

速食餐廳人力配置之模擬研究

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摘 要

速食餐廳經常性面對尖峰時段顧客可能等候過久，因而造成顧客抱怨或人潮流失的現象。近年來，由於模擬軟體技術的進步，有些學者也藉由此種方式，對於餐飲營業改善進行研究。本研究以 eM-Plant (7.0) 模擬軟體模擬國內某一連鎖速食餐廳之餐飲服務過程，找出人力配置之最適化。研究結果顯示，根據該店中資源配置情形，在模擬改善方案的 18 個方案中，若能增加漢堡作業人員 1 人與兼職櫃檯人員 1 人，則服務系統能在「顧客於店內等候取餐的時間」減少為原來的 65%。

關鍵詞：速食餐廳、模擬、人力

A Simulation Study of Labor Allocation at a Fast-Food Restaurant

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Abstract

Fast-food restaurants often confront fluctuated demand between peak and off-peak time intervals. Recently because of the well development of simulation softwares, more and more studies focus on the improvement of restaurant's operations or bottleneck by applying simulation. In spite of the simulation literatures of food service management are still limited, the purpose of this study is to extend the past research and to allocate the human resources more efficiently by the simulation software (eM-Plant 7.0). This study selects a domestic fast-food restaurant as an observation unit to build the simulation model and to conduct an empirical analysis. The results show that (1) if we increase one hamburger worker in the kitchen and one part-time worker at the counter, the average waiting time between the customer enters the store and he/she gets his/her order would decrease by 35% (from 8.17 minutes to 5.34 minutes), (2) the average number of customers waiting in front of the counters would decrease by 25% (from 4 people to 3 people), and (3) the average number of customers waiting for their orders at the peak hours would decrease by 50% (from 8 people to 4 people).

Key words: Fast-food restaurant, simulation, labor