

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

A multisided job search platform (Ardolino et al., 2020), specifically tailored to the F&B industry, presents an innovative solution to the human resource challenges (Saks, 2022) faced by businesses in this sector. By adapting to the needs of F&B business owners and store crews, this platform leverages technology. Through this platform, companies are offered a new value proposition, business owners can find employees through the platform, thereby reducing manual work. Additionally, store crews benefit from the ease of finding work on just one platform.

This research aims to test three hypotheses regarding interest in the idea of a job search platform in the F&B industry. The objective of this New Venture Project is to develop a new business model that will help business owners acquire store crew more effectively. The hypotheses being tested are: Are business owners willing to join the platform? Are job seekers willing to join the platform for their job search and to build their experience profile? Will customers update their data in our platform?

Test results show initial signals or evidence towards proving the first hypothesis. The first test with a survey of 10 F&B business owners showed that 70% of business owners stated they were interested, and 30% stated they were very interested in trying the new platform by requiring several inputs. In the second and third hypotheses, a survey was conducted with 132 store crew provided questions regarding respondents' interest in a new platform providing specific job information in the F&B sector, willingness to revisit the platform, and have willingness to build a profile as an active user, and interest in regularly updating their data.

The 132 correspondents, or 100% correspondents indicated their interest in trying it. Regarding willingness to revisit the platform, more than 50% of correspondents gave positive feedback, of which 74 correspondents (56.1%)

strongly agreed, and 58 correspondents (43.9%) agreed to revisit it. As for willingness to build a profile as an active user, 95 correspondents (72%) strongly agreed, and 37 (28%) agreed to do so.

This also addresses the third hypothesis, which, 'We believe our customers will update their data on our platform,' a total of 132 respondents provided a positive response, with 91 respondents (68.9%) strongly agreeing and 41 respondents (31.1%) agreeing to do so.

In terms of website usage (Yahia et al., 2018), several respondents also provided suggestions, such as adding more content to the many empty menus, improving the website design to enhance its attractiveness, and providing a more comfortable browsing experience.

Based on the results of hypothesis testing, where initial data indicates strong support for all three hypotheses, and considering the rapid development of the F&B industry, this new business model featuring a multisided job search platform tailored specifically for the F&B sector shows great potential and is worth pursuing. However, improvements and ongoing development are necessary to fully maximize the platform's potential (Zhao et al., 2020).

From Porter's 5 Forces competitive strategy Perspective, the threat of new entrants in the multisided job search platform market tailored for the F&B industry is moderate. Although the initial setup costs and technological requirements may pose a barrier to entry, the potential profitability of such a platform could attract new competitors. To mitigate this threat, the platform should continuously innovate and enhance its features to create a strong brand presence and customer loyalty. Also, leveraging network effects by growing the user database can make it harder for new entrants to gain traction.

The bargaining power of buyers, which includes both F&B business owners is high. Given the availability of alternative job search platforms, users can easily switch if they are not satisfied with the service. To address this, the platform must focus on delivering superior user experience, incorporating feedback, and

continuously enhancing features to retain users and minimize turnover. The threat of substitute products or services is low. In-house staff as alternative option, but to counter this, the platform should emphasize its unique value proposition to differentiate itself from substitutes. Industry rivalry is high in the job search platform market. There are many established players. To remain competitive, the platform needs to maintain a strong focus on innovation, user engagement, and strategic partnerships. Offering exclusive features, superior customer service, and maintaining competitive pricing will be key to staying ahead of rivals.

By addressing these competitive forces strategically, the platform can establish a robust market position, attract and retain users, and ultimately achieve sustainable growth in the F&B job search market.

5.2. Suggestions

While the hypothesis in this study yielded initial data in support, the platform still requires further development to enhance user experience (Shin et al., 2020), incorporating customer feedback such as expanding the database. The user interface (UI) improvements should focus on several key areas to make the platform more attractive and user-friendly. Enhancing the design involves updating the overall look and feel of the platform, ensuring it is modern, clean, and visually appealing. This includes selecting an appropriate color scheme that is both professional and inviting, and using high-quality images that resonate with the target audience. Additionally, improving website content to be clear, concise, and engaging is crucial for keeping users interested and informed.

From the user experience (UX) perspective, expanding the currently limited database is necessary to provide users with a broader range of options and more relevant search results. A more comprehensive database will ensure that business owners can find suitable candidates more efficiently, and store crews can discover job opportunities that match their skills and preferences. Moreover, adding filter buttons will allow users to customize their searches according to specific criteria, making the process quicker and more convenient.

Including profile photos is another essential enhancement. Profile photos can significantly improve user trust and engagement, as they add a personal touch to profiles, making interactions more human and relatable. This feature can also help business owners get a better sense of potential candidates, facilitating a more personal and effective recruitment process.

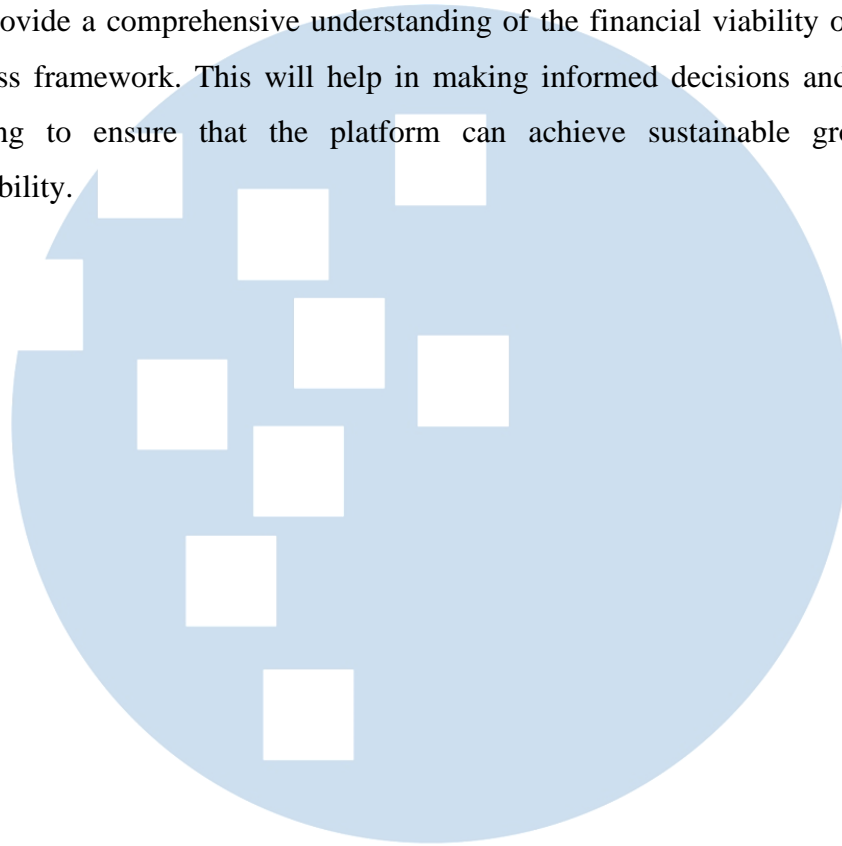
Overall, these enhancements—improving the UI design, expanding the database, adding filter buttons, and including profile photos—will significantly improve the platform's attractiveness and functionality, leading to a better overall user experience. Incorporating these changes based on customer feedback will not only validate the initial hypothesis further but also contribute to the long-term success and adoption of the platform.

Further research can be continued to comprehensively understand the financial feasibility of this innovative business framework. This research can delve deeper into various financial aspects such as revenue streams, cost structures, market dynamics, and potential risks to ascertain whether this new approach can indeed generate tangible financial benefits for the company (Jancenelle, 2021).

Exploring revenue streams will involve identifying and analyzing all potential sources of income the platform can generate. This includes subscription fees, advertising revenue, transaction fees, and any other monetization strategies that can be employed. Understanding cost structures is equally important, as it involves detailing all the expenses associated with developing, launching, and maintaining the platform. This includes operational costs, marketing expenses, salaries, technology investments, and more.

Market dynamics play a crucial role in determining the platform's financial feasibility. This involves studying the competitive landscape, identifying market trends, understanding customer behavior, and assessing the overall demand for such a platform in the F&B industry. Potential risks, such as technological challenges, market competition, regulatory issues, and economic fluctuations, must also be thoroughly analyzed to prepare for and mitigate any adverse impacts on the

business. By examining these financial aspects in greater detail, further research will provide a comprehensive understanding of the financial viability of the new business framework. This will help in making informed decisions and strategic planning to ensure that the platform can achieve sustainable growth and profitability.



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