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The Impact of Supply Chain Management Practices towards Operational Performance at Fast Food Restaurants in Puchong, Malaysia

Mohammad Adnan

Cardiff Metropolitan University (UK) & University of Bolton (UK)

RANA TAHIR NAVEED

University Putra Malaysia (UPM)

Adarsha Bhattarai

Cardiff Metropolitan University (UK)

Naveed Ahmad

Department of Business Administration, Lahore Leads University, Pakistan

ABSTRACT

The aim of this study was to affect the operating results of supply chain management practice at fast food restaurant in Puchong, Malaysia. Determine the case study is a strategic supplier, customer satisfaction and information sharing. These factors are linked to each other to form operational performance which need to improve supply chain management. The study concluded at fast food restaurant toward supply chain management practices on business performance impact in Puchong, Malaysia.

INTRODUCTION OF THE STUDY

Supply chain management is to ensure organizational value and competitive advantage as a potential means of operating performance. Although in today's world, there is no competition between organizations but there is competition between the supply chains. The same is true even for fast-food restaurants. Normalization of the global market fast-food restaurant sign. Fast food is catered to customers in accordance with puerile organization. Food counter (self-service), or to drive through food during cooking or pre-prepared positions and a fast-food stores, and even service, providing customers with pre-defined by Elliott & Reed (1999). Speed restaurant offers flexible operation and collaborative supply chain partners need (San, et al., 2013). As fast food restaurants, it remains on the market rate of a client request to market is very important. Fast food should effectively concentrated in the operating practices of supply chain management, to ensure the organization. To find a way to remain competitive fast-food restaurants (Arumugam, 2011). Managers and organizations need to manage the logistics of fast food in selective order problems, in a flowing manner, service, quality, and fast food restaurants. In the supply chain management organization, it is very important to ensure that meet customer requirements better operating results (Sople 2011).

LITERATURE REVIEW

Operational Performance

Supply chain management can affect all aspects of business performance can be seen at the time. Strategic suppliers, customer relationship management, information sharing can help business performance in a particular way (Min & Mentzer, 2004). The main objective of supply chain management efficiency is a competitive advantage, as the main source of the enterprise, to create a competitor customer differentiation. Operating profit increased costs, may help to understand the results of operations of understanding, as a leading supply chain management (Koh, et al., 2007). Gunasekaran et al. (2004) describes that to improve the organization's operational performance, supply chain management needs to be planned, sourced, made and delivered. The effect of supply

chain management in the manufacturing process, predictability, flexibility, reduce inventory planning, can be observed in the operation, including the performance of resources to reduce the lead time and reduce the steps above cost.

It can be understood as Hervani (2005) explained that the efficiency and environmental performance of the organization in charge of energy efficiency standards indicators. One such compliance, including factors such as cycle time, waste, specifically the reduction of productivity and profitability. There are many aspects of business performance, including profitability, service, quality, flexibility and responsiveness, scalability and reliability. Operational efficiency is improved organizational culture, tools and techniques based on a uniform. Related operating performance in the supply chain management may include business process improvement, business process management, and operations and supply chain management and procurement design. (Kleindorfer, 2005).

Strategic Suppliers

Strategic Alliance dealer capacity individual participants is generally important toward continue to use the organization in the direction of realize the benefits(Noble, 1997). While encouraging problem solving and common strategic planning provider focused on direct access to the long-term (Tirtiroglu et al., 2007). Strategic suppliers are trained to promote mutual benefit and participate in important policy areas related to one or more courses between the two sides. For example, the technology and product markets (Rangan & Yoshino, 1995).

To be successful, strategic partnerships with suppliers, and are eager to share this product will contribute to the organization's work and responsibilities of the major suppliers to work more efficiently. If the dealer early in the product design process involved, they can choose the most cost-effective product design agency. In addition, suppliers, and also help evaluate design, which helps the best technical and economical choice for module production (JD, et al., 2002).

Customer Relationship

Customer relations can establish long-term relationships with customers, particularly, to increase and improve the basic operation of the majority of customer satisfaction and customer complaints management configuration group exercises using full matrix (Claycomb et al., 1999). Noble & Tan et al (2002) proposed the idea in the direction of supply chain management, customer relationship management is a very important part of the proceeds. Because Day (2000) is considered by a dedicated customer relationship management is a major obstacle to the unique competition continued interest. Growth mass customization and personalized service will result in enterprises and organizations is an important part of the survival time customer management (Bovel & Martha, 2006). Customer relationships, providing maintenance to expand customer value customer loyalty, companies can differentiate product competitiveness (Bhimani & Ncube, 2006).

Information Sharing

Information, and typically share the quality of the two main parts. All aspects of supply chain management can play a key role (Mo Berg et al., 2002). Related to the extent and quantitative aspects of information sharing and major owner information sharing and supply chain partners(Ola & Limberg, 2011). Information can be shared with policy information or activities related to the logistics of the above. While the large customer market (Zhao et al., 2002). Brewing updated information and distorted information to key processes of effective supply chain nodes in supply chain activities every corner(Power, 2005). When the information in the supply chain partners and organizations are sharing information can be a competitive advantage to leverage. It is believed by Li & Lin (2006) that information and share is an important part of effective supply chain management. And supply chain partners to organize regular information can be operated as a single entity. This helps to understand the customer, cost-effective and efficient ways to meet their needs.

Research Methodology

In this study, using a simple random sampling. The study sample of workers who work in a fast food restaurant. Thirty randomly selected snack bar. Some samples were selected. Because this is to reach the entire population in Puchong is impossible, the researchers decided to use a sample size of 150 in each of the 35 restaurants will be the common choice of the workers. It is used to collect survey with Likert scale format. For each of the four gates of the variable data is converted into a composite Likert variable. Four variables can be complex variables. Strategic supplier and customer relationships independent variable is the dependent variable information sharing operational performance.

Hypotheses Testing

Hypothesis 1: Strategic Supplier is related to the Operational Performance.

Correlations			
		SS	OP
	Correlation Coefficient	1.000	.308**
S S	Sig. (2-tailed)	.	.000
	N	150	150
Kendall's tau_b			
	Correlation Coefficient	.308**	1.000
O P	Sig. (2-tailed)	.000	.
	N	150	150
	Correlation Coefficient	1.000	.394**
S S	Sig. (2-tailed)	.	.000
	N	150	150
Spearman's rho			
	Correlation Coefficient	.394**	1.000
O P	Sig. (2-tailed)	.000	.
	N	150	150

***. Correlation is significant at the 0.01 level (2-tailed).*

The null hypothesis is used to test the hypothesis. You can see from the table, we can see a correlation coefficient of only 0.394 spear strategic suppliers and operational performance between. Correlation means that the average operational performance and strategic suppliers between. Significant value (P) is .000, we reject the null hypothesis that the correlation coefficient are using spear .01.Hence small.

Hypothesis 2: Customer Relationship is related to the Operational Performance.

Correlations			
		CR	OP
	Correlation Coefficient	1.000	.173**
C R	Sig. (2-tailed)	.	.005
	N	150	150
Kendall's tau_b			
	Correlation Coefficient	.173**	1.000
O P	Sig. (2-tailed)	.005	.
	N	150	150
	Correlation Coefficient	1.000	.227**
C R	Sig. (2-tailed)	.	.005
	N	150	150
Spearman's rho			
	Correlation Coefficient	.227**	1.000
O P	Sig. (2-tailed)	.005	.
	N	150	150

***. Correlation is significant at the 0.01 level (2-tailed).*

The null hypothesis is used to test the hypothesis. You can see from the table, we can see that the correlation coefficient between the field is.227 customer relationships and operational performance. This means that a low but constant level correlation exists between customer relationships and operational performance. It noted that the value is less than 0.010.005 (P). Thus, reject the null hypothesis Spearman rank correlation coefficient.

Hypothesis 3: Information Sharing is related to the Operational Performance.

Correlations			
		IS	OP
	Correlation Coefficient	1.000	.199**
I S	Sig. (2-tailed)	.	.001
	N	150	150

Kendall's tau_b			
	Correlation Coefficient	.199**	1.000
O P	Sig. (2-tailed)	.001	.
	N	150	150
	Correlation Coefficient	1.000	.252**
I S	Sig. (2-tailed)	.	.002
Spearman's rho	N	150	150
	Correlation Coefficient	.252**	1.000
O P	Sig. (2-tailed)	.002	.
	N	150	150

***. Correlation is significant at the 0.01 level (2-tailed).*

The null hypothesis is used to test the hypothesis. As shown in the above table, we only spear correlation coefficient is 0.252and was found to be shared between the information and operational performance. This means that the sharing of relevant information and performance between the lower level. Significance level (P) is 0.002which is less than .01. Thus, reject the null hypothesis Spearman rank correlation coefficient.

DATA ANALYSIS FINDINGS

Using a variety of models in Section 4 for testing. The applicant is the first survey and data analysis. The end result is based on hypothesis testing. The results were as follows:

Null Hypothesis 1: Strategic Supplier is not related to the Operational Performance.	Rejected
Hypothesis 1: Strategic Supplier is related to the Operational Performance.	**Accepted**
Null Hypothesis 2: Customer Relationship is not related to the Operational Performance.	Rejected
Hypothesis 2: Customer Relationship is related to the Operational Performance.	**Accepted**
Null Hypothesis 3: Information Sharing is not related to the Operational Performance.	Rejected
Hypothesis 3: Information Sharing is related to the Operational Performance.	**Accepted**

CONCLUSION

It shows the relationship between the customer relationship data analysis, and operational performance between. It is supported by a review of the existing literature. If the mechanism of supply chain and customer relationship management clients and providers of tissue interactions, will help to increase the rate of reaction mechanism. This means better business performance to improve the response speed. This means that customer relationship management in the supply chain related to the operation of properties. As customer relationship management, supply chain integration mechanisms can help this process, advice and support to help the customer wants. It will have a positive impact on the operating performance of all organizations.

Efficient supply chain and supply chain operations also reduces the cost of service means to achieve more organizations can reduce problem or product-related customer problems. Therefore, we can conclude that the relationship between historical performance and supply chain and customer relationships of the fast food restaurant in Puchong, Malaysia.

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