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### TOWARDS PERFORMANCE EFFICIENCY ENHANCEMENT BY USING KAIZEN CONCEPT: CASE STUDY OF THE SIAMOUTLET COMPANY LIMITED.

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#### ABSTRACT

The research aimed to study To study the relationships and differences in the work environment Improvement of working methods And the involvement of employees that have an effect on increasing work efficiency by using the Kaizen concept in Siam Outlet Company Limited.was studied Questionnaires were used as a means for data collection from a sample of 334The Siam outlet Company Limited. The results of the research revealed that gender, age, education level work experience and income affects work efficiency work environment Improvement of working methods and employee participation in a medium level.The researcher suggests that the management should take seriously the Kaizen activity. By supporting facilities Promote teamwork will make the employees more productive of the organization. These two findings were was congruent with the set hypothesis.

#### KEYWORDS:

Performance, Efficiency, Enhancement, Kaizen Concept

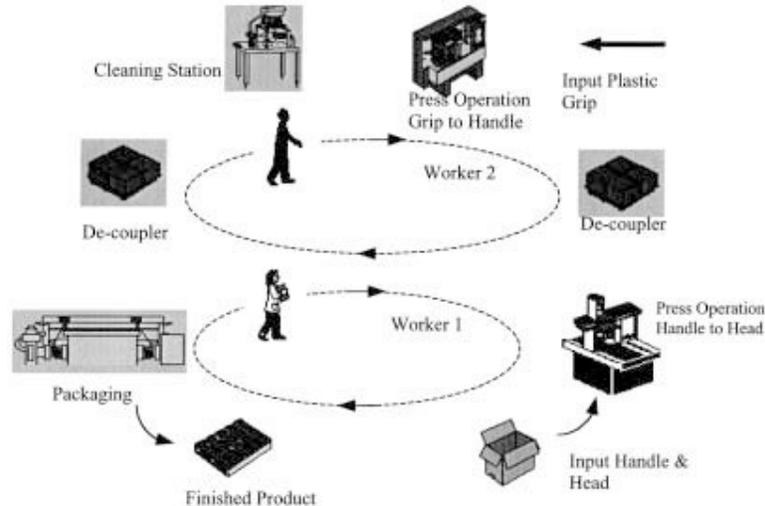
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#### INTRODUCTION

KAIZEN is a Japanese word that has become common in many Western companies; the word indicates a process of continuous, incremental improvement of the “standard” way of work. (Chen,Dugger,&Hammer2000).in Japanese meaning “Continuous improvement”( Yan-jiang, Dan ,& Lang 2006).It is compound word involving two concepts as shown in FIG 1.1 Kaizen came from the words. “Renew the heart and make it good.”Therefore, adaption of the Kaizen concept also requires changes in “the heart of business, “corporate vision in very aspect of a company’s operational practice. Kaizen is often translated in the West as ongoing continuous improvement (CI)( Malik&YeZhuang (2006).

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*Fig 1.1 The Proposed Two-Worker Cell Layout. (Chen, Dugger, & Hammer 2000).*

### OBJECTIVES

The main objective of the study is to the relationships and differences in the work environment Improvement of working methods And the involvement of employees that have an effect on increasing work efficiency by using the Kaizen concept in Siam Outlet Company Limited. Questionnaires were used as a means for data collection from a sample of 334 The Siam outlet Company Limited. The results of the research revealed that gender, age, education level work experience and income affects work efficiency work environment Improvement of working methods and employee participation.

### METHODOLOGY

334 supporting staffs Include to shipping department, online department, stock department, packing and delivery department of were asked through questionnaire to measure gender, age, education level work experience and income affects work efficiency work environment Improvement of working methods and employee participation in a medium level. Five Rating Scale (1=lowest, 2=low, 3=moderate, 4=high, 5=highest). For relationships and differences in the work environment Improvement of working methods And the involvement of employees, the supply and use of resources, Process, and the satisfaction of all parties. Collected data were statistics analyzed by t-test, F-test (ANOVA and MANOVA), Pearson Product – Moment Correlation Coefficients.

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### RESULTS AND DISCUSSION

Table 1.Descriptive Statistics for The relationship between working environments affecting working efficiency by using kaizen concepts of Siam Outlet Co., Ltd.

working environments affecting working efficiency by using kaizen concepts	Correlation coefficient	p.	Level Of Relationship
1. Working atmosphere	0.77	0.00	highest
2. Regarding the relationship between workers and colleagues	0.52	0.00	moderate
3. The relationship between the operator and the supervisor	0.56	0.00	moderate
4. Supporting for success	0.46	0.00	moderate
<b>Total</b>	<b>0.57</b>	<b>0.00*</b>	<b>moderate</b>

1. The table shows the overall relationship between working environments affecting working efficiency by using kaizen concepts. When considering each aspect, it was found that the supportive factors were at the high level the first was working atmosphere (Correlation Coefficient =0.77, p. =0. 00), the relationship between the operator and the supervisor (Correlation Coefficient =0.56, p. =0. 00), regarding the relationship between workers and colleagues (Correlation Coefficient =0.52, p. =0. 00) the Finally was supporting for success (Correlation Coefficient =0.46, p. =0. 00).

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Table 2. Descriptive Statistics for The relationship between working methods improvement that affects work efficiency by using the kaizen concept of employees of Siam Outlet Co., Ltd.

working methods improvement that affects work efficiency by using the kaizen concept of employees	Correlation coefficient	<i>P</i> .	Level Of Relationship
1. Process	0.68	0.00	highest
2. Design	0.61	0.00	highest
<b>Total</b>	<b>0.65</b>	<b>0.00</b>	<b>highest</b>

2. The table shows the overall the relationship between working methods improvement that affects work efficiency by using the kaizen concept. When considering each aspect, it was found that the supportive factors were at the high level the first was Process (Correlation Coefficient =0.68, *p*. =0. 00),the finally was Design (Correlation Coefficient =0.61, *p*. =0. 00).

Table 3.Descriptive Statistics for The Relationship between employee participation and work efficiency enhancement using the kaizen concept of staff at Siam Outlet Co., Ltd.

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Employee participation	Correlation coefficient	<i>p.</i>	Level of Relationship
1. employee participation of Benefit	0.66	0.00	highest
2. employee participation to make decisions	0.62	0.00	highest
3. employee participation In the evaluation	0.61	0.00	highest
<b>Total</b>	<b>0.65</b>	<b>0.00</b>	<b>highest</b>

3. The table shows that factors The Relationship between employee participation and work efficiency enhancement using the kaizen concept staffs employees. Overall, there was a Correlation coefficient with the highest correlation coefficient (r) (r = 0.65). the first was employee participation of benefit (r = 0.66), followed by employee participation to make decisions (r = 0.62) the finally is employee participation In the evaluation (r=0.61 ).

The results discovered in this study.

1. working environments affecting working efficiency by using kaizen concepts When considering each aspect, it When considering each aspect, it was found that the supportive factors were at the high level the first was working atmosphere (Correlation Coefficient(r) (r=0.77).

2. The working methods improvement that affects work efficiency by using the kaizen concept of employees. When considering each aspect, it was found that the supportive factors were at the high level the first was Process (Correlation Coefficient (r) (r=0.68).

3. The Relationship between employee participation and work efficiency enhancement using the kaizen concept staffs employees. Overall, there was a Correlation coefficient with the highest correlation coefficient (r) (r = 0.65).

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Employee participation that affects work efficiency enhancement the relationship with the participation of employees. The work period can be completed within the specified time. In departments that promote teamwork by focusing on work improvements in the work area In order to always listen to opinions, have a positive relationship the relationship is therefore in the same direction with statistical significance at the level of 0.05

### CONCLUSION

Supervisors should support and support good relations with employees. such as accepting employees' opinions Caring and showing clear authority, fairness, transparency and promoting teamwork. If there is a good performance, it should be praised. If the work does not meet the goals, should provide advice and help. If able to act like this Remember to make employees feel proud and with enthusiasm in the operation.

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