

A Case Study Approach: How Would The Employees' Motivations Affect Their Work Behavior Towards Fulfilling Customers' Satisfaction At Pizza Hut Bandar Baru Nilai?

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ABSTRACT

Studies of employees' motivation have gained greater importance in the fast food industry in view of the demand for high quality service in this increasingly competitive business environment. Service organizations such as fast food restaurants essentially entrust their front-line personnel with the responsibility of managing customer transactions and satisfactions. Front-line employees are the face persons for a restaurant in which they have the direct and influential customer contact that may ultimately impact customers' perceptions of service quality.

This case study intends to determine the current job satisfaction level and motivation level of employees at Pizza Hut Bandar Baru Nilai. Moreover, this research also aims at investigating the relationship between the employees' motivation level and customers' satisfaction level. Furthermore, the future expectations and benefits of customers are also identified in this study.

There are two different sets of questionnaires are designed targeted on the restaurant workers and the current customers of pizza restaurant. The method of gathering information is questionnaire surveys with 30 questionnaires distributed to the restaurant workers and 200 questionnaires distributed to the customers who have the dine-in experiences at Pizza Hut Bandar Baru Nilai.

The results suggest that there is a positive relationship between the employees' motivation level and customers' satisfaction level. A positive relationship also exists between the employees' motivation levels and their job satisfaction level. The findings also indicated that the customers are satisfied with the positive service attitudes of employees and overall service quality of the restaurant. The results also demonstrated that the prime factor of motivation among the restaurants employees is to work for a job that offers them with career advancement and development.

The overall results can be concluded that satisfied employees are motivated employees and they have the motivational resources to deliver adequate efforts and cares to customers in a service delivery at the restaurant. The findings also suggested that the perceived organizational and supervisory support among the catering employees will enhance their perceptions of managerial sincerity and increase their level of work motivations and job satisfaction level in performing their job at the restaurant.