RESEARCH ARTICLE

Optimization the Business Performance of Restaurant Entrepreneurs in SamutPrakan Province, Thailand.

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ABSTRACT

This research aimed 1) To study the factors affecting business operation of restaurant entrepreneurs in SamutPrakan province. 2) To study the level of business entrepreneur's efficiency restaurants in SamutPrakanprovince. 3) To study the relationship between the factors affecting the business operation of restaurant entrepreneurs in SamutPrakan province. 4) To generate the predictive equation among the factors affecting the efficiency of the business operation of the restaurant entrepreneurs in Samut Prakanprovince. The research sample was a restaurant entrepreneurs. Samples of data were collected from 140 samples. The five-level questionnaire was used to analyze data, including frequency, percentage, mean and standard deviation, and stepwise multiple regression analysis.

Keywords: Optimization the Business Performance, Entrepreneurs, Restaurant

INTRODUCTION

Today's business with competition, rising the business success and competitive advantage will be challenge of entrepreneurship by developing new business or business expansion with further goods or services which are made available to meet the needs of customers increasingly high. This could be in the form of development, product appearance. Creating new products with the introduction of modern technology to develop innovative products to develop and pursue a business called. Value-added products or services (Guide to the development of added value. 2017) Food is considered one of the four factors necessary to maintain human life. Whether the economy is thriving or declines the restaurant business will be affected as little as possible. In the current changes in society and technology has resulted in a pattern of living of the people and the time to become a restricted operating life. Make life a greater urgency. Make a habit of eating out is likely to rise.

Currently, there are more restaurant entrepreneurs. As a result of the expansion of the department stores. Retailer's large and growing proportion of restaurant space. An open space for restaurant operators. The restaurant chain Major operators and general retail by starting a business or branches of enterprises, restaurants, general retail. Adds the option of eating at the mall to have more variety. The projected market value of the restaurant business in 2018, about 411,000-415,000 million baht to expand 4-5% by the year 2017 (Thailand Kasikorn Research Center. 2018) by reason of the foregoing. To guide data to applications to increase the

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efficiency of business operations for the operator to operate the restaurant business efficiency and effectiveness further.

2. *Objective*

To study the factors that affect the performance of the business entrepreneurs 's restaurant in SamutPrakan province.

- 1.To study the optimization of business operations of the entrepreneurs of restaurants in SamutPrakan province.
- 2.To study the relationship between factors that affect the performance of the business entrepreneurs's restaurant in SamutPrakan province.
- 3.To create an equation between the factors that affect the performance of the business entrepreneurs's restaurant in SamutPrakan province.

3. *Materials and Methods*

3.1. *Literature review and construct development*

For this research, the researchers have studied and analyzed concepts, theories, and literature review to create conceptual framework and hypothesis as follows:

1) *Market Orientation*

Market-oriented behavior management refers to the activities of the main organization goals according to customer needs. A market needs and customer satisfaction effectively and is an integral part of making the Organization a more effective competitor. The development of a market-oriented behavior from many scholars (for example, Slater and Narver, et al., 1990; Hult 2003; Chan, 2005; 2006; 2007, Hooper, Tan) explains that the aim market that can determine the market direction in the long term and make the Organization a profit increase. From the literature review (Hult et al., 2003; 2004; 2005, Chan, Coley; Hooper, 2006) it was found that a market-oriented behavior consists of 3 dimensions is to head towards the customer. Our competition and coordination within the organization.

2) *Balanced Scorecard*

Professor Dr. Robert Kaplan from Harvard Business School and Dr. David Norton (1996) describes the principles and means of evaluating enterprise balance or the evaluation of the performance-oriented achievement system that evaluates the performance metrics used as a reflector. Will be used to measure the value of work or a Balanced Scorecard performance management as a tool to aid in navigation. Strategy into Action Through evaluation and measurement systems help organizations achieve alignment. And focus on what is important to influence the success of an organization.

Set the table for details of the framework. Executives begin with creating objectives (Objectives) and measures (Measures) and will be jointly implemented the important second task is to set the table assessment framework (Scorecard) each view will need to set the details down. Additional objectives for the next four (objective) targets (target) initiative (initiatives) and measures (measures) to the extent the management of the organization and assess the results of the new work and continuously. Relations with the vision and strategy of the organization. And using the assessment table 2 has a consistent relationship between the four perspectives financial, customer, internal processes, learning and growth tracks.

Fig. 1: Balanced Scorecard (BSC)

Kaplan, R. S. & Norton, D. P. (2001). The strategy-focused organization: How balanced scorecard companies thrive in the new business environment. Harvard: Business School.

The conceptual model

Fig. 2: The conceptual model of the study.

Research hypothesis

1. Factors affecting the performance of the business entrepreneurs 's restaurant in SamutPrakan province. A positive relationship with the optimization of business operations of the entrepreneurs of restaurants in SamutPrakan province.
2. Factors to focus on markets that affect the performance of the business of restaurant entrepreneurs in SamutPrakan province.

3.2 Scope of the Research Study

The scope of the research study is consisted of 4 principles, including 1) Area which is the selected population are people living in Samut Prakan province, Thailand; 2) Time which the research data was collected between June – July 2018; 3) Demographic is Restaurant entrepreneurs in Samut Prakan province and 4) Study on the performance of the business Services in the SamutPrakan province.

3.3 Methodology

1) Determining the sample size the concept of hair (Hair, 2010) proposed that the sample size for multiple regression analysis. Must be at least 20 times the variables studied. The researchers in this study used variable in all seven variables, so the sample size is 140 people.

2) Data Analysis: The researchers use the computer program to analyze for statistics to analyze the factors that researchers have been reviewed related to intention to use mobile wallet have empirical information as follows:

- 2.1) the analysis of correlation coefficient between factors and intention to use mobile wallet by finding Pearson

Correlation to receive matrix correlation between factors. The factors have to be analyzed with the relationship below 0.8 and correlation coefficient should not be equal for the whole matrix (Cooper, Schindler & Sun, 2006).

2.2) Use the matrix correlation for consideration to analyze the components by using statistical the computer program to estimate parameter value and test relationship by considering statistics and criteria of prototype parameters, including χ^2 , GFI, AGFI, NFI, IFI, CFI & RMSEA (Jantasang, S. & Thamwattana, K., 2016: 130-144).

4. Data Analysis

The results of the research have been separated into three parts as follows:

1) Overview of business and personal information.

The study sample was found that the majority of respondents were female. 69.3 percent aged between 31-40 years accounted for 49.3 percent of lower education levels. 51.4 percent were married 72.1 percent of the time is in the business. Most business for 1-5 years, 52.9 percent are estimated revenue from business per month 75,001-100,000 baht, representing 50 percent and amounted to 57.9 percent of employees 1-5.

2) The factors that affect the performance of the business of restaurant operators in SamutPrakan province.

The study found that opinions about the performance of the business of restaurant entrepreneurs in SamutPrakan province at a high level (= 4.03), with details of how to optimize the business operations of the entrepreneurs of restaurants in SamutPrakan province in each item as the following table.

Table1: Mean (), standard deviation (S.D.), and Scale of business efficiency of restaurant entrepreneurs in SamutPrakan province.

Balanced Scorecard (BSC)	Mean	SD	Scale	Ranking
Financial Perspective	4.04	0.82	Agree	2
Customer Perspective	3.91	0.99	Agree	4
Internal Process Perspective	4.00	0.94	Agree	3
Learning and Growth Perspective	4.15	0.91	Agree	1
Total	4.03	0.92	Agree	

From Table 1, it is evident that a sample review to optimize the business operations of the entrepreneurs of restaurants in SamutPrakan overall high level. When considered in detail will be found. The optimization of business operations of the entrepreneurs of restaurants in SamutPrakan province with the highest average is the view of Learning and Growth Perspective, followed by the financial perspective look internal process perspective 76 with degree and a customer perspective

3) Factor affecting the performance of the business operator's restaurant in SamutPrakan province.

This research analyzed with descriptive statistics (Descriptive Research) consists of the percentage and standard deviation Analysis of factors affecting the performance of the business operator's restaurant in Bangkok. Statistical analysis of the multiple removable retreat. And the selection of variables into the equation, a regression analysis, stepwise multiple (Stepwise Multiple Regression Analysis).

Results of multiple regression analysis of factors affecting the market focused on the optimization of business operations of the entrepreneurs of restaurants in SamutPrakan province.

Table 2: Multiple regression analysis. Marketing Orientation and Balanced Scorecard (BSC)

Variable	b	β	t	Sig
Internal Process Perspective)X ₃	.168	.259	16.384	.000
Customer Orientation)X ₁ (	.131	.171	9.431	.000
Intercept	.219		2.276	.000
R ² = 0.820 ,SEE = 0.558, F = 471.141, Sig of F = 0.000				

From Table 2, Analysis of the recession between stepwise multiple optimizations of business operations of enterprises with independent restaurants in SamutPrakan province. Factors affecting the performance of the

business of restaurant operators in SamutPrakan 3 variables using the selection process into the equation, one factor that factors in market-oriented two variables are linearly related to the optimization of business operations of the entrepreneurs of restaurants in SamutPrakan province. These variables are associated with the optimization of business operations of the entrepreneurs of restaurants in SamutPrakan province 82 percent ($R^2 = 0.820$)

From the analysis. A multiple regression equation the forecast for the optimization of business operations of the entrepreneurs of restaurants in SamutPrakan province is as follows.

$$\hat{y} = 0.219 + 0.168 X_3 + 0.131 X_1$$

4. Discussion

Study to optimize the business operations of the operators of restaurants in SamutPrakan province to discuss the results below. Restaurants in SamutPrakan most of the restaurants are small entrepreneurs to become the sole owner. That's been less than 5 years, the number of employees with less than 5 employees and with revenues from the sale of food is not very high.

The researchers found that Factors Focused marketing entrepreneurs restaurants in SamutPrakan province. The most important is the taste of the food, followed by a variety of cuisine, location, and price, respectively, which is consistent with the concept of ParichatBenyarit (2016), who has studied the subject. Factors influencing customer satisfaction restaurants in Thailand, Malaysia. The study indicated that Factor of food quality the quality of service and physical environmental factors restaurant three factors significantly influence the satisfaction of the customer. The variables that influence customer satisfaction is the highest quality food, followed. The physical environment of the restaurant. And the quality of service respectively related to WanvirinChangploy and WirotJesadavat appearance (2016), said the strategy to create a competitive advantage in the business of coffee shop retail operators. In Ratchaburi Province According to studies, it has been found that Consumer behavior in deciding the coffee shop. By considering decorating style and ambiance. Store Location The quality and taste of the products and services of the staff are key. Factors affecting the performance of the business operator's restaurant in SamutPrakan province. With the highest average is the view of learning and growth (Learning and Growth Perspective) corresponds to Thane Nakked and Rape Kanjana (2011) view of learning and development is of the view that the organization should be revised and the importance in terms of turnover in the first. This will affect the overall organization, the time and expense of recruiting and training new employees. Therefore, organizations should give priority in employment as a motivation for employees.

6. Conclusion

1) To increase efficiency in business operations of the restaurant entrepreneurs in SamutPrakan province. The overall is high level. When considered in detail will be found. The optimization of business operations of the entrepreneurs of restaurants in SamutPrakan province. The highest average is the Learning and Growth Perspective, followed by the Financial Perspective, the Internal Process Perspective, and the Customer Perspective, respectively.

2) Factors to focus on marketing. There is linearly related to the optimization of business operations of the entrepreneurs of restaurants in SamutPrakan 82 percent ($R^2 = 0.820$) considering each variable. Found that there are 2 variables, options that affect the performance of restaurants in SamutPrakan province, Inter-functional Coordination, and Customer Orientation, respectively.

7. Recommendation

1) Suggestions from the research result

Thailand restaurant business requires adaptability. Both in terms of improved service performance. Both labor and technology to enhance service capabilities to meet the needs of consumers. Foster production networks and services to create Economy of Scale in order to be competitive on a global scale in the future.

2) Policy suggestions

Entrepreneurs should focus on maintaining quality. The taste of food is fresh and delicious including quality of service that requires fast in response to the rush of people living at a different target.

3) Suggestions for further research.

Should be studied to optimize the business operations of enterprises in different business types such as business services. Manufacturing Business or distribution in various provinces the findings may vary by region or type of business.

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