

## Assessing Student Satisfaction with Campus Canteen Services: A Descriptive Study

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### Abstracts

*A canteen serves as a venue for the serving and consumption of food, where a diverse range of snacks and beverages are available for purchase. This purpose of the study was to examine student satisfaction with campus canteen services at People's Campus. A sample of 123 randomly selected bachelor-level students was utilized, and a descriptive research design with mean as the primary data analysis tool was employed. Data were collected through a validated questionnaire. The findings revealed an overall mean rating of 3.28, indicating that the level of student satisfaction with the canteen was moderately satisfactory. These results suggested the need for addressing canteen quality to enhance service for its student customers.*

*Keywords: Basic education, Canteen service quality, student satisfaction*

### 1. Introduction

In addition to serving and selling meals, a canteen also sells other snacks and beverages. In order to provide students the energy they need to complete the tasks they would undertake for the day, Campus use canteens to provide for their food and nutritional needs.

The College is strongly committed to support student's and range initiatives that offer opportunities for physically fit individuals who love eating healthy food. The college are

encouraged to implement comprehensive health and well-being programs, including food and nutrition education. The establishment and operation of campus canteen is important in developing love and interest in buying nutritious and healthy food among students, faculty and the college personnel, making it possible for them to enjoy nutritious and healthy food at affordable prices during the college day. The Canteen should also provide the students a variety of foods and dishes that enhance their skills and knowledge.

People's Campus was founded in 1981 AD by a group of educationists, academics, and major stakeholders in the area of education with the mission of promoting quality education that is accessible to the general public. It is a pioneering and leading community-based academic institution. Since its founding up to the present, it has given the skilled, educated personnel that the country needs. It has a solid infrastructure and is known as a top institution among students. It has been significant in the district's higher education sector by providing education in a variety of Management-related disciplines. Currently, People's Campus has various challenges that need to be addressed especially in terms of its canteen service quality provided to students. For instance, a lot of students complain about the price of canteen products, hygiene food, quantity, quality food, and cleaning the canteen. There are also various experiences and complaints from students regarding the kind or variety of foods displayed in the canteen. Hence, the researcher is challenged to conduct this study in order to assess the canteen service quality provided to students at campus where the findings would serve as a feedback mechanism of providing good and satisfying canteen services.

### 1.1 Objectives of the Study

To explore the student satisfaction with campus Canteen services.

### 1.2 Conceptual Framework

Presented in Figure 1 is the conceptual framework of study where the independent variable is the canteen service quality with the indicators namely: Variety of food, Quality of food, Healthy food choice and cost of food. The dependent variable is the student satisfaction which is based on the provided services of the campus canteen of People's campus.

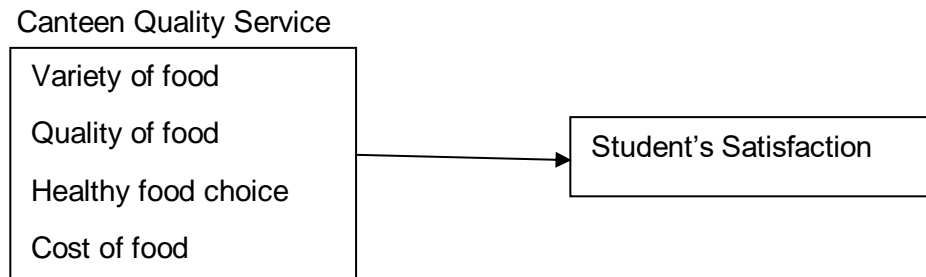


Figure 1 Conceptual framework

### 1.3 Significance of the study

This study was conducted to determine the significant relationship between the levels of service quality and student satisfaction in the Campus canteen of People's Campus. The study results may be beneficial to the following:

**Campus Administrators:** The results may provide information as a basis for policy formulation and improvement of canteen services provided to the students of People's Campus. This may help Campus Chief to provide assistance in the provision of canteen facilities to be included in the Campus improvement plan.

**Canteen Managers:** This may provide the necessary data for the canteen managers to identify their priority areas of improving the canteen services to better serve its customers, the students.

**Teachers:** This may encourage teachers to give feedback to the administration and Campus canteen managers for improvement of services like affordable prices, nutritional foods, facilities, maintaining cleanliness, and sanitation.

**Students:** This study would be beneficial to students for them to understand the realities about the canteen operations and the basic services that are expected to be provided by the Campus.

**Future Researchers:** This may serve as basis for those research enthusiasts to conduct further inquiry regarding canteen service quality and student satisfaction.

## 2. Review Literature

The concept of quality is difficult to define because quality means different things to different people. The way one customer will experience a product or service is not the same way another will experience it. Quality can be categorized in terms of various perspectives like judgment, product, user, value or manufacturing perspective (Evans, 2011).

Kasper, Helsdingen, and Gabbott (2006) view there are five service characteristics that determine how service quality is achieved. The first is the inability to own the service the way one would own a product. Quality assessment can only be made after the service has been purchased. The second characteristic is the intangibility of services that make it impossible to assess what is being offered and the quality of what has been delivered. The third characteristic of service delivery is the inseparability of the service from the people involved in its production and consumption. The customer is a participant in the process and therefore this has an effect on the output received. If the customer is not cooperative, lower quality may be achieved. The fourth characteristic of services is heterogeneity or variance of the service from time to time. This means that sometimes the service is good while at other times it may be poor. Perishability is the fifth characteristic of the service delivery that affects service quality. If it is not managed well it may mean long waiting lines or no people in the queue at all which the customer interprets as low quality.

Furthermore, Tsiotsou (2005) investigated the effect of various perceived quality levels on product involvement, overall satisfaction and purchase intentions. The findings of the study are perceived perceptions of product quality were significantly related to all the variables under investigation. Finally concluded perceived quality explained more of the variance in overall satisfaction than in product involvement and purchase intentions.

In addition, a service is an activity which has some element of intangibility associated with it which involves some interaction with customers or with property in their possession, and does not result in a transfer of ownership. A change in condition may occur and production of the service may or may not be closely associated with a physical product. In simple terms services are deeds, processes, and performances (Zeithaml & Bitner, 2003)

## **Student Satisfaction**

Elliott and Healy (2001) define student satisfaction as short-term attitude resulting from an evaluation of a student's educational experience. There is not much difference between the two terms because the student is just another kind of customer who is a customer of the education service and therefore most of the literature on service marketing will apply.

Elliott and Shin (2002) defined student satisfaction as the favorability of a student's subjective evaluation of the various outcomes and experiences associated with education.

Hom (2002) stated that the facing a problem of creating a standard definition for student satisfaction thus providing a need of customer satisfaction theory to be selected and modified so that it can explain the meaning of student satisfaction.

Gupta and Zeithamal (2006), who emphasized that the appearance of physical facilities, equipment, personnel, and written materials in stores to attract their customers. The concept of physical aspects is defined as the retail store appearance and store layout. In empirical study focus the relative importance of quality dimensions, the service quality performance in relation to 'should' and 'would' expectations and the role of context markers. The findings of the study that service providers need to tone up their performance with respect to most of service dimensions.

According to Mauri and Minazzi (2013), customer satisfaction is the consequence of a comparison between customer expectations and customer perceptions. Alternatively, customer the difference between expected quality and satisfaction Quality service and the experience or impressions of consumers following having the service provided.

According to Hom et. al. (2017), The phrase "satisfaction" refers to the emotion one has after having his or her wants, expectations, or needs met as well as the pleasant emotion that follows. Since contentment is a sensation, it exists in the user's head as opposed to other actions that can be seen, such as complaining, product selection, and repeat purchases.

Galabo (2019) examined the relationship between service quality and canteen consumer satisfaction, with affordable price as a crucial factor that can significantly increase customer satisfaction.

### 3. Research Methodology

#### 3.1 Research Design

This study used a cross-sectional method to dig into the topic of interest. In order to achieve the goals of this study, a cross-sectional study design is particularly well suited for taking an overview of a particular population at a single point in time. This study used a descriptive research design to gather the required data. A thorough overview of a specific topic can be provided through descriptive research.

The structured questionnaire comprised five questions along with background information. Simple random sampling was applied when selecting respondents from Bachelor students of the People's Campus of 123 out of 150 respondents.

#### 3.2 Research Instrument

A survey form was employed to collect data and both service quality and student satisfactions were adapted from the research of Kajenthiran and Karunanithy (2015).

The perceptions of the respondents among the Bachelor level student of People's Campus were based on the following Five point Likert rating scales:

Table 1

Descriptive Level

Range of Means	Descriptive level	Interpretation
4.20 – 5.00	Very High	This means that the canteen service quality at People's Campus as perceived by the Bachelor level students is outstanding
3.50 – 4.19	High	This means that the canteen service quality at People's Campus as perceived by the Bachelor level students is very satisfactory

2.60 – 3.49	Moderate	This means that the canteen service quality at People's Campus as perceived by the Bachelor level students is Moderately satisfactory
1.80 – 2.59	Low	This means that the canteen service quality at People's Campus as perceived by the Bachelor level students is rarely satisfactory
1.00 – 1.79	Very Low	This means that the canteen service quality at People's Campus as perceived by the Bachelor level students is poor

Note. From Galabo (2019)

Statistical Package for the Social Sciences (SPSS), a well-known and capable statistical analysis software programme, was used to analyze the acquired data. Due to its ability to effectively handle and analyze the data, SPSS was selected as a tool for producing insightful conclusions. This study included important statistical parameters like percentages, means, and standard deviations to properly analyze the data.

### 3.3 Ethical Consideration

To preserve the participants' rights and privacy, the study followed strict ethical requirements. Confidentiality was preserved by ensuring that all obtained data remained anonymous and was only utilized for research reasons. Furthermore, all subjects provided prior informed consent, demonstrating the dedication to ethical research practices.

## 4. Result

Presented are the finding of the study, it analysis and interpretation based on the tabulated and tread\ted data generated from responses of the respondents.

Table 2

Gender

Gender	Counts	% of Total	Cumulative %
Male	45	36.6 %	36.6 %

Female	78	63.4 %	100.0 %
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Note. From Researcher Calculation

Presented in Table 2 show the data on general information of gender who participate in the survey as the respondents. The 36.6 percent of respondents were male and 63.4 percent of respondents were female.

Table 3

The level of Student Satisfaction with Canteen

	N	Mean	Median	Su m	Standard deviation	Mi n	Ma x
Variety of food	123	3.07	3	377	0.755	2	5
Quality of food	123	3.11	3	383	0.822	2	5
Healthy Food Choice	123	3.37	3	415	0.793	2	5
Cost of Food	123	3.56	3	438	1.01	1	5

Note. From Researcher calculation

Displayed in Table 3 is the data on the level of student satisfaction with canteen. The mean ratings are as follows: Cost of food (3.56); healthy food choice (3.37); Quality of food (3.11); and Variety of food. The overall mean rating is 3.28 which mean that the level of student satisfaction with canteen is moderately satisfactory. This implies that canteen quality still need to be addressed in order to better serve its student customers.



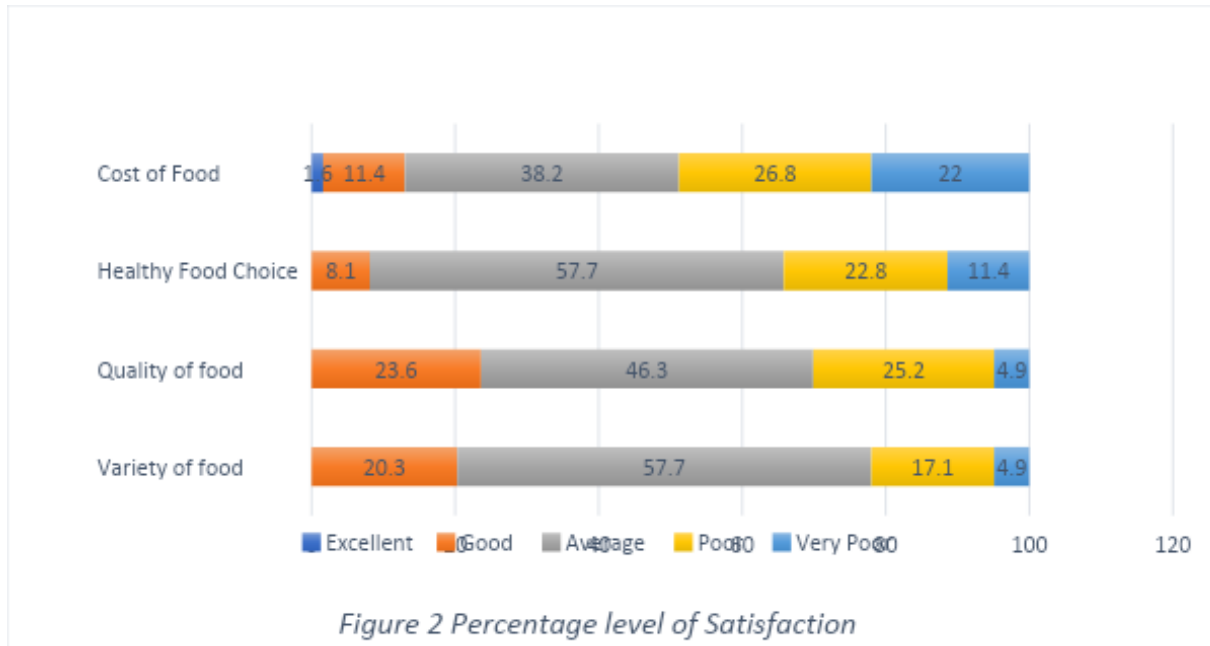


Figure 2 shows the respondents in a survey were asked to rate the variety of food on a scale of Excellent, Good, Average, Poor and Very Poor. According to the responses received, 57.7 percent of the respondents rated the variety of food as Average or 20.3 percent of the total, rated the variety of food as good. 17.1 percent of the total, rated the variety of food as Poor. These responses display that a majority of the respondents found the variety of food to be not satisfy with the majority rating them as either Good or Average.

Respondents in a survey were asked to rate the Quality of food on a scale of Excellent, Good, Average, Poor and Very Poor. The responses received, 46.3 percent of the respondents rated the Quality of food as Average. 25.2 percent of the respondents rated the quality of food as Poor and 23.6 percent of the respondents rated the quality of food as good. These results display that the majority of the respondents had not positive perception of the quality of food, with rating it as Average.

The data shows the responses of respondents in a survey regarding healthy food choice. Respondents were asked to rate the healthy food choice on a scale of Excellent, Good, Average, Poor and Very Poor. According to the data, 57.7 percent of respondents rated the healthy food choice as Average. 22.8 percent of the respondents rated the healthy food choice as Poor. These results reveal that the majority of respondents had not positive

perception of the healthy food of the survey with a significant proportion rating it as either Average or Poor.

The data shows the responses of respondents in a survey regarding the cost of food. Respondents were asked to rate the cost of food on a scale of Excellent, Good, Average, Poor and Very Poor. According to the data, 38.2 percent of respondents rated the Cost of food as Average. 26.8 percent and 22 percent of the respondents rated the cost of food as Poor and very poor. These results reveal that the majority of respondents had not positive perception of the cost of food of the survey with a significant proportion rating it as either Average or Poor or very Poor.

Based on the data provided, the respondents in the college had not positive perception of the college canteen. The majority of the respondents rated the variety of food, Quality of food, healthy food choice, cost of food as Average or Poor or Very poor. Therefore it can be concluded that the respondents had not positive perception of the College Canteen.

## **5. Conclusions and Recommendations**

### **5.1 Conclusions**

This study was conducted to determine the relationship of canteen service quality in relation to student satisfaction of Bachelor level of People's Campus, Located at Paknajol, Kathmandu. This study was conducted to 123 respondents, 45 males and 78 females, who were selected through random sampling technique. This made use of the descriptive research design with mean as data analysis tools. The data were gathered through an adopted and validated questionnaire

The overall mean rating is 3.28 which mean that the level of student satisfaction with the canteen is moderately satisfactory. This implies that canteen quality still needs to be addressed in order to better serve its student customers.

### **5.2 Recommendations**

Since the results showed that the canteen quality is on the level of moderately satisfactory as well as the student satisfaction is moderately satisfied, the following recommendations are formulated.

1. The college administrations, canteen managers and staffs may take action through designing and planning the necessary improvement of the college canteen and its services given to students and other customer.
2. The college canteen staffs may initiate feedback mechanism to continuously improve its service offered to entire college stakeholders
3. The college canteen managers may also review the price of the product that are affordable to students
4. The college canteen staffs may also find ways to make the canteen more presentable, clean, convenient and making its ambiance more comfortable and refreshing.
5. The students are also encouraged to patronize the college canteen and give constructive feedback to the college canteen manager and staffs which would serve as basis for improvement.

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