

CROSS-TRAINING PROGRAM OF THE SERVICE CREW OF A FAST-FOOD CHAIN IN QUEZON CITY

ABSTRACT

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In the fast-food industry, efficiency, quality service, and adaptable employees are essential for success. To achieve these, many companies implement cross-training programs that enable employees to perform multiple roles. This study examines the impact of cross-training on performance at a McDonald's branch in Ayala Fairview, Quezon City, Philippines. It specifically investigates how cross-training enhances operational efficiency, employee performance, and customer satisfaction during both peak and non-peak periods. This study uses a descriptive research design with purposive sampling to select 45 service crew members involved in daily operations. Data are collected via a structured survey questionnaire assessing perceived benefits and challenges of the cross-training initiative. Collected responses are analyzed using descriptive statistics (means and percentages) and nonparametric tests to determine differences by gender, income, and length of service. Respondents were 68.89 percent female, 51.11 percent earned below ₱5,000 per month, and 66.67 percent had up to two years of service. Cross-training rated "Strongly Agree" across five dimensions: Skill Variety (mean = 3.35), Task Identity (3.38), Task Significance (3.40), Autonomy (3.44), and Feedback (3.44). Statistical tests found no significant differences in perceptions by gender ($p = 0.5001$), income ($p = 0.5059$), or tenure ($p = 0.5549$), indicating equitable program benefits. Identified challenges included increased workload (10.13%), task overload (9.69%), and inconsistent training standards due to resource constraints. Findings demonstrated that cross-training supported skill development, job satisfaction, and operational flexibility. As a result, standardizing training guidelines, ensuring adequate resources, and implementing an "Enhancing Service Excellence" program were recommended to address workload imbalances and training inconsistencies and to further improve teamwork and efficiency during peak periods.

RECOMMENDED CITATION

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