



Students' Satisfaction Towards the Foods and Beverages Services of Canteen and Cafe at Mukah Polytechnic

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Abstract

This study was carried out to examine the level of student's satisfaction towards the food and beverages services provided by the canteen and cafe within the Mukah Polytechnic area. This study is important because the students' level of dependence is very high on canteen and cafe. This is because, canteen and cafe are the main places that will be visited by students to get daily food. The assessment of the level of student's satisfaction is tested by variables such as cleanliness, price, time and quality of service offered by canteen and cafe. This study was conducted by distributing questionnaires to 322 respondents who were students from each academic department at Mukah Polytechnic, Sarawak. From the research conducted, the level of students' satisfaction with the food service in canteen and cafe is high. However, for the price variable, it gets the lowest mean with a medium level of satisfaction. The study we conducted will be the hope of the students to provide a scientific response to the management and the Student Representative Council (MPP) of Mukah Polytechnic regarding the services level of canteen and cafe that the students are receiving.

Keywords: - Satisfaction, food and beverages services, cleanliness, price, time, quality of services

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1. Introduction

This study was carried out to examine the level of student's satisfaction with the food and beverages services provided by canteen and cafe at Mukah Polytechnic. Other than that, it is also to be a platform for students to convey their feedback to the canteen and cafe of Mukah Polytechnic to improve the services. The significance of this study stems from the fact that students heavily rely on canteens and cafes, which serve as their primary sources of daily sustenance. Thus, it is essential to ensure that these establishments fulfill their duties and responsibilities towards their customers, particularly students, by conducting this study. The variables scrutinized in this research are cleanliness, pricing, timeliness, and the quality of services provided by canteens and cafes. We take this opportunity to relay the feedback of Mukah Polytechnic's students concerning the

predicaments they encounter daily, utilizing appropriate alternatives to mitigate them. This is to ensure that other students do not face the same difficulties in the future. In light of this, canteens and cafes must enhance their services in all aspects of the variables tested for future reference. Any unresolved issues may adversely affect students' acceptance of the canteens and cafes if left unaddressed.

At Mukah Polytechnic, the location of the canteen and cafe are located in two different areas, where the cafe is located close to the PMU residential college, which is between the male and female residential colleges.

While the canteen is located quite far from the residential college but closer to the academic and administration departments. There are five stalls operating in the cafe every day starting from 6.30am – 11.00pm. The stalls sell various types of food including heavy food as well as drinks. The food provided is served as a buffet

and by ordering ala carte. While in the canteen, there are three stalls that operate from 7.30 am until 4.30 pm. The system used at the canteen is also the same with cafe which using buffet and ala-carte ordering system.

This study examines the satisfaction level of Mukah Polytechnic students on four variables: the cleanliness level of the canteen and cafe environment, the prices of food and drinks, the waiting time for food preparation, and how service quality affects student satisfaction. The research seeks to investigate if students are satisfied with the level of cleanliness, prices of food and drinks, and waiting time for food preparation. Additionally, the study aims to determine the relationship between service quality and student satisfaction.

2. Literature Review

Canteen and cafe are a very important place in a Higher Education Institution. Every institution must have canteen and cafe that provide continuous food service to students. This is because canteen and cafe are the main destinations for the students to dine, especially for the one who stayed in the hostel.

Apart from the canteen and cafe at Mukah Polytechnic, there are also stalls, poly shops and koperasi that also sell food to students. However, in this study, researcher has chosed canteen and cafe because the daily meals provided are more nutritious. Adenan et al. (2018) highlighted that the consuming of nutritious foods is a need for students. This is because the foods consume by students will also impacted the academic achievement of the students. Hence, the unhealthy food environment should be be minimize as lower as we can.

a. Cleanliness

In the hospitality industry, the food cleanliness is become the main issues highlighted by the consumers, globally (Kim et al., 2019). However, the compliance of the food's services provider on the health protocols guidelines is still moderate (Maemunah, 2021). One of the main factors that affect the safety of the foods is the cleanliness of the food's environment. The cleanliness of the foods refers to a condition that does not lead to, or cause any contamination of food with other unpleasant substances such as food waste, soil, dirt or grease. Cleanliness is closely related to the safety and health of customers. Food safety is a food that is clean, uncontaminated and free from harmful bacteria that can cause food poisoning or also known as food-borne diseases. Chen et al. (2020) highlighted that several diseases like obesity, depression, cancer and irritable bowel syndrome are the examples of food-borne diseases. Referring to the interpretation of the Federation of Malaysian Consumers Association (FOMCA) in 2017, consumers are entitled to be protected from goods, production processes and services that may endanger health or life.

Consumers have the right to get the best service in

terms of cleanliness quality to avoid any disease and negative impact. Cleanliness is an important element in food handling. In the context of the food service provided by the cafe and canteen, the cleanliness assessed is based on the cleanliness of the equipment used to handle the food, the cleanliness of the surrounding area of the food premises, and the cleanliness measures practiced by the cafe and canteen workers. Equipment used for the food handling should be in good condition, easy to clean and disinfected. This can guarantee the safety of customers who use the equipment to eat (Al Faris et al., 2015). Knowledge on the importance of cleanliness practices by employees should be made a priority for the preparation and handling of food in every food premises in order to ensure food cleanliness is guaranteed and free of contamination.

Cafe and canteen workers are not allowed to cough, scratch their bodies, lick their fingers, spit and smoke while in the process of preparing and serving food. Any unhygiene behavior done by the food handler can put the foods on the risk of contaminated which will negative impact the consumers (Shahbaz et al., 2020).

b. Price

Pricing is an important element in the sale of products, including food at Mukah Polytechnic canteen and cafe. Students have to spend a certain amount of money to buy food every day. Klessen et al. (2005) highlighted that pricing is the most important aspects that will be considered by the students before they buy any foods and beverages. Adenan et al. (2018) added that the price of the nutritious foods is normally higher than the unhealthy foods which may lead to the higher consumption of unhealthy foods by the students. Normally, students are financially sourced from parents, scholarships and income from the online businesses in order to survive while studying full-time. The limited income required the importance of financial planning to ensure that students can plan their budget and prevent them from spending more than the monthly budget that has been set. Hence the food labelling in the canteen and cafe is crucial for this budgeting purposes. This aspect of financial management needs to be given real attention because of the increasingly trend of life challenges nowadays especially in terms of monetary aspects (Abdul Rahman et al., 2016). It is supported by the study done by Md Zeni et al. (2021) that the financial management will also help the students to monitor their cash flow properly. Moreover, the increasing of the goods's price especially foods in the market will surely burden the students to manage their expenses in higher education institutions.

Other than tuition fees, stationery and academic reference materials, food is another huge expense that should be incurred by students in the studies. Therefore, an affordable price is crucial in order to ensure the foods and beverages services in the institution is affordable by the students.

c. Time

In food and beverages industry, one of the main considerations for the customer in choosing the restaurant is by observing the timing needed for the foods preparation. The importance of timing for foods preparation has been highlighted by Se-Hak et al. (2020) and proven by the increasing demand of the fast food restaurant from year to year.

Restaurant with lesser food's preparation time lead to the higher number of customers. For students, time management is highly important as it has a positive significant impact on the students' academic achievement (Britton et al., 1991). Other than the academic achievement, Adams et al. (2019) mentioned that the time management has also associated with the anxiety level of the students. Most of the students find it is hard to find a study-life balance. Especially at Polytechnic level, students have a class schedule from 7.30am to 4.30pm every day. Most of the students will spend approximately 6 hours a day for class. Hence, the time management is again is very important. As the consumption of foods is crucial to give students energy for study, the foods and beverages service provider must ensure that they can provide a reasonable time of food preparation for the students especially for ala carte foods ordering system.

d. Quality of Services

Even though there is no specific concept to define quality, some researcher has always related it with the customer satisfaction on the services (Berhanu, 2019). Better quality of services will positively impact the customer's satisfaction. Therefore, according to Mohamed, Shahabuddin & Mustafa (2007) customer satisfaction is a critical factor to ensure the survival and success of a business. Customers in a business needs to be treated as someone unique and special. Customers will compare their experience to perceived service, which is how well customers expect other competitors in the service to treat them. Other than that, study done by Suhartanto et al. (2019) discover that the quality of services is not just related to the treatment of food provider, but also related to the food quality presented to the customer. However, Bungatang et al. (2021) highlighted that, the quality of services also represented by the other tangibles factors that cannot be seen like responsiveness, empathy and the behavior of the services provider. Hence, the quality of services is one of the main factors to justify customer satisfaction.

3. Methodology

The sampling technique used in this research is the probability sampling. The sampling method is important as it is difficult for the data collection to involved all the students's at Mukah Polytechnic since the population is huge. Referring to the data provided by Jabatan Hal Ehwal dan Pembangunan Pelajar ("JHEPP") Mukah Polytechnic, the latest population of students Session I

2022/2023 is in Table 1.

Table 1. Students' population at Mukah polytechnic

Academic Department	Total
Commerce Department	722
Mechanical Engineering Department	351
Electrical and Electronic Engineering Department	239
Civil Engineering Department	355
Information technology and Communication Department	252
	1919

Researcher has opted to use one of the sampling techniques proposed by Krejcie dan Morgan (1970) to evaluate the number of samples to be selected for this research. By using this technique, 322 respondents will be selected from 5 different academic department. The number of samples from each department has been pro-rate by the total number of students' population in each academic department.

Table 2. Sampling of respondents

Academic Department	Total
Commerce Department	121
Mechanical Engineering Department	59
Electrical and Electronic Engineering Department	40
Civil Engineering Department	60
Information technology and Communication Department	42
	322

Quantitative research by using questionnaire has been selected as it can save timing and cost. The findings of this research are based on the responds of questionnaire that has been distributed using online platform, Google Form. This questionnaire using a likert scale method that shows the scale of 1 to 5, which 5 represented highly agree. This questionnaire has two parts which are part A and part B. Part A is about the demographics of the respondents while part B is the focus on the variables that will be tested in this study. In addition, quantitative research is also more appropriate to study the relationship between the variables discussed in the literature review section such as cleanliness, price, time and service quality. Researcher adopt and adapt questionnaires from previous studies prepared by Hartini et al. (2018) and Adibah et al. (2020). The results will be analyzed using SPSS statistical software by calculating the mean for each

statement. To interpret the Mean score, the researcher used the Moidunny (2009) method as illustrated in Table 3.

Table 3. Interpretation of Mean Score Method

Mean	Level
1.00 – 1.80	Very Low
1.81 – 2.60	Low
2.61 – 3.20	Medium
3.21 – 4.20	High
4.21 – 5.00	Very High

Researcher has also determined the relationship between each variable tested in this study. The level of relationship will be analysed using the interpretation suggested by Richard (1990). The Cronbach's Alpha values for cleanliness (0.863), price (0.850), time (0.831), and quality of services (0.850) indicate that the variables in this study are reliable and acceptable, as they exceed the minimum threshold of 0.70. These reliability tests were conducted using SPSS statistical software, as stated by Adeniran (2019).

4. Findings and Discussion

The distribution of the questionnaire took approximately two months to get the adequate number of respondents as planned in methodology chapter. Below are the demographic details of the respondents as per items included in the Part A of the questionnaire as in Table 4. Based on Table 4, the majority of respondents are between 18-20 years old which represents 90.7% of the total respondents. This is because most of the students who continue their studies at Mukah Polytechnic are students who have graduated from Sijil Pelajaran Malaysia (SPM). For the gender item, the number of female respondents exceeded male respondents by 9.4%. In terms of academic department items, 37.6% of the respondents are students from the Department of Commerce. The majority of respondents are students from the Department of Commerce because almost half of the students studying at Mukah Polytechnic are students from the Department of Commerce. The researcher has succeeded in obtaining respondents based on the percentage of departments as planned at the beginning of the implementation of the research paper. The majority of respondents are 5th semester students which representing 30.4% respondents. Asnawi et.al (2022) stated that the institution food service which is the canteen is the main place where students get their food during the academic session. Therefore, the percentage of students who use canteen and cafe services 2 to 5 times a week is high with a percentage of 54.0%. In other words, at least, students will go to canteen and cafe once a day during weekdays.

Table 4. Demography of respondents

Item	N	%	
Ages	<18	3	0.9
	18-20	292	90.7
	21-25	26	8.1
	>25	1	0.3
Gender	Male	146	45.3
	Female	176	54.7
Academic Department	Information Technology and Communication Department	42	13.0
	Civil Engineering Department	60	18.6
	Electrical Engineering Department	40	12.4
	Mechanical Engineering Department	59	18.3
	Commerce Department	121	37.6
Semester	1	78	24.2
	2	27	8.4
	3	53	16.6
	4	54	16.8
	5	98	30.4
	6	12	3.7
Frequency using the canteen and cafe	1 time a week	16	5.0
	2-5 times a week	174	54.0
	6 times and above a week	132	41.0

The questionnaire has also consisted of Part B which discover the level of satisfaction by the four variables mentioned in the literature review which are cleanliness, price, time and quality of services. The analysis for the first variables, cleanliness is shown in Table 5. Based on Table 5 above, the study shows that the respondents who are students at Mukah Polytechnic have a high level of satisfaction with the cleanliness of canteen and cafe. According to Yusoff & Hashim (2009), three factors that affected the determining students' perception of the cleanliness of canteen and cafe include the cleanliness of the food served, the cleanliness of the environment, the cleanliness of the facilities provided and the cleanliness of the food handlers or workers in the canteen and cafe. The highest mean score for students' level of satisfaction with cleanliness is 3.6677 where the students agreed that the food and drinks served are safe to eat. Premises is subjected to a compound under the Food Regulations 2009 if it is found that the food operator does not comply with the requirements for the preparation, packaging and serving of food to ensure that the food is safe to eat. This is why most of the food services operator are more aware on the safeness of the foods served. Meanwhile, the lowest mean score is 3.4193 which says that the cutlery sets such as plates, bowls, cups and spoons are clean.

Table 5. Students satisfaction level towards cleanliness

Item	Mean	SD
The environment of the canteen and cafe are clean.	3.4224	.9078
Cutlery sets such as plates, bowls, cups and spoons are clean.	3.4193	1.0268
The food and drinks served are safe to eat.	3.6677	.9094
The hygiene practices of the workers are satisfactory.	3.5745	.8873

Table 6 shows that the level of student's satisfaction with the price of food at Mukah Polytechnic is at a medium level with an average mean score of 3.0769. The highest mean score for this category is 3.2298. This shows that the students agree that the price of food in canteen and cafe is cheaper than food stalls outside the campus. As for the lowest mean score, a mean value of 3.0124 was recorded where the level of student's satisfaction was the lowest when faced with the labeling of price tags on food in the Mukah Polytechnic canteen and cafe. The existence of price tags at every dish is important as the customer will look on the pricing before order to ensure that the foods and beverages is within their budget (Ngan et al., 2022).

Table 6. Students satisfaction level towards price

Item	Mean	SD
The price to be paid corresponds to the quality of the food.	3.0155	1.1533
Food and drink prices are reasonable for students.	3.0497	1.1777
Price labels are provided for all food and beverages.	3.0124	1.2800
Food prices in canteen and cafe are cheaper than food stalls outside the campus.	3.2298	1.2036

Based on the Table 7, the level of student's satisfaction with the canteen and cafe time allocation as a whole is high. The question item stating that respondents feel the time required to order food is short has the lowest mean with a score of 3.2609. Meanwhile, the highest score of 3.6957 is for the item stating that respondents think that the time period to get a seat is not long. Bilgili et al. (2020) highlighted that the waiting time is a very important aspect that will be consider by the customer before choosing any restaurant. However, some of the foods and beverages provider tend to used the queing

customer with longer waiting time as a marketing strategy to attract the other potential customer (Liang, 2019).

Table 7. Students satisfaction level towards time

Item	Mean	SD
Food preparation time is reasonable.	3.2733	1.1301
The time required to deliver the food order is short.	3.2609	1.0737
The time period to get a seat is not long.	3.6957	1.0883
The time period for workers to restock the food is short.	3.4193	1.0799

Based on Table 8, the level of food service quality in canteen and cafe as a whole is high based on the opinion of respondents. The highest score of 3.8199 indicates that the employees' treatment in canteen and cafe is customer-friendly. Apart from the taste factor, one of the other ways to improve the level of service quality is to provide a high quality of customer service. The lowest score of 3.5621 was for the question item stating that the food and drinks provided are fresh and not stale. A concern for canteen and cafe is that there are respondents who feel that the food and drinks provided are stale. This is because, the result of the respondent's opinion is definitely based on the respondent's own experience or the experience of the closest person. According to Hayati and Khairul (2008), the failure of food products to provide safety guarantees to consumers will cause a decrease in consumer trust. If the customer has trusted the food provider, they tend to recommend it to others (Al-Ansi et al., 2019).

Table 8. Students satisfaction level towards quality of services

Item	Mean	SD
The food and drinks provided are fresh and not stale.	3.5621	1.0035
The employee is customer friendly.	3.8199	.9820
The method of taking orders is orderly and easier for customers.	3.7236	1.0478
The payment method is systematic and accurate.	3.7143	1.0586

Based on Table 9 which shows the analysis from Pearson Correlation coefficient test, researcher has found that students' satisfaction has significant positive relationship with all the variables studies. In line with Richard (1990), the rs value is used to determine the strength of the correlation coefficient for each variable. The correlation for all four variables which are

cleanliness, price, time and quality of services and the students' satisfaction is high as the correlation valued in the range of 0.68 to 0.9 (Richard, 1990).

Table 9. Pearson correlations for variables studies and students' satisfaction

Variables	Significant Value (p)	Pearson Correlation (rs)
Cleanliness	0.000	0.794
Price	0.000	0.838
Time	0.000	0.854
Quality of services	0.000	0.860

Note: Correlation is significant at the 0.05 level (2-tailed)

5. Conclusion and Recommendation

The results of a study on the level of students' satisfaction towards the food and beverages of canteen and cafe at the Mukah Polytechnic can be summarise as a study that can gather student responses based on four variables that have been selected for this study which are cleanliness, price, time and quality of service offered by canteen and cafe.

According to this study, students are highly satisfied with the cleanliness, timeliness, and quality of services offered in the canteen and cafe at Mukah Polytechnic. Although few studies have explored the same variables, previous research conducted by Yusoff & Hashim (2009), Bilgili et al. (2020), and Hayati and Khairul (2008) have emphasized the importance of these aspects. However, the mean score for the price aspect was relatively low, indicating moderate satisfaction. This study is expected to provide a scientific response to the top management and the Student Representative Council (MPP) of Mukah Polytechnic regarding the level of services provided by the canteen and cafe to the students. Furthermore, food providers can also use this feedback to enhance their services offered to students. It is hoped that the findings of this study will have a positive impact on the students' daily lives in the future, considering the high dependence of students on the canteen and cafe. Nevertheless, it is important to note that the results of this study may not be representative of all students at Mukah Polytechnic due to the sampling method used.

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