

**THE EFFECTIVENESS RECRUITMENT METHOD OF
EMPLOYEE IN THE FAST FOOD INDUSTRY**

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JANUARY 2016

SUPERVISOR'S DECLARATION

I hereby declare that I have checked this thesis and in my opinion, this thesis is adequate in terms of scope and quality for the award of the degree of Bachelor of Project Management.

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STUDENT'S DECLARATION

I hereby declare that the work in this report is my own except for the quotations and summaries which have been duly acknowledged. The report has not been accepted for any degree and is not concurrently submitted for award of other degree.

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ABSTRACT

The well selected and well placed of the employee would not be only contribute to the efficient running of the organization but offer significant potential for the future replacement. These hiring is an important function. The process of hiring will begins with human resources planning (HRP) which have responsibility to determine the type and number of people on organization needs. The scope of this study is focusing on the effectiveness recruitment method of employee in fast food industry. The most important recruitment method will be ranking. Besides, that, in this research the challenges recruitment of employee in fast food industry will also be examined. A questionnaire survey was conducted to find out the effectiveness recruitment method of employee and challenges recruitment of employee. The field survey conducted included Human Resources staff for every branch of fast food. About 52 respondents had participant in this research.

Keywords: effectiveness, recruitment, employee, fast food industry.

ABSTRAK

Pemilihan dan kedudukan yang baik pekerja itu tidak akan hanya menyumbang kepada perjalanan cekap organisasi tetapi menawarkan potensi yang besar untuk penggantian masa depan. Pengambilan ini adalah fungsi penting. Proses pengambilan akan bermula dengan perancangan sumber manusia (HRP) yang mempunyai tanggungjawab untuk menentukan jenis dan bilangan orang kepada keperluan organisasi. Skop kajian ini memberi tumpuan kepada kaedah keberkesanan pengambilan pekerja dalam industri makanan segera. Kaedah pengambilan paling penting adalah ranking. Selain, itu, dalam kajian ini terdapat beberapa cabaran dalam pengambilan seorang pekerja dalam industri makanan segera juga akan diperiksa. Tinjauan soal selidik telah dijalankan untuk mengetahui kaedah keberkesanan pengambilan pekerja dan cabaran pengambilan pekerja. Kajian lapangan yang dijalankan termasuk kakitangan Sumber Manusia bagi setiap cawangan makanan segera. Kira-kira 52 responden terlibat dalam menjayakan kajian ini.

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will cover the general summarization of the study. The outlines of chapter are background of study, problem statement, research objectives, research questions, significant of study and definition operational.

1.1 Problem Background

Nowadays, people are integral part of any organization. In organization human resources are play the important role in process of hiring. The issues today's highly complex and competitive situation to choice of the right person at the right place had far reaching implications for an organization's functioning. The well selected and well placed of the employee would not be only contribute to the efficient running of the organization but offer significant potential for the future replacement. These hiring is an important function. The process of hiring will begins with human resources planning (HRP) which have responsibility to determine the type and number of people on organization needs. The job analysis and job design enables to specify the task, duties and qualification expected from prospective job HRP, job analysis, job design helps to identify the kind of people required in an organization and hence hiring. It should be noted that hiring is not confined to formative stages and ongoing process of an organization.

The efficiency and quality of its people determines the fate of the organization. Hence choice of the right people and placing them at the right place become essential. Hiring comes

to the point of time in the picture. The hiring will have been strategic function for HR department. Recruitment and selection form are the process of hiring the employees in organization. The process of recruitment will be use some effective methods of generating a pool of qualified applicant for organization job. The effective methods includes the step like HR planning attracting applicant and screening the new employee. The organization makes use of the various methods and sources for this purpose.

The selection process will be carried from the screen applicant during the time of the process recruitment. There some specific process are also involved. By the way of the conducting the various test and during conducting preliminary interview session, if reference check are required and conducted are the further final interview session. The difficulties and barriers during the process will be happened then there are need to be overcomes its.

According to Ahmad and Schroeder, 2003. The employee or more commonly known as human resource is the basic building block of a company. It plays a significant role and largely determines success and failure of a company in a particular industry. It is also the most vital capital of the company, however, few companies really appreciate the role and function performed by human resource department.

According to some authors Human Resource Management (HRM) is widely defined as a field of professional practice and organizational activity (Tabassi and Abu Bakar, 2009). It is further defines as systematic process of managing, attracting, and retaining a firm's human resource in order to ensure the company is able to outperform other competitors in obtaining market share (Ahmad, et al., 2003). This function is particularly important as it helps company to obtain and retain employee with the needed and necessary knowledge, skill, ability and others (KSAOs) to perform a particular job effectively. Staff in human resource department will carry out intense study on the type of employee which is needed by each and every department and recruit the right people for the company. This process is called staffing, a central function to effective human resource management.

According to Lindner & Zoller, 1996; Zoller, 1996. As described in the Small Business Series Factsheet, Filling a position in a Small Business, selecting an employee is the last step in employing qualified applicants after a sufficient pool of applicants has been drawn and potential employees have been interviewed. According to Buford, Bedeian & Lindner, 1995.

The basic objective of a selection plan is to select those applicants most likely to meet desired performance standards of a particular business.

According to Ruth Mayhew, Demand Media the applicants are properly matched with jobs, most small businesses use a sequence of selection techniques. When internal applicants are being considered, there is usually no need to make pre-employment inquiries, conduct background investigations, or require the completion of an application form. When external applicants are considered, however, the complete process is followed. The quality of employees are will hire depends on an effective recruitment and selection strategy. However, the process isn't always smooth sailing. Employers face tangible problems such as the cost of advertising job openings and intangible obstacles such as improving communication between recruiters and hiring managers.

According to Bill Humbert, in 30 plus years of professional recruitment, he have worked with thousands of hiring managers. Most hiring managers have never been trained how to effectively interview candidates. If they have not been taught how to effectively interview candidates, they certainly have not been taught how to select the best candidate. As a result, it is not unusual to hear a hiring manager comment after a series of interviews, Generally he caution not so good for selecting the best qualified candidate.

1.2 Problem Statement

Accordingly Van Thompson, Demand Media, The fast food industry has one of the highest turnover rates of any industry. Employees are often temporary or seasonal workers, frequently students working summer or part-time jobs. The low wages tend to alienate workers, who may leave as soon as they get a better offer. The turnover rate in the industry varies from restaurant to restaurant and year to year. In the fast food industry, most small businesses are franchisees who operate one or more stores, so turnover rates for large fast food corporations also apply to small-business owners.

The fast food industry is a high-turnover industry. Turnover in the industry is defined as the percentage of the workforce an employer loses in a year, and in the fast food industry, turnover is well over 100 percent, according to "The Economist." This means that employers