AWARENESS AND UTILIZATION OF 5S SYSTEM AS A QUALITY ASSURANCE MEASURE AMONG FOOD CART FRANCHISING BUSINESS IN SELECTED AREAS IN CAVITE

THESIS

JONA MAE P. DE VILLA
JOHN DAVE D. DELA REA
PAULA Q. GUILLERMO

College of Economics, Management and Development Studies
CAVITE STATE UNIVERSITY
Indang, Cavite

Cavite State University (Main Library)
T7028
THESIS/SP 664 07 D49 2017

May 2017

AWARENESS AND UTILIZATION OF 5S SYSTEM AS A QUALITY ASSURANCE MEASURE AMONG FOOD CART FRANCHISING BUSINESS IN SELECTED AREAS IN CAVITE

Undergraduate Thesis
Presented to the Faculty of the
College of Economics, Management and Development Studies
Cavite State University
Indang, Cavite

In partial fulfillment of the requirements
for the degree Bachelor of Science in Business Management

00011669

Awareness and utilization of 5s system as a quality assurance measure among food
664.07 D49 2017
T-7028

JONA MAE P. DE VILLA
JOHN DAVE D. DELA REA
PAULA Q. GUILLERMO
June 2017

ABSTRACT

DE VILLA, JONA MAE P. DELA REA JOHN DAVE D. GUILLERMO, PAULA Q. Awareness and Utilization of 5s System as a Quality Assurance Measure among Food Cart Franchising Business in Selected Areas in Cavite. Undergraduate Thesis. Bachelor of Science in Business Management. Cavite State University, Indang, Cavite. May 2017. Adviser: Gener T. Cueno.

The study was conducted from November 2016 to April 2017 in selected areas in Cavite, namely: Dasmariñas City, Gen. Trias City, Trece Martires City, Tagaytay City, Imus City and Bacoor City.

The study intended to identify the level of awareness and utilization of 5S system as a quality assurance measure among food cart franchising business in selected areas in Cavite.

The study used descriptive and correlational designs. The descriptive method was applied in presenting the information regarding the business profile of the participants while correlation was used in determining the significant difference of awareness and utilization level on 5S system based on business profile and the significant relationship of awareness and utilization.

The following statistical procedures such as mean, frequency count and percentage, Friedman two-way Anova, Mann Whitney U-test, Kruskal Wallis, One-way Anova and Spearman's rank were used to analyze the data. Likert Scale was used to measure the level of awareness and utilization of the participants.

Result shows that majority of the participants were female and young adults with less than ten months of experience in the service. Food cart franchising businesses were mainly found in malls and were mostly selling snacks.

The study also revealed that the participants are slightly aware of the 5S concept while highly utilizing relative practices of the system. Sex has a significant difference on the level of awareness while the rest among the demographic profiles had no significant difference on the level of awareness and utilization. Level of awareness on 5S system varies with sex. Female has higher level of awareness on 5S system compared to male. There is no significant relationship between the level of awareness and the utilization level of 5S system.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGEMENT	vi
ABSTRACT	ix
LIST OF TABLES	xiii
LIST OF FIGURES	xv
LIST OF APPENDICES	xvi
INTRODUCTION	1
Statement of the Problem	4
Objectives of the Study	5
Significance of the Study	6
Time and Place of the Study	7
Scope and Limitation of the Study	7
Definition of Terms	7
Conceptual Framework	9
REVIEW OF RELATED LITERATURE	11
METHODOLOGY	20
Research Design	20
Hypothesis	20
Sources of Data	21
Participants of the Study	21
Sampling Technique	22

Data to be Gathered..... 22

Statistical Treatment of Data..... 23

RESULTS AND DISCUSSION..... 27

Socio-demographic Profile of the Participants..... 27

Business Profile of the selected Food Cart Franchising Businesses..... 28

Awareness on 5S system among Food Cart Franchising Business..... 29

Utilization of 5S System among Food Cart Franchising Business..... 34

Significant Difference on the Level of Awareness on 5S System based on Sociodemographic Profile..... 38

Significant Difference on the Level of Awareness on 5S System based on Business Profile..... 40

Significant Difference on the Level of Utilization of 5S System based on Socio-demographic Profile..... 41

Significant Difference on the Level of Utilization of 5S System based on Business Profile..... 43

Significant Relationship of Awareness and Utilization Level of 5S System..... 44

SUMMARY, CONCLUSION, AND RECOMMENDATION..... 46

Summary..... 46

Conclusion..... 48

Recommendation..... 48

REFERENCES..... 50

APPENDICES..... 53

LIST OF TABLES

Table		Page
1	Distribution of the Participants in selected areas in Cavite	21
2	Mean ratings and their corresponding scales to measure the level of awareness on 5S system	26
3	Mean ratings and their corresponding scales to measure the level of utilization of 5S system	26
4	Socio-demographic profile of the food cart owners and employees	28
5	Business profile of the selected food cart franchising businesses	29
6	Level of awareness on 5S system of food cart franchising businesses	30
7	Level of utilization of 5S system of food cart franchising businesses	35
8	Significant difference in the level of awareness on 5S system based on socio-demographic profile	39
9	Significant difference on the level of awareness on 5S system based on business profile	41
10	Significant difference on the level of utilization of 5S system based on socio-demographic profile	42
11	Significant difference on the level of utilization of 5S system based on business profile	43
12	Significant relationship of awareness and utilization level of 5S system	45

LIST OF APPENDICES

Appendix		Page
1	Permit Letters.....	54
2	Research Instrument.....	64
3	Sample Raw of Data.....	67
4	Routing slip.....	74
5	Application for oral review.....	76
6	Certificate of Completion.....	78
7	Certificate of Statistician.....	80

AWARENESS AND UTILIZATION OF 5S SYSTEM AS A QUALITY ASSURANCE MEASURE AMONG FOOD CART FRANCHISING BUSINESS IN SELECTED AREAS IN CAVITE

Jona Mae de Villa
John Dave dela Rea
Paula Q. Guillermo

An undergraduate thesis submitted to the faculty of the Department of Business Management, College of Economics, Management, and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Management Major in Operations Management with Contributing No. . Prepared under the supervision of Mr. Gener T. Cueno.

INTRODUCTION

Food cart franchising business is an industry that is notably growing for reasons that it requires small capital, easy to set up, movable and less risky in terms of business failure (Arboleda, 2010). Food cart is a mobile kitchen that can be found in malls, streets, schools and many other places. It is extremely well known especially in the Philippines since Filipinos love to eat street food for "merienda". Aside from the fact that food cart businesses are extensive, it is also becoming a strategy for large food service businesses to put up food cart branches for the purpose of reaching wider markets. Hence, food cart franchising business became a trend.

Since this kind of enterprise is extensively being patronized, it is greatly appealed that franchisors and franchisees be reminded of the responsibility to assure that the food to be prepared or eaten will not cause harm to consumers according to its intended use. This is being stated by the Food Safety Act of 2013 (RA No. 10611) which is "An act to strengthen