



## FACTORS AFFECTING CUSTOMER SATISFACTION ON SERVICE QUALITY AMONG THE STUDENTS AT THE UNIVERSITY OF CAGAYAN VALLEY CANTEEN

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**ABSTRACT:** *Customer satisfaction is a crucial indicator of how well a business meets expectations when it comes to quality, price, taste, and overall experiences. Organizations evaluate customer happiness and pinpoint opportunities for development using surveys, feedback mechanics, and performance metrics to assess satisfaction levels and identify areas for improvement. Prioritizing client happiness has become crucial for organizations looking to not only survive but also grow and prosper in today's very competitive market. This study aimed to investigate the factors affecting customer satisfaction on service quality among the students at the University of Cagayan Valley canteen, S.Y. 2023 -2024. The participants of this study are all the college students at the University of Cagayan Valley except for graduate school, law school, and basic education, a total number of 210, which was selected using stratified random sampling technique. A descriptive-correlational research approach was used, utilizing a questionnaire as the research instrument for gathering the data needed for the study. The findings of this study serve as a call to action for canteen management, education institutions, and regulatory bodies to work together towards creating a healthier and more satisfying dining environment for students. Based on the findings, it can be concluded that the participants are not totally satisfied with the services of the cafeteria at the University of Cagayan Valley, with the majority falling slightly satisfied. The existence of CHED Memorandum Order No. 09 series of 2013, which emphasizes the importance of providing accessible, affordable, and nutritious meals. This study contributes to the broader understanding of service quality dynamics in the University of Cagayan Valley canteens and concludes by recommending best practices for enhancing customer satisfaction and suggesting areas for future research to further understand its evolving role in the business landscape.*

**Keywords:** *Customer satisfaction, Satisfaction, Service quality, Services, Quality, Food quality, Product quality*

### INTRODUCTION

Customer satisfaction is an important part of service quality, and it is important in many industries, including education. Customer satisfaction is a creative way to assess an



organization's strengths and flaws, and it helps establish a customer-focused management style and culture. Understanding what influences customer happiness is important for improving service quality and guaranteeing enjoyable experiences. In terms of supplying nutritious food and promoting excellent nutritional status, canteens can be a significant component of the food environment.

The food service industry is generally aware of the significance of customer satisfaction and how it affects brand reputation, repeat business, and customer loyalty. The global food service industry is currently experiencing a significant transformation as a result of a number of important factors. The different demographics of students are important because they may have preferences that vary from other people when it comes to food, cost, and service quality. The canteen's capacity to provide a positive dining experience is also influenced by regional food suppliers' relationships with the canteen, local economic conditions, and cultural factors. Understanding the variables that affect customer satisfaction depends critically on the analysis of these local dynamics. An organization must go above and beyond what the customer expects in order to deliver excellent service. Knowing that customer satisfaction has been thought to be based on the customer's experience with a specific service encounter, it is consistent with the idea that service quality is a factor in determining customer satisfaction because service quality and excellence are results of the services provided by the service providers at the food service.

On the other side, there are instances where canteens fail to meet student expectations. At the University of Cagayan Valley, some students refrain from purchasing food from the eight canteens due to various factors impacting their satisfaction, including food preferences, pricing, and food quality. Certain products are priced excessively, limiting affordability for a large portion of the student body. Additionally, the perceived value does not justify the price point, leading to student dissatisfaction with the food and services offered. The University of Cagayan Valley canteen primarily serves unhealthy options like Shanghai, Shomai rice, Fishballs, Corn dogs, Kikiam, and Kwek Kwek, and the food they serve is somewhat unappetizing, or it is even being served spoiled due to the fact that they are just reheating foods that were not sold at yesterday's service. Raising concerns about nutritional balance and adherence to CHED Memorandum Order No. 09 Series of 2013, which promotes healthy eating habits and diverse food choices in school canteens and highlights the importance of providing accessible, affordable, and nutritious meals for students.

Therefore, this study aims to delve deeper into these complex relationships by exploring the various factors affecting student's satisfaction, such as product quality, service quality, ambiance, price, food preparation and presentation, and taste. Through this investigation, we seek to provide valuable insights and actionable recommendations for enhancing the overall dining experience for students at the University of Cagayan Valley canteen. Ultimately, the findings of this study will contribute to a better understanding of student preferences and expectations, enabling the canteen to provide a more satisfying and nutritious dining experience for the student population.



## **STATEMENT OF THE PROBLEM**

This study aimed to determine the factors affecting customer satisfaction on service quality among the students at the University of Cagayan Valley canteen, S.Y. 2023-2024. Specifically, it seeks to answer the following questions:

1. What is the profile of the participants in terms of:
  - 1.1 Age
  - 1.2 Sex
  - 1.3 Course
2. What is the level of satisfaction of the participants on the service quality of the canteens at University of Cagayan Valley as to:
  - 2.1 Product Quality
  - 2.2 Service quality
  - 2.3 Ambiance
  - 2.4 Price
  - 2.5 Food Preparation and Presentation
  - 2.6 Taste
3. Is there a difference between the levels of satisfaction of the participants on the service quality of the canteens at University of Cagayan Valley when grouped according to their profile variables?
4. What recommendations can be proposed to improve the quality of services offered by the canteens at University of Cagayan Valley?

## **HYPOTHESIS**

This study guided by lone hypothesis that: There is significant difference between the levels of satisfaction of the participants on service quality of canteens at University of Cagayan Valley when grouped according to their profile variables.

## **RESEARCH METHODOLOGY**

The study employed a descriptive-correlational research design to improve study analysis of the data. The descriptive research design was used to gather data to test hypothesis or to answer the question concerning the current status of the subject of the study. The participants of the study are all college students at the University of Cagayan Valley except for Graduate School, Law School, and Basic Education. Having a random total number of 210, which was selected using the stratified random sampling technique. The survey questionnaire was adopted from series of related literature and studies. The questionnaire is divided into two (2) parts, namely: Part I focused on the participants profile such as age, sex, course; Part II consist of questions to determine the level of satisfaction of the participants on the service quality of the canteens of the University of Cagayan Valley



**Table 1 Distribution of Participants of the Study**

Participants	Population	Sample
College of Hospitality Management	687	11
College of Information Technology	395	7
College of Maritime Education	2,461	41
College of Engineering	846	14
College of Health	935	15
College of Technology	145	2
College of Social work	197	3
School of Criminology	5,789	96
School of Business Administration & Governance	405	7
School of Liberal Arts & Teacher Education	834	14
Total	12,694	210

In SOP 1, frequency count and percentage distribution will be used in the first part of the questionnaire to determine the profile of the participants.

In SOP 2, weighted mean will be used in the second part of the questionnaire to determine the level of satisfaction of the participants. The 5-point Likert type scale's minimum and maximum lengths can be found by calculating the range ( $5 - 1 = 4$ ) and dividing the result by 4, which is the scale's greatest value ( $4 \div 5 = 0.8$ ). The maximum of this cell was then determined by adding number one, the lowest value on the scale.

The following formula determines the cell length:

Numerical Value	Range	Descriptive Scale
1	4.21-5.00	Extremely Satisfied
2	3.41-4.20	Very Satisfied
3	2.61-3.40	Satisfied
4	1.80-2.60	Slightly Satisfied
5	1.00-1.79	Not Satisfied

In SOP 3, one-way analysis of variance will be used to test the significant difference between the level of satisfaction of the participants on the service quality of canteens when grouped according to their age

## RESULTS AND DISCUSSIONS

Age	Frequency	Percentage
17-19	115	54.8
20-22	87	41.4
23-25	8	3.8
Total	210	100.0

*Table 2a Frequency and Percentage Distribution of participants According to Age*

**Mean Age= 19.45**



As could be gleaned in the Table 2a, majority of the participants are 17 to 19 years old with a frequency of 115 or 54.8 percent, while 8 or 3.8 percent are 23 to 25 years old. This implies that the majority of the participants subjected in the study are in their adolescence period.

*Table 2b Frequency and Percentage Distribution of Participants According to Sex*

	Frequency	Percentage
Male	137	65.2
Female	73	34.8
Total	210	100.0

The Table 2b reveals that 137 or 65.2 percent of the participants are male, while 73 or 34.8 percent of them are females.

*Table 2c Frequency and Percentage Distribution of Participants According to Course*

Course	Frequency	Percentage
College of Hospitality Management	11	5.2
College of Information Technology	7	3.3
College of Maritime Education	41	19.5
College of Engineering	14	6.7
College of Health	15	7.1
College of Technology	2	1.0
College of Social Work	3	1.4
School of Business Education	7	3.3
School of Liberal Arts and Teacher Education	14	6.7
School of Criminology	96	45.7
Total	210	100.0

As could be gleaned in the Table 2c, 96 or 45.7 percent are SOC (School of Criminology), while 2 or 1.0 percent are the COT (College of Technology). This implies that majority of participants are the SOC (School of Criminology).

*Table 3a Mean and Descriptive Scale Distribution on the Level of satisfaction of the participants relative to Product Quality*

Product Quality	Mean	Descriptive Scale
a. Freshness of products	2.50	Slightly Satisfied
b. Nutritious products	2.48	Slightly Satisfied
Category Mean	2.49	Slightly Satisfied

As reflected in the Table 3a, the statement Freshness of Products has the highest mean of 2.50, or slightly satisfied. This implies that the participants are not truly favorable to the freshness of the product in the canteen. The lowest is letter B. Nutritious products with a mean of 2.48 or slightly satisfied. This implies that the participants usually believe the nutritional value of the products is adequate but not particularly impressive. The category mean is 2.49, or slightly satisfied. This implies that the participants are slightly satisfied with the freshness and nutritiousness of the products that they serve in the canteens.



*Table 3b Mean and Descriptive Scale Distribution on the Level of satisfaction of the participants relative to Service Quality*

Service Quality	Mean	Descriptive Scale
a. Speed of service	2.37	Slightly Satisfied
b. Friendly treatment by the cafeteria staff	2.51	Slightly Satisfied
c. Staff responsiveness	2.36	Slightly Satisfied
Category Mean	2.42	Slightly Satisfied

As revealed in Table 3b, friendly treatment by the cafeteria staff was rated with the highest mean of 2.51, or slightly satisfied. This implies that the participants experience unfriendly treatment by the cafeteria staff. The lowest mean is letter C. Staff responsiveness has a mean of 2.36, or slightly satisfied. This signifies that the staff may not be as responsive or attentive as they should be to the participants. The category mean is 2.42 or slightly satisfied. This implies that the participants were fairly treated poorly by the cafeteria personnel.

*Table 3c Mean and Descriptive Scale Distribution on the Level of satisfaction of the participants relative to Ambiance*

Ambiance	Mean	Descriptive Scale
a. Cleanliness and hygiene	2.44	Slightly Satisfied
b. Comfort and sitting availability	2.50	Slightly Satisfied
c. Ambient temperature	2.78	Satisfied
Category Mean	2.57	Slightly Satisfied

As seen in Table 3c, ambient temperature has the highest mean of 2.78, or satisfied. This means that the participants find the cafeteria's temperature comfortable for a nice dining experience. Cleanliness and hygiene have the lowest mean of 2.44, or slightly satisfied. This means that the participants are uncomfortable with the cleanliness and hygiene of the canteens. The category mean is 2.57, or slightly satisfied. This implies that the participants have experienced satisfaction with the temperature of the cafeteria, but with the bare minimum standard when it comes to cleanliness and hygiene.

*Table 3d Mean and Descriptive Scale Distribution on the Level of satisfaction of the participants relative to Price*

Price	Mean	Descriptive Scale
a. Quality of food and beverage products provided vs. the price paid	2.55	Slightly Satisfied
b. Quantity of food and beverage products provided vs. the price paid	2.49	Slightly Satisfied
Category Mean	2.52	Slightly Satisfied

As seen in Table 4d, the letter A is rated highest, with a mean of 2.55, or slightly satisfied. This implies that the quality is good, while there may be potential for improvement in the perceived value. The lowest mean is letter B, with a mean of 2.49, or slightly satisfied. This implies that the participants may find that the servings are more generous or better matched to the price to improve their satisfaction. The category mean is 2.52, or slightly satisfied. This implies that the participants evaluate moderately both the quality and quantity of food and beverage products provided relative to the contentment of the price they paid.



Table 3e Mean and Descriptive Scale Distribution on the Level of satisfaction of the participants relative to Food Preparation and Presentation

Food Preparation and Presentation	Mean	Descriptive Scale
a. Appropriate serving temperature	2.50	Slightly Satisfied
b. Appearance of the products	2.46	Slightly Satisfied
c. Cleanliness of tools/equipment	2.56	Slightly Satisfied
Category Mean	2.51	Slightly Satisfied

As seen in Table 3e, cleanliness of tools and equipment has the highest mean of 2.56, or slightly satisfied. This implies that the participants have a feeling that the cleanliness of tools and equipment used in the preparation of food is unsafe. The Appearance of the products has the lowest mean 2.46, or slightly satisfied. This implies that the participants want to satisfy the expectation of the product presentation. The category mean is 2.51, or slightly satisfied. This implies that the participants are moderately content with the preparation and presentation of food in the canteens.

Table 3f Mean and Descriptive Scale Distribution on the Level of satisfaction of the participants relative to Taste

Taste	Mean	Descriptive Scale
a. Flavor/taste of the food and beverage	2.30	Slightly Satisfied
b. Texture and consistency	2.36	Slightly Satisfied
Category Mean	2.33	Slightly Satisfied

As seen in Table 3f, texture and consistency have the highest mean of 2.36, or slightly satisfied. This means that the participants meet the basic expectations of the texture and consistency of the food that is served in the canteens. The flavor and taste of the food and beverage have the lowest mean of 2.30, or slightly satisfied. This means that the participants find the flavor and taste to be only slightly acceptable and enough for them to satisfy. The category mean is 2.33, or slightly satisfied. This implies that the flavor, taste, texture, and consistency of the food and beverage products meet the minimum requirements of the taste of the participants.

### 3. Comparison on the assessment of the participants on the levels of satisfaction on the service quality of canteens at the University of Cagayan Valley when grouped according to their profile variable.

Table 4a Comparison on the assessment of the participants on the levels of satisfaction on the service quality of canteens at University of Cagayan Valley when grouped according to their Age

Age	F	Sig	Decision
Product quality	1.009	.366	Reject Ho
Service quality	.696	.500	Reject Ho
Ambiance	1.392	.251	Reject Ho
Price	.185	.831	Reject Ho
Food preparation and presentation	.700	.498	Reject Ho
Taste	1.945	.146	Accept Ho



As reflected on the above table, there is a significant difference between the level of satisfaction of the participants on service quality of canteens relative to product quality, service quality, ambiance, price, and food preparation and presentation when group according to their profile variables as to age; hence, the rejection of the null hypothesis at the level of significance. This implies that the profile variable of age influences the level of satisfaction of the participants on service quality of canteens relative to product quality, service quality, ambiance, price, and food preparation and presentation.

*Table 4b Comparison on the assessment of the participants on the levels of satisfaction on the service quality of canteens at University of Cagayan Valley when grouped according to their Sex*

Sex	t	Sig	Decision
Product quality	1.689	.093	Accept Ho
Service quality	1.166	.245	Accept Ho
Ambiance	2.639	.009	Reject Ho
Price	.850	.396	Accept Ho
Food preparation and presentation	1.373	.171	Accept Ho
Taste	1.077	.283	Accept Ho

As reflected on the above table, there is a significant difference between the level of satisfaction of the participants on service quality of canteens relative to ambiance according to their profile variables as to sex; hence, the rejection of the null hypothesis at the level of significance. This implies that the profile variable of sex influences the level of satisfaction of the participants on service quality of canteens relative to ambiance.

*Table 4c Comparison on the assessment of the participants on the levels of satisfaction on the service quality of canteens at University of Cagayan Valley when grouped according to their Course*

Sex	F	Sig	Decision
Product quality	3.259	.001	Reject Ho
Service quality	2.413	.013	Reject Ho
Ambiance	2.193	.024	Reject Ho
Price	2.463	.011	Reject Ho
Food preparation and presentation	2.668	.006	Reject Ho
Taste	.680	.727	Accept Ho

As reflected on the above table, there is a significant difference between the level of satisfaction of the participants on service quality of canteens relative to product quality, service quality, ambiance, price, and food preparation and presentation when group according to their profile variables as to course; hence, the rejection of the null hypothesis at the level of significance. This implies that the profile variable of course influences the level of satisfaction of the participants on service quality of canteens relative to product quality, service quality, ambiance, price, and food preparation and presentation.

## CONCLUSION

Based on the findings of the study, it can be concluded that the participants are not totally satisfied with the services of the cafeteria at the University of Cagayan valley with the majority falling slightly satisfied. Despite the existence of CHED Memorandum Order No. 09 series of 2013, which





emphasizes the importance of providing accessible, affordable, and nutritious meals for students, the canteens primarily serve unhealthy options. This raises concerns about nutritional balance and adherence to regulatory standards, which includes requirements for balanced nutrition, appropriate portion sizes, and limits on certain types of ingredients such as fats, sugars, and sodium. It is evident that there is a pressing need for canteens to align with CHED regulations and prioritize the provision of nutritious and diverse food options. Gender significantly influences satisfaction with the cafeteria ambiance, while the course of study affects satisfaction with product quality, service quality, ambiance, price, and food preparation and presentation. This indicates that different demographics have varying expectations and experiences regarding cafeteria services. Moreover, there are key areas that need to improvement including product freshness and nutritional products, staff responsiveness, sanitation and hygiene, food presentation, and food flavor and taste. This means that addressing these concerns in their entirety can boost overall satisfaction and improve the dining experience for the student population. Lastly, the findings of this study serve as a call to action for canteen management, educational institutions, and regulatory bodies to work together towards creating a healthier and more satisfying dining environment for students.

## RECOMMENDATIONS

Based on the findings and conclusions of this study, the existence of CHED Memorandum Order No. 09 Series of 2013 emphasizes the assurance of available, adequate, safe and healthful food within the campus and immediate vicinity in accordance with food, safety and sanitation guidelines of the Department of health. The following recommendations are presented:

1. The possible strategic implementations of the University of Cagayan Valley may include menu variation and an increase in nutritious, fresh, and healthy food.
2. The school canteen members of the University of Cagayan Valley may attend training about increasing food service quality as well as the food safety knowledge and practices of canteen staff.
3. The University of Cagayan Valley canteens themselves must follow procedures on how to process and maintain the cleanliness of the canteen and pay attention to sanitation hygiene.
4. The University of Cagayan Valley may develop school canteens that consider affordable menu prices.
5. The University of Cagayan Valley may set criteria for safety and sanitary conditions, and food choices of food outlets within the school canteen.

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