Factors Affecting Student Satisfaction to Visit Cafeteria at University Malaysia Kelantan, Bachok

Siti Nor Aziani Binti Mohamad Roslan, Siti Nur Asmahusna Binti Abdul Razak, Siti Nurfatiha Binti Muhammad Hasni, Siti Rozaimah Binti Ramlee, & Harnidah Binti Samengon

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: harnidah@umk.edu.my

ABSTRACT

This study aims to examine the factors affecting student satisfaction in visiting the cafeteria at University Malaysia Kelantan, Bachok. This study focuses on how satisfied students are with their cafeteria experiences. The researcher wants to know the factors affecting students' satisfaction with visiting the University Malaysia Kelantan, Bachok cafeteria. A questionnaire was designed to collect the information. A total of 375 respondents were students from the University Malaysia Kelantan, Bachok, while conducting the research. As for the result, all of the independent variables studied in this research had significant relationships with the dependent variable. The finding of this research showed that all the hypothesis is accepted.

Keywords: Food Quality, Cleanliness, Price Fairness, Facilities, Student Satisfaction, Cafeteria

INTRODUCTION

According to the Euromonitor International report (2019), the food industry is one of the fastest-growing industries in the global market, and it is growing rapidly in Malaysia. Malaysia is quickly advancing in food service, along with developed and emerging countries worldwide. According to the Malaysian Bureau of Statistics (2017), there were 167,490 food service establishments in 2015, up from 130,570 in 2010, representing a 5.1% annual growth rate. Due to the restaurant industry's two fast expansions, dietary preferences and consumer needs are changing.

The food service providers must strategize their operations to increase competition among the university's cafeteria proprietors. The university has made the space available and permits businesses to participate in the cafeteria. Along with offering education, schools also provide a wide range of services for the convenience of their students, including cafeterias, stationery shops, bookstores, and stores that sell computers (Jung, 2013). Universities and colleges are primarily concerned with keeping students with a number of options available to them, making the demands of university students particularly important. Even while offering top-notch instruction is very important to these universities and colleges, some university administrators are starting to understand and value the idea of providing full services on campus, with culinary services having the potential to play a key role. However, due to improvements in the food sector, college students today have experienced far better environments than they did in the past. As a result, the student cafeteria has changed from the past. In addition, the national income has increased.

Higher education institutions offer one of the best chances to change people's eating habits. Mei (2017) reports that 93% of the students he studied said they would purchase their food and beverages at the university. The factors that most impact students' food purchasing decisions are taste, value, cost, and convenience. According to frequent suggestions, the cafeteria can

benefit from lower food prices and a wider choice of foods. According to the student-as-customer (SAC) paradigm, students are the primary consumers of higher education institutions (Kotler & Clarke, 2012). The research of Tekle and Ruth (2007), students place importance on the food's quality, presentation, and cost at their campus café. It is also evident that while choosing a cafeteria, students emphasize their pleasure with the selection of amenities, the environment, and the food's quality. The attention here is also on food selection, food quality, pricing, available facilities, and operation hours. A food service management evaluation at the university cafeteria can be put into place to see the quality of the services offered to satisfy the students' tastes and increase overall satisfaction. Students can use this to evaluate their degree of satisfaction in relation to their goals.

The purpose of this research study is:

1. To investigate student satisfaction with food quality factors at the cafeteria of University Malaysia Kelantan, Bachok.
2. To analyze student satisfaction with cleanliness at the cafeteria of University Malaysia Kelantan, Bachok.
3. To measure student satisfaction with price at the cafeteria of University Malaysia Kelantan, Bachok.
4. To identify student satisfaction with facilities at the cafeteria of University Malaysia Kelantan, Bachok.

Significance of The Study

This study identifies the satisfaction of students using the cafeteria at the university. In industrial services, perceived quality is considered one of the most important predictors of customer satisfaction. Perceived quality can be further divided by restaurant environments, such as food, cleanliness, price and convenience. This study aims to understand how students buy products and services and what factors can influence them when purchasing products or services. This study also found a relationship between product availability and purchase on student satisfaction.

LITERATURE REVIEW

Food Quality

According to the STANDS4 LLC (2022) research, food quality is referred as a characteristic of food quality that consumers feel is acceptable. These include extrinsic qualities like look, texture, flavor, and internal and external grade standards. The Food Safety Act of 1990 regulates food quality in the United States. Many customers depend on manufacturing and processing standards to determine what ingredients are present for dietary, nutritional, or medicinal reasons.

Based on their distinctive color and appearance, caterers decide which food products to display and sell in the food service sector. This helps catch the user's attention, influencing their decision on whether or not to buy. A good predictor of whether or not a customer will return to a particular restaurant is the quality of the food, which is regarded as one of the important aspects in influencing customer happiness. Research by Lee (2004) and Andaleeb and Caskey (2007) found that the majority of students claimed they would utilize the on-campus food service more frequently if the meal quality improved. In order to influence student happiness, food service administrators, especially those in the institutional food service sector, must have

a deep awareness of students' needs and preferences. as in university dining halls (Ng, 2005; Xi & Shuai, 2009).

A competent food service system can reportedly make students more comfortable and can also reflect well on an institution, according to research by Nuzul and Nor Afini (2016). The cleanliness of the cafeteria itself is the primary aspect of providing quality meal service. While the findings of Jian and Sameeha's (2014) study show that the cafeteria's expanding food selection will result in greater student satisfaction with food service. For instance, if students rate the cafeteria's quality of food service, the satisfaction level is likewise very high. From this, it is clear that maintaining and raising the caliber of the service will result in customers being satisfied with the meal they receive.

Cleanliness

In the course of this study, which was carried out in the cafeteria of the UKM residential college, the researcher discovered that there was unpacked equipment that was not being utilized by the cafeteria, uncovered garbage cans, a dirty floor, and no insect deterrents. This is due to the fact that it is the primary cause of foodborne illness transmission. In order to ensure that the food served must be pure, clean, and safe to eat in order to prevent this foodborne illness, the researcher believes cafeteria owners need to strengthen personal and environmental hygiene protocols and impart knowledge to each of their personnel. The researcher concluded that the personal hygiene practices of food handlers and the cleanliness of the cafeteria has a moderately strong, statistically significant, and beneficial link.

The health status of students or users is positively correlated with the cleanliness of the environment and the equipment, according to Mohd Said et al. (2008). According to the study, cafeteria managers need to be aware of how crucial good hygiene is to students' health. Employers must also ensure no animals are allowed to roam around the cafeteria. According to a study by Mohd Rizal and Nurulaini conducted at the UTM Campus Cafeteria, Skudai, some participants report feeling uneasy when animals roam the dining area since it can impair their appetite. This study used a quantitative research design and a survey approach to collect data using an online questionnaire. The study results found that the most dominant factor is personal hygiene, controlling food and the environment that affects food hygiene.

Based on research conducted by Mohamed et al., (2022) prove that environmental hygiene factors are found to have a significant relationship with students' health levels. Suppose a place that prepares food or drinks is clean and has a welcoming ambiance, such as a cafeteria, restaurant, or similar establishment. In that case, it will significantly impact the people that enter it. As a result, a venue that produces, serves, and sells wholesome, hygienic food or beverages in a setting that adheres to excellent hygiene guidelines is referred to as a clean and healthy site. According to a study done at Awan University, it is important to take cafeteria hygiene factors seriously because they significantly impact students' health when they are served food and beverages. These factors include the food handlers' personal hygiene, the cafeteria's cleanliness, and the knowledge of the food handlers.

Price Fairness

Bowen & Makens (2013) state that one of the key elements influencing how consumers perceive a product's price in terms of quality and value for money is its cost. Price is the amount paid for products or services or the value customers pay for owning or utilizing a good or service. According to a study by Mursalina and Simanjuntak (2021), pricing perceptions, which include affordability, price appropriateness, excellence, and quality that is judged acceptable by consumers, must consider customer buying interests. For instance, price influences the

decision-making process for food services and is also considered once a decision is made, allowing for comparing the many features.

Price is the top student issue in a university food service because students buy meals on a tight budget. Additionally, they stated that if on-campus eating costs were too high for students, they would buy food off-campus instead, where it would be a lower price. In addition, the price offered with a fair and fixed pricing significantly impacts student satisfaction, and it makes sense for customer satisfaction if the price provided is appropriate and fair.

Facilities

Facilities are products or services that help a business achieve its objectives. Most organizational structures provide amenities that help tenants accomplish their business goals (Amilia Hasbullah, 2011). Most faculty canteens still don't meet the physical requirements to be able to offer food services that can satisfy students since the criteria include building and facility components that don't match the standards. Similar to the canteen, several areas still have low ceilings, dim lighting, and few dining areas with tables and chairs.

The cafeteria's primary purpose is to give students and lecturers a place to eat and relax between lessons. Therefore, the cafeteria should first and foremost offer a range of seating. While comfortable sitting is preferred to maximize the user's safety, this can be in the shape of stools, benches, or chairs.

Student Satisfaction

The areas of satisfaction that have received the most attention regarding food service include food quality, cleanliness, price fairness, and amenities. The study's results were thought to help other university administrations include more indicators to boost student satisfaction with their cafeteria services (Chang et al., 2014). The research varies from most others in that it focuses on students' satisfaction from the standpoint of consumer satisfaction rather than providing a standard definition of students' pleasure (Hom, 2002).

In addition to presenting a selected and adjusted definition of student satisfaction, it also presents the client's viewpoint. The current environment of the tertiary education marketplace, where their views on services have to be taken into account and acted upon since they are also fee payers, has created a trending moral prerogative for students who are viewed as customers, despite the risks associated with doing so (Imran, 2018). Customer satisfaction is a customer's view followed by expectations and the experiences of post purchases as per the research conducted by Suchanek and others (Suchanek et al., 2017).

Research Hypothesis

The hypothesis is a prediction or explanation of the relationship between two variables. It implies a systematic relationship between an independent and dependent variable exists. Thus, these are the proposed hypothesis:

H1:   There is a relationship between food quality of student satisfaction at the cafeteria of University Malaysia Kelantan, Bachok.

H2:   There is a relationship between cleanliness of student satisfaction at the cafeteria of University Malaysia Kelantan, Bachok.

H3:   There is a relationship between price fairness of student satisfaction at the cafeteria of University Malaysia Kelantan, Bachok.

H4: There is a relationship between student satisfaction facilities at the University Malaysia Kelantan, Bachok cafeteria.

Research Framework

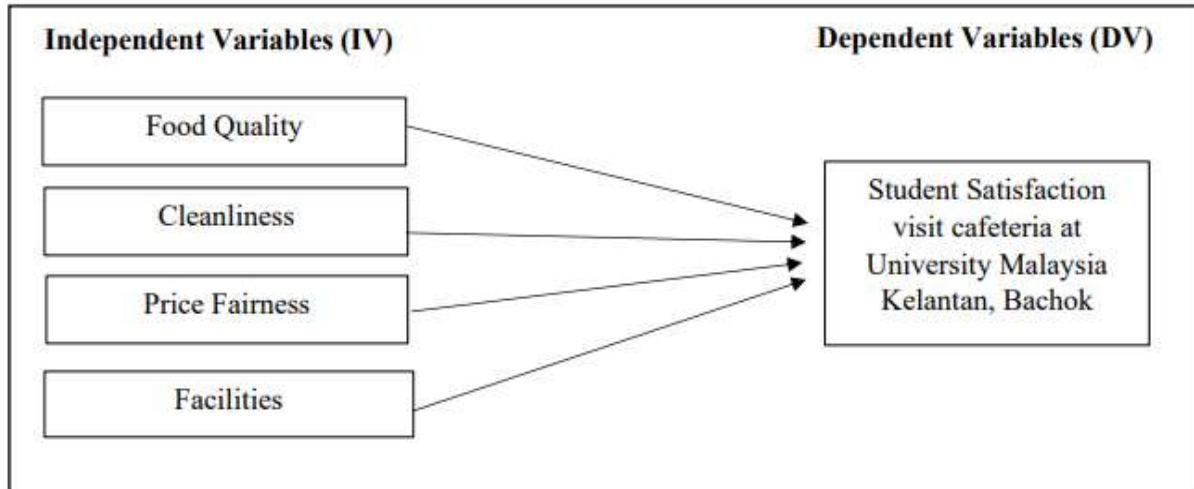Figure 1 below shows the research framework used for this study

Figure 1: Relationships between the Independent Variables and Dependent Variable

Sources:

There were four independent variables (IV) determined by this study which are food quality, cleanliness, price, and facilities. The dependent variables (DV) include student satisfaction visits to the cafeteria at University Malaysia Kelantan.

METHODOLOGY

Research Design

This study uses a quantitative method where a questionnaire was distributed to 375 respondents who used the cafeteria at University Malaysia Kelantan, Bachok. This study's target population is all University Malaysia Kelantan, Bachok students. This study was conducted to determine the factors that affect students' satisfaction in the cafeteria. The researcher divided the questionnaire into four parts, namely parts A, B, C, D, E and F. For Part A, the questionnaire asked for general information about the demographic profile of the respondents, such as gender, age, race, year of study and faculty. For Sections B, C, D, E and F, the questions elaborate on the dependent and independent variables, which are (i) Food Quality, (ii) Cleanliness, (iii) Price Fairness, (iv) Facilities, (v) Student Satisfaction. This questionnaire uses a multiple-choice format and a 5-point Likert scale of agreement.

Data Collection

Data collection is the most essential analysis to determine the problems. Data collection aids a person or organization in answering essential questions, evaluating outcomes, and forecasting future probability and trends. Data collection is taken online only. The online questionnaire has been sent via WhatsApp to all students of UMK Bachok. It can save time, energy and is easily accessible in all locations with an internet network.

Sampling

The sampling method used in this study was the probability sampling technique which was simple random sampling. The study uses this method because questionnaires are prepared and distributed online to collect information from respondents. Questionnaires were allocated randomly to all Universiti Malaysia Kelantan, Bachok students who use the cafeteria.

Data Analysis

This study uses four data analysis types: descriptive statistics, reliability statistics, and Pearson's correlation. The data obtained were analyzed by using SPSS version 25. The use of SPSS in the study helps to achieve the research objectives and helps to process the data that has been obtained.

FINDINGS

Result of Demographic Analysis

Table 1: Frequency Analysis

Demographic	Frequency	Percentage
Gender		
Male	163	43.5
Female	212	56.5
Age		
18-20 years old	28	7.5
21 - 23 years old	250	66.7
24 - 26 years old	85	22.7
27 - 29 years old	12	3.2
Race		
Malay	217	57.9
Chinese	64	17.7
Indian	88	23.5
Other	6	1.6
Year of Study		
Year 1	59	15.7
Year 2	115	30.7
Year 3	148	39.5
Year 4	53	14.1
Faculty		
Faculty of Creative Technology Warisan (FTKW)	139	37.1
Faculty of Architecture and Economics (FSE)	124	33.1
Faculty of Language Studies and Human Development (FBI)	112	29.9

A total of 375 questionnaire sets were assigned through the online platform. This portion contained the respondents' contextual profiles. This section focuses on the demographic profile and background of the respondents, including gender, age, race, year of study and faculty.

Table 1 shows the summarized demographic results of the respondent's profiles. The total number of male respondents is 163, while the total number of female respondents is 212. Male respondents comprised 43.5% of the total 375 respondents, while female respondents comprised 56.5%.

As shown by Table 1, the data revealed that the majority of those who answered the questionnaire were between the ages of 21-20 years old, with 250 people answering and a response rate of 66.7%. Then came the 24-26 age group, which had 85 responders and a 22.7% response rate. The age group of 18-20 years old had 28 respondents and a response rate of 7.5%. Finally, 12 people in the 27-29 age group answered the survey, accounting for 3.2% of all respondents.

With 217 responses, the data shows that Malays form most of those who participated in the race (57.9%). Indians came in second with 88 replies, accounting for about 23.5%. The Chinese were next, with 64 answers representing 17.7 percent of the total and six respondents representing 1.6 percent of the total from other races.

At an educational level, most respondents are studying in year 3, with 148 respondents and a value of 39.5%. Respondents from studying in year 2 came in second with 115 respondents and a value of 30.7%, followed by respondents from the study in year 1 with 59 respondents and a value of 15.7%. Finally, studying in year 4 had the lowest response rate, with 53 people responding for a total of 14.1%.

According to the table, the total number of Faculty of Creative Technology Warisan (FTKW) respondents is 139, while the total number of Faculty of Architecture and Economics (FSE) respondents is 124, and the Faculty of Language Studies and Human Development (FBI) is 112 respondents. Faculty of Creative Technology Warisan (FTKW) respondents comprised 37.1% of the total 375 respondents, while the Faculty of Architecture and Economics (FSE) respondents comprised 33.1%, and the Faculty of Language Studies and Human Development (FBI) respondents comprised 29.9%.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Food Quality	The appearance of the food is good.	4.10	0.793
	The taste of the food is good.	4.06	0.830
	Food quality is always the same.	4.04	0.896
	Variety of food on display.	4.12	0.784
Cleanliness	The dining area in cafeteria restaurants is virtually clean.	4.04	0.868
	The staffs are clean and neat.	4.06	0.831
	Cleanliness is good.	4.06	0.884
	Food cleanliness.	4.10	0.844
	Eating utensils' cleanliness.	4.07	0.871
Price Fairness	The price of food is written clearly on the menu.	4.10	0.892

	The price is reasonable for the portion served.	4.06	0.837
	I consider the food's price acceptable.	4.12	0.800
	The quality of food is suitable for the price paid.	4.11	0.803
Facility	I always have a place to sit.	4.14	0.752
	The seats are comfortable.	4.13	0.789
	Physical environment.	4.10	0.826
	I like the decorations in the cafeteria.	4.07	0.891
Student Satisfaction	I am pleased with what I get and what I pay.	4.14	0.779
	The staff are friendly.	4.17	0.772
	I feel easy to talk with staff when I'm served.	4.17	0.784
	The serving line move fast.	4.07	0.836

The descriptive analysis that showed independent variables was moderate, with a mean of food quality at 4.083, cleanliness at 4.066, cleanliness at 4.2682, price fairness at 4.0975 and facilities with a 4.112 mean. Furthermore, the means dependent variable verified student satisfaction of 4.1375 as a sub-variable.

Result of Reliability Analysis
Table 3 below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Food Quality	4	0.765
Cleanliness	5	0.797
Price Fairness	4	0.817
Facilities	4	0.826

In this variable, the number of items is as follows: food quality (4), cleanliness (5), price fairness (4), and facilities (4). The reliability analysis was conducted in this analysis to determine Cronbach's Alpha values for all variables. The values are as follows: food quality (0.765), cleanliness (0.797), price fairness (0.817), and facilities (0.826). All the reliability was above the 0.9 average, usually considered excellent (Matkar, 2012).

Result of Pearson Correlation Analysis
Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	Result	Findings of Data Analysis
H1: Food quality has a moderately positive relationship with turnover students' satisfaction in visiting the cafeteria at University Malaysian Kelantan, Bachok.	r = <0.765, p <0.01 Very high positive	**H1: Supported**

H2: Cleanliness has a moderately positive relationship with turnover students' satisfaction in visiting the cafeteria at University Malaysian Kelantan, Bachok.	r = <0.797, p <0.01 Very high positive	H2: Supported
H3: Price fairness has a strong positive relationship with turnover students' satisfaction visiting cafeteria at University Malaysian Kelantan, Bachok.	r = <0.817, p <0.01 Very high positive	H3: Supported
H4: Facilities have a strong positive relationship on turnover students' satisfaction visiting cafeteria at University Malaysian Kelantan, Bachok.	r = <0.826, p <0.01 Very high positive	H4: Supported

Hypothesis 1 (H1) proposed that food quality is a positive relationship with students' satisfaction. The finding reported in this study revealed that the reliability recorded value of Pearson Correlation, which is r = <0.765, p <0.01. Thus, the result accepts hypothesis 1 (H1), whereby reliability is positively significant with students' satisfaction.

Hypothesis 2 (H2) proposed that cleanliness is a positive relationship with students' satisfaction. The finding reported in this study revealed that the responsiveness recorded value of Pearson Correlation, which is r = <0.797, p <0.01. Thus, the result accepts hypothesis 2 (H2), whereby cleanliness is positively significant with students' satisfaction.

Hypothesis 3 (H3) proposed that price fairness is a positive relationship with students' satisfaction. The finding reported in this study revealed that the price fairness recorded value of Pearson Correlation, which is r = <0.817, p <0.01. Thus, the result accepts hypothesis 3 (H3), whereby price fairness is positively significant in students' satisfaction.

Hypothesis 4 (H4) proposed that facilities are a positive relationship with students' satisfaction. The finding reported in this study revealed that the empathy recorded value of Pearson Correlation, which is r = <0.826, p <0.01. Thus, the result accepts hypothesis 4 (H4), whereby facilities are positively significant in students' satisfaction.

DISCUSSION AND RECOMMENDATION

The discussion aims to resolve the questions and address the hypotheses as stated in the first chapter of this study. In general, this study has extensively studied the factors affecting student satisfaction visit cafeteria at University Malaysia Kelantan, Bachok that have a substantial relationship.

Based on the study's findings, facilities had a statistically significant strong positive and significantly affected student satisfaction when visiting the cafeteria at University Kelantan Malaysia, Bachok. As a result of this gap, it is clear that student satisfaction is satisfied.

This study puts its own set of limits on how the test can be carried out. This is because multiple other institutions are scattered across the country, so the study's research is limited to just one. The results of this poll may not be totally generalized to other campuses. As a result, the results do not accurately reflect all Malaysian students' pleasure. This study could be expanded by including all cafeterias at University Malaysia Kelantan, including the Campus Jeli cafeteria.

Furthermore, the researcher has a limited quantity of samples. Only 375 surveys were successfully distributed to University Malaysia Kelantan Bachok students through Google Forms. The limited sample size is unlikely to apply to a larger population. It is recommended that future research should expand the number of respondents from the University Malaysia Kelantan, Bachok students to other diverse categories, such as faculty members and administrative personnel, to ensure that the study's conclusions are more representative.

In addition, these four factors can influence whether students are satisfied when they visit the cafeteria. This is because the researcher concentrates on a limited number of issues, this investigation cannot be completed correctly and extensively. Several cafeterias have experienced various problems due to differing degrees of student satisfaction and affecting factors. As a result, it is recommended that any other factors that may influence students' happiness with the cafeteria be evaluated. Other issues may be investigated in future research.

CONCLUSION

In conclusion, this study has discovered the factors affecting student satisfaction visit cafeteria at University Malaysia Kelantan, Bachok. Four independent variables, food quality, cleanliness, price fairness and facilities been chosen to examine their relationships with the dependent variable, which is the student satisfaction visit cafeteria at University Malaysia Kelantan Bachok. A total of 375 respondents were selected from all students at campus Bachok. Based on Pearson's correlation analysis, the food quality scored a value of *0.765, followed by cleanliness with *0.797, price with *0.817, and facilities with *0.826. Lastly, this research has determined the relationship between factors affecting university students' satisfaction at the cafeteria.

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