2018) underline that well-trained employees consistently translate into heightened service quality and augmented customer retention.

➤ *Employee Training and Development*

The literature fervently underscores the significance of structured training and development programs in equipping employees with the requisite skills and knowledge to excel in their roles (Chen et al., 2018). Effective training not only augments employee performance but also elevates morale, nurturing a profound sense of competence that ultimately accrues to the organization's advantage.

➤ *Employee Motivation and Retention*

Employee motivation and retention emerge as paramount concerns within the realm of food chain outlets. Guenole et al. (2018) propose that motivated employees manifest an increased propensity to furnish exceptional service and willingly go the extra mile for patrons. Strategies such as equitable compensation, avenues for career progression, and the cultivation of a propitious work environment are identified as pivotal in retaining prized employees (Liu et al., 2016).

➤ *Management Practices*

Effective managerial practices assume a pivotal role in optimizing employee performance and engendering job satisfaction within food chain outlets (Hassan et al., 2017). Scholarship highlights that proactive and supportive management styles significantly contribute to employee engagement and, consequently, overall triumph (Mohammed et al., 2020).

➤ *Employee Engagement*

Employee engagement, characterized by a strong commitment to one's work and organization, has been shown to significantly impact efficiency. Engaged employees are more likely to go the extra mile, demonstrate higher levels of productivity, and actively seek ways to improve processes (Harter et al., 2002). Their enthusiasm and dedication contribute to overall efficiency gains.

➤ *Effective Communication*

Efficient organizations often have a culture of effective communication. Employees who communicate clearly and collaboratively can streamline processes, minimize errors, and avoid miscommunication-related delays (Eisenbeiss and Knippenberg, 2020). Open communication channels enhance the flow of information and support decision-making processes.

➤ *Motivation and Incentives*

Motivated employees tend to be more focused and productive, which, in turn, improves efficiency. Incentive programs, recognition, and fair compensation are factors that can motivate employees to perform optimally (Deci et al., 1999). Recognizing and rewarding employee efforts can create a positive cycle of increased efficiency.

➤ *Employee Empowerment*

Empowering employees by giving them autonomy and decision-making authority in their roles can lead to efficiency improvements. Research suggests that when employees feel empowered, they take ownership of their tasks and are more likely to find innovative solutions to problems (Spreitzer, 1995). This empowerment can result in streamlined processes and faster decision-making.

➤ *Training and Development*

Investing in employee training and development programs is a recognized strategy for enhancing efficiency (Noe, 2017). Continual learning not only equips employees with new skills but also keeps them updated with industry best practices, which can lead to process improvements and enhanced efficiency.

➤ *Job Design and Workload Management*

Effective job design and workload management are crucial factors in employee efficiency. When jobs are well-structured and workload is balanced, employees can perform their tasks more efficiently (Hackman and Oldham, 1980). Properly designed roles and responsibilities reduce wasted time and effort.

In conclusion, the literature clearly demonstrates that employees play a pivotal role in improving efficiency within organizations. Their skills, engagement, communication, motivation, empowerment, training, and work environment all influence their ability to contribute to more efficient processes and operations. Organizations that recognize and invest in these aspects of employee development are better positioned to achieve higher levels of efficiency and overall success.

III. RESEARCH METHODOLOGY

The information utilized in this research has been drawn from secondary sources, primarily encompassing articles and published papers. This study is firmly anchored in the corpus of existing literature, with the foundation built upon data culled from these secondary sources. Additionally, we have referenced relevant websites where similar data and insights were accessible.

The significance of secondary data in this study lies in its capacity to tap into the wealth of knowledge and findings previously amassed in this field. The research draws upon the groundwork laid by previous studies to expand upon and contribute to the existing body of knowledge.

IV. OBJECTIVE OF STUDY

- To conduct a comprehensive examination of the diverse roles played by employees in food chain outlets and assess their collective influence on the overall quality of service delivery.
- To conduct an in-depth analysis of how employees conduct, attitudes, and skill sets impact customer satisfaction and loyalty within the specific context of food chain establishments.
- To delve into the various training and development initiatives instituted by food chain outlets, with the goal of enhancing employee performance and effectiveness.
- To undertake a thorough investigation of the complexities, challenges, and potential opportunities pertaining to employee management and retention within the hospitality sector, with a concentrated focus on food chain outlets.

V. RESULTS

- The study unveiled the multifaceted roles that hospitality employees undertake within food chain outlets, encompassing responsibilities in food preparation, customer service, and facility maintenance. These collective contributions emerged as pivotal determinants of service quality. An in-depth analysis demonstrated that when employees adeptly fulfill their roles, service quality substantially elevates, leading to enhanced customer experiences.
- The research illuminated a robust link between the demeanor, attitudes, and customer contentment of hospitality employees. Those exhibiting positive attitudes, professionalism in their conduct, and well-honed skills consistently fostered elevated levels of customer contentment and bolstered customer loyalty. Conversely, instances of unfavorable employee behavior exerted adverse effects on customer satisfaction.
- The investigation into training and development endeavors underscored the transformative impact of comprehensive employee training programs in the hospitality sector. Food chain outlets that diligently implemented such initiatives witnessed marked enhancements in employee performance and effectiveness. Employees who participated in ongoing training displayed heightened knowledge, enhanced skills, and increased self-assuredness in their roles, culminating in an upswing in service delivery quality.
- The study elucidated various intricacies and challenges inherent in the management of hospitality employees within food chain outlets. Predominant challenges encompassed high turnover rates, dilemmas related to work-life balance, and the recruitment of proficient staff. However, it also spotlighted promising avenues for improvement. Strategic initiatives aimed at employee retention, the implementation of equitable compensation structures, and the cultivation of a conducive work

environment emerged as efficacious strategies for mitigating challenges and preserving valuable talent.

VI. CONCLUSION

This study fundamentally underscores the indispensable role that hospitality employees assume in driving the triumph of food chain outlets within the dynamic hospitality domain. These employees stand as the bedrock of service provision, wielding substantial influence over service quality, customer satisfaction, and customer loyalty. It becomes evident that sustaining a favorable customer experience hinges upon equipping employees with comprehensive training, maintaining their motivation, and providing unwavering support.

Furthermore, this research accentuates the pivotal importance of employee demeanor and attitudes in shaping customer perceptions. Positive employee behaviors contribute tangibly to elevated customer satisfaction levels and the consolidation of customer loyalty, whereas deleterious interactions cast a pall over customer contentment.

In addressing the complex landscape of employee management, this study candidly acknowledges the persistent challenges encountered within the industry, from the issue of high turnover to concerns regarding work-life equilibrium and talent acquisition. Nevertheless, it concurrently illuminates pathways to advancement. Strategic initiatives designed to retain employees, the establishment of equitable compensation structures, and the fostering of an enriching work milieu all stand as potent tools for countering challenges and preserving invaluable talent.

In sum, this study proffers invaluable insights for food chain outlet managers and stakeholders aspiring to harness their workforce's potential, thereby orchestrating superlative service delivery and propelling the overall prosperity of their establishments in the fiercely competitive hospitality sector.

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