



Factors Contributing to the Effect on Frontline Staff Motivation of Sichuan-Haidilao

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ABSTRACT. Recently, the flourishing growth of China's catering industry has led to an escalating demand for skilled professionals, necessitating a continual increase in talent acquisition for catering enterprises. This unprecedented expansion underscores the imperative for catering companies to bolster their workforce. Drawing insights from empirical research, this study delves into the incentive mechanisms employed by frontline staff at Haidilao, presenting corresponding developmental strategies. By optimizing these incentive structures, Haidilao has the potential to elevate both employee job satisfaction and overall work efficiency. The exploration of employee incentive mechanisms emerges as a critical undertaking for fostering revenue enhancement within the catering sector. This paper contributes to the broader discourse on effective talent management systems in China's burgeoning catering industry. This paper focuses on China's Sichuan Haidilao as the research subject, exploring the impact of incentive mechanisms on frontline staff motivation and their contribution to enhancing overall enterprise efficiency and growth.

Keywords: Incentive Mechanisms, Management System, Frontline Staff.

1 Introduction

Due to the booming economy and tourism, China's catering companies have gained unprecedented growth, which means the catering enterprises need talent increase with the mouth, talent is the catering company to achieve long-term sustainable development of the inexhaustible source of "people-oriented" human resources management approach is gradually recognized by the catering company and the public, how to recruit to the quality talent, retain quality talent is the most important factor. How to recruit quality talent and retaining quality talent is the key management task of catering company operators. Therefore, how to combine the operators of catering companies with the development of enterprises, to determine the scientific and reasonable staff incentive mechanism, enhance the enthusiasm of the staff, improve staff performance, fully mobilize the talents of the staff, to ensure that the staff's personal goals and the company's goals are consistent with the staff to achieve personal achievements, so that employees to achieve the satisfaction of their self-needs, and to ensure that the company's.

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Employee incentives gradually draw the attention of the company operators, so the literature related to employee incentives in China, the theoretical system is more sound. This paper analyzes the innovation and experience of Haidilao's frontline employee incentive mechanism. It organizes and collects many mature incentive theory mechanisms in Western countries and China, links the uniqueness of human resource management in catering companies, and researches the use of incentive theory in motivating frontline employees in catering companies. This paper presents a theoretical framework for motivating front-line employees in labor-intensive companies.

2 Related Work

Employees can be retained and effectively motivated to deliver high-quality performance by improving the remuneration system and providing employee benefits. This coincides with Šnýdrová, M. (2017) ^[3] statement assertion. In addition, Bakhodirovna, M. (2020) [6] and others emphasized the importance of creating a conducive work environment as well as motivating new employees to have a positive attitude towards serving customers. In addition, insights by Fan, D. X. (2015)^[1] suggested exploring the secrets of success from the perspective of human resource management, factors that motivate marketing professionals and the restaurant industry. The results show that different needs of human resource management affect the behavior of employees. In addition, prioritizing service quality helps to increase customer satisfaction and loyalty, further rationalizing business benefits. Perseverance in meeting the various needs of consumers cited in Duan, H. (2022) ^[2] suggests that frontline employees are a key factor in the growth of a company, in addition, organizations should adopt appropriate remuneration to satisfy the aspirations of their employees to increase their output cited in Muogbo, U. S. (2020) ^[4]. Demonstrates a role for employee giving and pay for performance. Linear regression, sampling methods are cited in the article D. G. (2019) ^[5] Showing specific significant results requires a linear regression test.

3 Method

In this study, in order to ensure the credibility and representativeness of the study, some first-line employees in the Haidilao area in Sichuan, China, were selected as the research subjects. Haidilao's official published data On April 4, 2023, there were 12,600 front-line employees in the region. By randomly selecting 400 employees from this sample, we ensured the randomness of the sample and avoided bias against a specific group of employees. It is believed that this sample is a valid representation of frontline employees across the Waterfront region. This research design and sampling methodology will help us obtain more accurate conclusions that will advance our in-depth understanding of incentive management and employee impact. As shown in Table 1

Table 1. Questionnaire Structur

Variable	Number of verses	Clause	Data	Measurement
Part 1				
Basic information	8	1-8		
Part 2				
Survey on the Influencing Factors of Haidilao Incentive Mechanism on Frontline Employees	34	9-42		
1. Training mechanisms	(6)	9-14	Likert Scale	5 opinion levels
2. Remuneration and benefits	(7)	15-21	Likert Scale	5 opinion levels
3. Room for Advancement	(5)	22-26	Likert Scale	5 opinion levels
4. management system	(5)	27-31	Likert Scale	5 opinion levels
5. Employees' own perceptions	(4)	32-35	Likert Scale	5 opinion levels
6. frontline staff motivation of Sichuan - Haidilao	(7)	36-42	Likert Scale	5 opinion levels
Total	42			

The Likert scale has a 5-level scale, and for each statement or question, attitudes can be selected from 5 levels ranging from "Strongly Disagree" to "Strongly Agree".

General information of the respondents consisted of sex, age, education level, occupation, and status, presented as frequency and percentage of the sample. As shown in table 2:

Table 2. Statistical Table of Basic Information of Haidilao

Variables		Frequency	percentage
Sex	Man	155	38
	Female	245	61.3
	Total	400	100.0
age	20-30year	114	28.5
	31-45year	242	60.5
	46-55year	44	11.0
	Total	400	100.0
Education level	High school	49	12.3
	College	122	30.5
	Bachelor's degree or above	229	57.3
	Total	400	100.0
monthly salary	Less than 4,000 CNY	54	13.5
	4000-6000 CNY	180	45

	6000-8000 CNY	81	20.3
	Above 8,000CNY	85	21.3
	Total	400	100
Length of service	less than 1 year	47	11.8
	1-5 years	190	47.5
	more than 6 years	163	40.8
	Total	400	100
Selected employment paths	Internet recruitment	162	40.5
	Referral from friends	150	37.5
	Storefront advertising	88	22
	Total	400	100
Satisfaction with incentives	Yes	364	91
	No	36	9
	Total	400	100
Adaptability of work	Yes	371	92.8
	No	29	7.2
	Total	400	100

A total sample size of 400 and a sum of 100 percent is a guarantee of the reasonableness of the data.

4 Experiments and Results

In the empirical phase, I designed a questionnaire and conducted a thorough data analysis to ensure the credibility of the study. My questionnaire approach focused on clarity. Based on the data analysis, Cronbach's Alpha reliability coefficient is 0.986, encompassing 34 items. This indicates that the measurement tool (the questionnaire) used in the study exhibits an extremely high level of internal consistency, enhancing the research's reliability and the trustworthiness of its findings. As shown in table 3:

Table 3. Reliability Analysis

variable	Number of Items (N)	Cronbach's alpha
Part 1 Training mechanisms	6	.907
Part 2 Remuneration and bene Fits	7	.959
Part 3 Room for promotion	5	.966
Part 4 management system	5	.900
Part 5 Employees' own perceptions	4	.960
Part 6 frontline staff motivation of Sichuan - Haidilao	7	.971
Factors Total	34	.988

A Cronbach's Alpha coefficient above 0.7 is considered to demonstrate good internal consistency

The data analysis indicates that Sichuan Haidilao's frontline staff exhibit a high level of motivation, with an average score of 4.16 out of 5. This high level of motivation

aligns with established theories in the field of motivation, such as Maslow's Hierarchy of Needs or Expectancy Theory, which posit that well-structured training mechanisms, attractive remuneration and benefits, opportunities for career advancement, a robust management system, positive employee perceptions, and overall job satisfaction contribute significantly to motivating employees. As shown in table 4:

Table 4. shows the mean and standard deviation

Total Variables	\bar{X}	S.D.	MIN	MAX
Training mechanisms	4.23	.547	3	5
Remuneration and benefits	4.18	.641	2	5
Room for promotion	4.15	.675	2.2	5
management system	4.12	.597	3	5
Employees' own perceptions	4.10	.620	3	5
frontline staff motivation of Sichuan - Haidilao	4.18	.608	3	5
Total	4.16	.581	3	5

The maximum value is 5, the minimum value is 3, and 4 above the mean is a higher level

By analyzing the motivational factors of frontline employees in Sichuan Haidilao, it is found that training mechanisms, room for promotion, and management system have a significant positive effect on employee motivation. These results are statistically significant ($R^2 = .853$, $P < .05$), emphasizing their reliability and practical relevance. As shown in table 5:

Table 5. Survey results Linear analysis of regression

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
Frontline Staff Motivation of Sichuan - Haidilao (ff)	(Constant)	-0.083	0.063		-1.318	0.188
	Training mechanisms	0.25	0.044	0.224	5.618	0.000
	Remuneration and benefits	-0.045	0.064	-0.048	-0.705	0.481
	Room for promotion	0.363	0.046	0.403	7.823	0.000
	Management system	0.421	0.063	0.413	6.676	0.000
	Employees' own perceptions	0.037	0.056	0.038	0.665	0.506

$R^2 = 0.853$, $P < .05$.

Taken together, the model is overall significant and has a positive effect on employee motivation.

5 Conclusion

In conclusion, these results offer actionable insights for enhancing frontline staff motivation at Haidilao. Future research can delve into optimizing training methods, refining compensation systems, and exploring factors influencing employees' self-perceptions and motivation. These findings hold practical implications for human

resource management strategies in the context of the catering industry and can guide multinational operations in fostering a motivated workforce. overall significant and has a positive effect on employee motivation.

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