

## [POM 12] LEVEL OF STUDENT'S SATISFACTION IN CAFETERIA INAPAN SISWA BANK MUAMALAT

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### ABSTRACT

*On-campus foodservices were the first choice for university students to dine in. Therefore, to maintain students' level of satisfaction for on-campus foodservice, university foodservice have to be monitored and improve periodically. This study will discuss about the issues of unhealthy food, price not standardized and hygiene problem. This study highlights 2 outcomes in the view of the following objectives (1) determine the student satisfaction level on cafeteria services at cafeteria Inapan Siswa Bank Muamalat (2) determine the important factor of student satisfaction on cafeteria services at cafeteria Inapan Siswa Bank Muamalat. The data was collected through a questionnaire survey that targeting students from UUM that majority stay at route C, and analyse with SPSS v.21 statistical techniques. The results of descriptive analysis shown that overall of student satisfaction level on cafeteria is not satisfied and it concluded that the important factor of student satisfaction are cleanliness, customer service, price and food quality. Studies on these cafeteria only the beginning and researcher shall do future research for other cafeteria in UUM too to ensure that the all cafeteria in UUM able to deliver high degree of service quality*

**Keywords:** *student satisfaction, service quality, cafeteria, foodservice*

### INTRODUCTION

Cafeteria is provided for each residential that under Universiti Utara Malaysia (UUM). Students may have their meals at their own residential area and the distance is just a few minutes. Therefore, it clearly explained that students' judgments in university cafeteria is important in order to achieve success of a cafeteria in any higher learning institution. Perspective of students played important roles to measure the service performance of the cafeteria. The efficiency of the cafeteria able to improve the level of satisfaction of students towards cafeteria service.

The Cafeteria Inapan Siswa Bank Muamalat in Universiti Utara Malaysia is facing several problems. Students are dissatisfied with the food quality, price and hygiene provided by the cafeteria operators. Price and value and food quality are the important factors to determine the level of students' satisfaction in the university cafeteria (Xi & Shuai, 2009; Ryu et al., 2012; Ng, 2005). Other than food quality and price, the

cleanliness, interaction in between service provider and students as well as service efficiency played very important role on meeting student satisfaction in terms of service quality (Barlett & Han, 2007).

### **Research Objectives**

- 1) To determine the student satisfaction level on cafeteria services at cafeteria Inapan Siswa Bank Muamalat.
- 2) To determine the relationship between service quality and student satisfaction at cafeteria Inapan Siswa Bank Muamalat.

## **LITERATURE REVIEW**

The growth of institutional foodservice in the university occur rapidly as the increment of student population at public and private universities in Malaysia (Malaysian Ministry of Higher Education, 2007). As the market of university student increase, it directly encourage the increase of the college and university foodservice. (Sutherlin & Badinelli, 1993). Therefore, it forces the university management to improve the foodservice (Dollah et al., 2012). It clearly explained that service quality has always been a critical problems during determining the satisfaction of customer in order to maintain a long term relationship with the customer and to sustain customer loyalty (Spreng & Mckoy, 1996). Unfortunately, there is very few information and lack of journals which related to university foodservice in Malaysia.

### **Ambiance**

Ambiance of cafeteria plays a big part in customer satisfaction. This element is about comfortable seating arrangement that leave enough space for customer to move, or high quality design of the space and building, and also the suitable music (Namkung & Jang, 2009). Besides that, the packaging of food, size and design of plate as well as lighting of the cafeteria will directly affect the individual's perception (Story et al., 2008). Purdue University conducted a research and they found out its recent Fred and Mary Ford cafeteria, which provided customer with a modern café ambience and variety of food attracted more students to patronize their dining court. Place with nice ambience which decorated with high-end furniture and good choice of colours is the main factor that will build customer loyalty and getting students to come back time and time again to the dining place (FoodService Director, 2005). Ambience is also one of the major factor that will differentiate your cafeteria business from others (Auty, 1992).

### **Cleanliness**

After reviewing the pass researchers about customer satisfaction, researcher realized that customer will evaluate the quality of service based on the cleanliness of restaurant (Barber & Scarcelli, 2009, 2010; Becker et al., 1999; Stevens, Knutson & Patton, 1995). A survey clarify that around 59% customers value cleanliness more than many other factors (Brewer & Rojas 2008). Furthermore, every owner of restaurant should make many effort to make sure that their restaurant cleanliness is meeting the government regulation and expectation of customer. Threemitaya (2003) indicated that cleanliness of restaurant were the number 1 concern for the customer when they walk in a restaurant.

### Customer Service

According to Kursunluoglu (2011), customer services are intangible or tangible value increasing activities which are related with products or services indirectly or directly to meet customer expectations and then to provide customer satisfaction and loyalty (Kursunluoglu, 2011). Research shows that 68% of all customers do not return for repeat business because of an attitude of indifference on behalf of the employee serving them (JETRO, 2015). Retailers must provide excellent customer services to customer for enable to meet customers' expectation. It has been shown by empirical studies that the key difference between customer satisfaction and service quality is that satisfaction reflects customers' experiences with that service, while quality relates to managerial delivery of the service (Iacobucci et al., 1994).

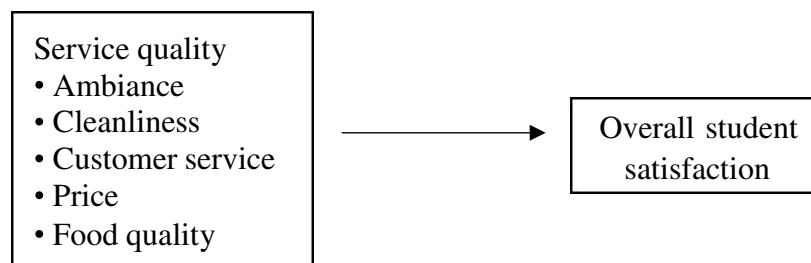
### Price

The level of a service quality can be determine based on the amount that paid for the service. (Soriano, 2003). According to Klassen et al. (2005), purchase decision that made by students will consider about the price. The good value of price, portion size, reasonable price and overall value of dinning is categorized into price based on the studies of Ng (2005) and Xi and Shuai (2009). When perceived price is low, the perceived satisfied will be low (Xi & Shuai, 2009).

### Food quality

Food quality is a quality characteristic of food and then consumers can be acceptable (McWilliams, 2000). Food quality is very close and the impact of customer satisfaction that can be measured cafeteria service level by students' satisfaction. The food quality has two factors includes external factors and internal factors. External factor is major appearance, size or color, texture and flavor and internal factors will major focus to nutrition, chemical and physical (Imram, 1999). That the factors are most important to influence consumer select the food and evaluate food quality. The degree of satisfying university cafeteria depends mostly on the quality of meals, diversity of food, food hygiene and environment (Kim & Kim, 2004). Overall quality of the food, taste of food, freshness of the food and eye appeal of the food are classified for food quality dimension (Ng, 2005).

### Conceptual research framework



**Figure 1**

Conceptual framework for level of student satisfaction on cafeteria Inapan Siswa Bank Muamalat

The following hypotheses are proposed:

H<sub>1</sub>: Service quality has direct relationship with student satisfaction at cafeteria services at cafeteria Inapan Siswa Bank Muamalat.

## METHODOLOGY

### **Questionnaire design**

The method used to collect data is quantitative approach. The primary data for these research will be the data that gathered from questionnaire while the secondary data is gained through by someone else for reference purpose (Roopesh, 2013). A questionnaire was designed to collect information regarding to the level of student satisfaction in Cafeteria Inapan Siswa Bank Muamalat. Closed-ended questions is used to help respondents to make quick decisions. Likert scale of the questionnaire is given on a 4 point Likert scale which is no neutral option. 4 point Likert scale enable respondent to choose the answer then more identification they need.

### **Population and sample size**

The population of this study is 3122 students with sample size of 342 students from UUM that having meals in cafeteria Inapan Siswa Bank Muamalat. Due to the huge number of students, data collection becomes difficult for entire population because of limited time and budget. In order to increase respond rate, a total of 400 questionnaires was distribute to the students. At the end of data collection period, this study successfully collected 200 useful questionnaires.

### **Data analysis method**

In order to address the research objective and to satisfy the hypothesis formulated, this study was analysis data by collected from the questionnaire. Since the research design is based on quantitative method, thus quantitative data analysis was used in this study. The analysis of reliability, description, analysis, frequency analysis, Pearson-Correlation analysis through using SPSS software will be used for research purpose.

## FINDINGS AND RESULTS

Total 200 respondents as this studies sample size. Frequencies analysis is used to analyse demographic for this studies. The results clearly shown that majority of the respondents are female from COB. Chinese have the highest distribution and from semester 5 and above. Most of the respondent spend RM4 to RM6 and they also respond that their waiting time is 5 minutes above. The findings of this study by level of student satisfaction on cafeteria have got the result from the questionnaire. This study will get the finding by a majority of the respondent spend RM4 to RM6 amount in the cafeteria that the price is an expensive. Another finding of this study, the respondent should be long line up waiting time during peak time. That the respondents have to more time waiting for more than 5 minutes.

### **Reliability analysis**

Reliability indicates the degree to which the measurement scales of a research instrument produce consistent results when the measurement items are repeated several more times. The following table represent the result of conducted reliability analysis:

**Table 1**  
Reliability analysis results

Constructs	No. of items	Cronbach's Alpha
Overall student satisfaction	5	0.848
Ambiance	5	0.748
Cleanliness	4	0.872
Customer service	5	0.878
Price	4	0.924
Food quality	6	0.866
Total	29	0.950

According to Field (2013) the acceptable value of alpha in reliability analysis is 0.6 in the case for exploratory research, 0.7 for confirmatory purposes and 0.8 is considered as good for any research purpose. The results show that the composite reliability scores for all constructs surpassed the satisfactory level of 0.70, specifying a relatively high level of constructs reliability.

### Descriptive analysis

Descriptive analysis uses a simple summary data illustration to determine measures of central tendency, measures of dispersion and measures of skewness. In this study, descriptive analysis where students view the mean scores to identify the acceptance level of student satisfaction. This descriptive analysis will be presented in the table below, the maximum and minimum will be known by this result. Besides, mean and standard deviation value of each variable shown in the proposed model.

**Table 2**  
Descriptive analysis results

Variables	N	Minimum	Maximum	Mean	Standard Deviation
Overall student satisfaction	200	1.00	4.00	2.4300	0.66733
Ambiance	200	1.00	4.00	2.6190	0.53673
Cleanliness	200	1.00	4.00	2.5838	0.65465
Customer Services	200	1.00	4.00	2.4070	0.67916
Price	200	1.00	4.00	2.3213	0.78233
Food Quality	200	1.00	4.00	2.3392	0.65385

The average ambience and cleanliness indicating that the respondents' issues were agreed. It also means that this 2 variables is in the satisfied value. The remaining means factor will be within the range of disagreeing involving student satisfaction, customer services, price and good quality. This range also means not satisfied.

### Correlation analysis

The p-value interprets the probability of an existed correlation between two variables on study. According to Shamah,  $p \leq 0.01$  means that implies 99% of confidence level, and only 1% the association is might occurred by chances. The strength of a relationship between variable can be interpreted through effect size (Cohen, 1988). Effect size can be used in classifying r value. 0.10 to 0.29 means small effect size and r-value that above 0.50 indicates large effect size or strong relationship. Positive values translate positive association while for negative values are negative association to (Muijs, 2010).

**Table 3**  
Correlations analysis results

Variables	p-value	r-value
Ambiance	$\leq 0.01$	0.630**
Cleanliness	$\leq 0.01$	0.548**
Customer Services	$\leq 0.01$	0.556**
Price	$\leq 0.01$	0.675**
Food Quality	$\leq 0.01$	0.555**

According to the table above, ambiance, cleanliness, customer service, price, and food quality have the strong relationship with student satisfaction and very significant. The p-value for the variables is less than or equal to 0.01. This value indicates the variables are very significant.

### DISCUSSIONS

The overall result of level of students towards cafeteria is not satisfied. Since the variable of student satisfaction which is customer service, price, and food quality is in not satisfied value, improvements should be done to increase the level of student satisfaction. The staff in cafeteria will be improving staff interpersonal skills provide good attitudes to customer services. According to Winsted (2000), the perception of customer service could be affect by students perceptive. Besides, the cafeteria shall be providing price standard and fairness to students that students will compare prices and judgments, whether the payment is higher or lower in their expected. The cafeteria also should improve food quality aspects such as quality and food nutrition offered that is considered important by which students dining at the cafeteria. If the worst case of less food quality, most of the students are willing to find other alternatives.

According to Zainol, Kisun, and Norashikin (2015), the discourse of their study is finding the service quality has direct and significant relationship with student satisfaction. This finding is positively associated with previous researchers the many studies have quoted the importance of determining the service quality for customer satisfaction (Kong & Jamil, 2014; Qu, 1997; Stevens et al., 1995). It is means that when improvement is done by the variable of ambiance, cleanliness, customer service, price and food quality, the students satisfaction will improve simultaneously. The other factor of ambiance and cleanliness are the satisfied value within range of agreed. But the factor of ambiance and cleanliness must be still keep on the range of agree satisfied value. According to Yumul et al. (2014), the cafeteria should always maintain and often check the good ambiance and cleanliness of the cafeteria since majority students are satisfied in the ambiance and cleanliness. Lastly, the r-value from correlation analysis shown that the variable of ambiance, cleanliness, customer service, price and food quality have the strong relationship with student satisfactions. Though the results, it already prove hypothesis H<sub>1</sub>, which is service quality has direct relationship with student satisfaction at cafeteria services at cafeteria Inapan Siswa Bank Muamalat.

## LIMITATIONS & RECOMMENDATIONS

Every study has some personal limit to carry out testing. The respondents of this research mainly are from Route C and not representative of all university students. There are some other predictors such as facilities, communication, and menu design are not examined by this study. This study was conducted in Malaysia, so the result may not be fully extended to other country because believing and perception may be different.

Recommended for future research are improving the customer services, price, food quality and student satisfaction because the means of variable factors within range of disagreeing satisfied value. However, this study has provided powerful information to help the cafeteria to improve their service quality and then student satisfaction. This study can be expanded to all cafeterias of UUM. Future research should expand the number of respondents from Route A, B, and D in University Utara Malaysia and to wider category such as university academicians and administrative staff to provide more representative results for the study. In UUM, each cafeteria has faced different factor variable service quality and different level of satisfaction by students. Recommendation for future research can be using other factors to text by next study such as menu design, and facilities etc. Besides, this study mainly focused on the level of student satisfaction on cafeteria INAPAN SISWA BANK MUAMALAT. Thus, highly recommend to further studies in future research to fully understand the situation cafeteria services of students in UUM.

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