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THE EFFECT OF COFFEE USE ON PERFORMANCE

Abstract

The aim of this study is to reveal the importance of coffee as one of the performance enhancing beverages in human life. The main purpose of the research in the scope of performance management in the hotels which have a very high share among the tourism enterprises is to determine the opinions of the hotel employees in determining the effects of coffee in increasing the performance of the performance management of the 5 star hotels operating in the province of Antalya. For this purpose, a questionnaire which was prepared by face to face interview with the employees of 5 star hotels in Antalya was applied. There are a total of 15 questions in the questionnaire form. Data analysis was performed with SPSS 24.0 package program. The results of the analysis revealed that the use of coffee in the 5-star hotels in the province of Antalya is quite high. In addition, it is recommended that studies on coffee use and performance should be carried out especially in other sectors.

Keywords: Performance, Coffee, Hotel, Antalya

KAHVE KULLANIMININ PERFORMANSA ETKİSİ

Özet

Bu çalışmanın amacı, performans artırıcı içeceklerden biri olan kahvenin insan hayatındaki önemini ortaya koymaktır. Turizm işletmeleri arasında oldukça yüksek paya sahip olan otellerde performans yönetimi kapsamında araştırmanın temel amacı, Antalya ilinde faaliyetlerini sürdüren 5 yıldızlı otellerin performans yönetimlerinin çalışan performanslarını artırmada kahvenin etkilerinin belirlenmesinde otel çalışanlarının görüşlerinin belirlenmesidir. Bu amaçla Antalya'daki 5 yıldızlı

otellerin çalışanları ile yüz yüze görüşülerek hazırlanan anket formu uygulanmıştır. Anket formunda toplam 15 adet soru bulunmaktadır. Veri analizleri SPSS 24.0 paket programı ile gerçekleştirilmiştir. Analiz sonuçları Antalya ilindeki 5 yıldızlı otellerin çalışanlarının performans artışlarında kahve kullanımlarının oldukça yüksek olduğunu ortaya koymuştur. Bununla birlikte özellikle diğer sektörlerde de kahve kullanımı ve performans konularında çalışmalar yapılması önerilmektedir.

Anahtar Kelimeler: Performans, Kahve, Otel, Antalya

INTRODUCTION

Uncertain where and when discovery is made, coffee is considered to be the second most valuable product after petroleum products, commercially and socially. (Pendergrast, 1999; Tucker, 2011).

For the first time in the 15th century, Sufis drank coffee to stay awake (Moldvaer, 2015), In the 16th century, it attracted the attention of European travelers and traders engaged in trade in the Middle East and became a global product until the 17th century. (Smith and Topik, 2003).

It has spread all over the world and has become a tempting beverage consumed at every hour of the day in more than one society. Previously, the coffee was sold by the people who sold it on the streets; Apart from having a drink feature, it has become a means of socialization that shows social and cultural values and caused the emergence of coffeehouses in the 16th century. (Tucker, 2011).

Coffee, under the influence of modernization and differentiation stages, has led to the emergence of modern consuming habits in its western aspects (Akarçay, 2012).

Said the differentiation stage, near the Turkish coffee in Turkey has started to make coffee consumption of various types of coffee with modern trends. Differentiation was not only on the habits of consuming coffee, but also on the places where coffee was consumed. With the influence of the consumption patterns of coffee, it has started to be opened in the modern sense (coffee shops). Because of the consumer's interest in coffee shops and modern coffee types, a perception of consumption based on conversation was established in coffee shops. Today, Turkey has seen an increase in coffee-drinking places in 2017 and as of November 10 the most common coffee beverage of the total number of branches of the chain in Turkey has reached 1198 pieces. The number of people who chose to drink coffee, consume coffee, rest, meet with friends, talk and read books has increased significantly. Heart Coffee is among Turkey in the mentioned local coffee shops and most widespread 10 coffee space, consume the first domestic coffee in 2002 with the qualification of being the venue Izmir began operations in the province (Heart Coffee, 2017). Another one of the most widely used coffee drinking venues Bayramefendi Kahveci was the Ottoman Empire, in November 2017 with 178 units in Turkey "Bayramefendi Ottoman Kahveci, 2017" it is the case with most branches contain domestic coffee consumption place. American origin coffee outlets in Turkey has 63 branches and Gloria Jeans has put into

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operation its first branch in Istanbul in 1999 (Gloria Jeans, 2017). Gloria Jeans is the first between coffee and beverage chain of events inside Turkey. With 454 branches, Starbucks has the highest number of domestic and international coffee drinking chains.

Coffee consumption has been an important task in the past and present in political, economic and cultural aspects. At the same time, the consumption of coffee as a beverage has become more important with the effects of shaping social and cultural life (Alyakut, 2017). Due to the importance of coffee, the number of studies on coffee and coffee consumption has increased. However, when these studies are taken into consideration, they focus on the results of more behaviors (satisfaction, continuation of future behavior, etc.) (Yan and Li, 2016; Nadiri and Günay, 2013; Ko and Chiu, 2008; Kim, 2008) or pre-behavioral preferences (factors that are considered when choosing coffee places, etc.) (Güney and Karakadılar, 2015) therefore, it is foreseen that they do not pay attention to the causes of coffee consumption behavior. The aim of this study is to reveal the importance of coffee which is one of the performance enhancing drinks in human life.

Purpose and Scope of the Study

The aim of this study; The purpose of this study is to determine the opinions of the hotel employees about the effects of coffee on improving the employee performance in the performance management of 5-star hotels operating in Antalya.

Research Methods

In this study, the questionnaire which is one of the primary data collection methods was conducted in order to determine the effects of coffee according to the opinions of the hotel employees in the performance management of 5 star hotels operating in Antalya. In this research, quantitative research methods were used. The approval of the 5-star hotels operating in Antalya to obtain the effects of coffee on the performance of the management of employees according to the opinions of the hotel employees was approved with informed consent and informed consent. Afterwards, reliability and validity analyzes of the questionnaire questions were performed. SPSS 23.0 package program and Windows computer program were used for analysis.

Hypotheses

Based on our research model (n = 100), the following hypotheses have been developed for the effects of coffee in improving the performance of tourism enterprises employees. With this research, it is predicted that coffee will have an effect on improving the performance of the employees of 5-star hotels.

Basic hypothesis: The use of coffee has an effect on improving employee performance in 5-star hotels in Antalya.

Sub-hypotheses:

Hypothesis 1: Gender and coffee use of employees in 5-star hotels in Antalya are related.

Hypothesis 2: The age of the employees in the 5-star hotels in Antalya is related to their coffee usage.

Hypothesis 3: The marital status of employees in 5-star hotels in Antalya is related to their use of coffee.

Hypothesis 4: The education level of the 5-star hotels in Antalya is related to their coffee usage.

Hypothesis 5: The occupations of the 5-star hotels in Antalya are related to their use of coffee.

Hypothesis 6: The use of coffee is related to the departments of the employees in 5-star hotels in Antalya.

Universe, sampling and selection

The population of the research was formed by the employees of 5-star hotels in Antalya. The sample of the study consisted of 100 employees of 5-star hotels in Antalya selected through the universe. Random sampling method was used. The questionnaire of this study was conducted by face to face method.

Data Collection

In the research, a questionnaire was designed to be applied to the employees of 5 star hotels in Antalya.

Questionnaires (1) (n = 100) General questions consisting of demographic information of 5-star hotel employees who are continuing their activities in Antalya province, (2) Questions about the variables related to the effects of coffee use on performance (Part II) Likert scale and open-ended questions.

Statistical Analysis Used in Research

The data obtained from the study were analyzed by using SPSS (Statistical Package for Social Sciences) for Windows 23.0.Number, percentage, mean and standard deviation were used as descriptive statistical methods in the evaluation of the data. The t-test was used to compare quantitative continuous data between two independent groups, and the One-way Anova test was used to compare quantitative continuous data between more than two independent gro-ups. After the Anova test, Scheffe test was used as a complementary post-hoc analysis to deter-mine differences. The findings were evaluated in 95% confidence interval and 5% significance level.

Findings

In this section, the findings obtained from the analysis of the data collected by the scale of the effects of the use of coffee in improving the performance of the employees in the 5-star hotel enterprises in Antalya for the research problem are presented. Comments and comments were made based on the findings.

Socio-Demographic Findings Related to Tourism Workers

The socio-demographic information of the tourism enterprise employees participating in the survey is included in this section.

Table 1. Distribution of tourism enterprises by demographic characteristics

Demographic characteristics		n	%
Gender	Woman	39	39,0
	Male	61	61,0
	Total	100	100,0
Age	18-25	24	24,0
	26-35	38	38,0
	36-45	24	24,0
	46-55	9	9,0
	56 and above	5	5,0
	Total	100	100,0
Marital status	Single	113	62,4
	Married	60	33,1
	Divorced	3	1,7
	Total	100	100,0
Educational status	High School and Equivalent School	30	30,0
	University (Associate Degree)	14	14,0
	University (Undergraduate)	51	51,0
	Master's and above	5	5,0
	Total	100	100,0
Departman	Front Office	7	7,0
	Sales	8	8,0
	Kitchen	4	4,0
	Restaurant	7	7,0
	Human resources	74	74,0
	Total	100	100,0

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	Receptionist	4	4,0
	Sales manager	8	8,0
	Kitchen chef	4	4,0
	Tourism Hotels	4	4,0
	Waiter	3	3,0
Professional	Front Office Man	3	3,0
	Human Resources Manager Asst.	12	12,0
	Human Resources Specialist	12	12,0
	Human resources	35	35,0
	Human Resources Professional	5	5,0
	Intern student	10	10,0
	Total	100	100,0

The employees who participated in our research;61,0% (61 people) are male,38.0% (38 people) are between the ages of 26-35,55,0% (55 people) are married,51.0% (51 people) (University) graduate degree,35.0% (35 people) are Human Resources employees,74.0% (74 people) are employees of the Human Resources Department.

The Effect of Coffee on Performance Scale T Test and Variance Analysis

The socio-demographic information of the tourism enterprise employees surveyed and the effect of coffee on performance scale t-test and variance analysis are included in this section.

Table 2. Comparison of the scores of the tourism business employees according to their gender (n = 100)

	Gender	n	$\bar{x}$	s	t	p
The Effect of Coffee on Performance Scale	Woman	39	27,20	4,76	-,109	,914
	Male	61	27,30	4,00		

Table 2. When examined, the tourism enterprise employees; it was found that there was no statistically significant difference between the scores obtained from the effect of coffee on performance scale (p> 0.05).In other words, tourism enterprise employees gave similar answers about the effect of coffee on performance by gender.

Table 3. Comparison of the scores obtained by the tourism enterprise employees according to their age (n = 100)

	Age	n	$\bar{x}$	s	Min	Max	F	p	Difference
The Effect of Coffee on Per-	18-25	24	29,07	2,23	26	32	11,245	,000*	4-5
	26-35	38	26,52	4,71	15	34			

formance Scale						
	36-45	24	27,03	3,62	20	31
	46-55	9	22,22	0,00	22	22
	56 +	5	34,44	0,00	34	34

*p<0,005

When Table 3 was examined, it was found that there was a statistically significant difference between the scores obtained from tourism performance employees and the scores obtained from the effect of coffee on performance scale according to their age (p <0.05). This difference stems from hotel employees in the 46-55 age group and 56 age group and over.

Table 4. Comparison of the scores obtained from the scale according to the marital status of tourism employees (n = 100)

	Marital status	n	$\bar{x}$	s	Min	Max	F	p
The Effect of Coffee on Per-formance Scale	Single	41	27,69	5,10	15	34		
	Married	55	26,99	3,78	20	34	,353	,703
	Divorced	4	26,66	0,00	26	26		

When Table 4 was examined, it was found that there was no statistically significant difference between the scores obtained from the scale of the effect of coffee on performance according to marital status (p> 0.05). In other words, according to their marital status, tourism business employees gave similar answers about the effect of coffee on performance.

Table 5. Comparison of the scores obtained by tourism employees according to their educational status (n = 100)

	Educational status	n	$\bar{x}$	s	Min	Max	F	p	Difference
The Effect of Coffee on Per-formance Scale	High School and	30	30,00	2,85	26	34			
	University (Associate	14	23,88	2,33	22	27	10,421	,000*	1-2
	University (Underg-	51	26,38	4,62	15	34			
	Master's and above	5	28,88	0,00	28	28			

*p<0,005

When Table 5 was examined, it was found that there was a statistically significant difference between the scores obtained from the scale of the effect of coffee on performance according to the educational status of the employees (p<0.05). This difference stems from the hotel staff in High School and Equivalent School and University (Associate Degree) groups.

Table 6. Comparison of the scores obtained by the tourism enterprise employees according to their departments (n = 100)

	Departments	n	$\bar{x}$	s	Min	Max	F	p
The Effect of Coffee on Performance Scale	Front Office	7	25,87	2,37	23	27		
	Sales	8	27,22	7,72	20	34	,351	,843
	Kitchen	4	27,77	0,00	27	27		

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Restaurant		7	28,57	1,78	26	30
Human resour-		74	27,25	4,27	15	34

When Table 6 was examined, it was found that there was no statistically significant difference between the scores obtained by tourism enterprise employees from the scale of the effect of coffee on performance scale (p> 0.05). In other words, according to their departments, tourism business employees gave similar answers about the effect of coffee on performance.

Table 7. Comparison of the scores of the tourism business employees according to their occupations (n = 100)

	Occupations	n	$\bar{x}$	s	Min	Max	F	p	Difference
	Receptionist	4	27,77	0,00	27	27			
	Sales manager	8	27,22	7,72	20	34			
	Kitchen chef	4	27,77	0,00	27	27			
	Tourism Hotels	4	30,00	0,00	30	30			
The Effect of Coffee on Performance Scale	Waiter	3	26,66	0,00	26	26			
	Front Office Man	3	23,33	0,00	23	23	2,682	,006*	4-7
	Human Resources	12	22,77	1,00	22	24			
	Human Resources	12	26,66	0,00	26	26			
	Human resources	35	28,44	5,14	15	34			
	Human Resources	5	26,66	0,00	26	26			
	Intern student	10	29,44	2,92	26	32			

*p<0,005

When Table 7 was examined, it was found that there was a statistically significant difference between the scores obtained from the scale of the effect of coffee on performance according to their occupations (p <0.05). This difference stems from the Human Resources Manager Assistant and the hotel employees in tourism-hotel professional groups.

RESULTS

According to the socio-demographic findings of the 5-star hotels in Antalya, the majority of the employees were male, married, university graduates and employees of the human resources department. It was found that the opinions of these employees about the effect of coffee use on performance were similar according to their gender, marital status and the departments they worked in and they had different opinions according to their education, age and occupation. According to these findings, broader universe studies can be conducted on the similarities and differences of the opinions of the employees about the effect of coffee use on performance in 5-star hotels in Antalya.

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