

**SERVICE QUALITY ASSESSMENT AND STUDENT SATISFACTION
OF SCHOOL CANTEEN IN OZAMIZ CITY**

**A Thesis Presented to the
Faculty of the College of Business and Management
Misamis University
Ozamiz City**

**In Partial Fulfillment of the Requirements for the Degree
Bachelor of Science in Hospitality Management**

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May 2025

APPROVAL SHEET

In partial fulfillment of the requirements for the degree Bachelor of Science in Hospitality Management, this thesis entitled, "**SERVICE QUALITY ASSESSMENT AND STUDENT SATISFACTION OF SCHOOL CANTEEN IN OZAMIZ CITY**" has been prepared and submitted by Chema Aldhea G. Balgos, Marvie Joy L. Caggas, and Bea S. Villamala has been examined and is recommended for acceptance and approval for oral examination.

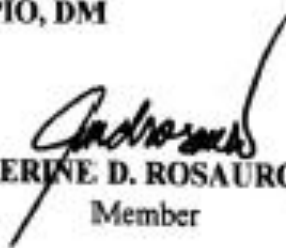

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THESIS ABSTRACT

Title : Service Quality Assessment and Student Satisfaction of School Canteen in Ozamiz City

No. of Pages : 79

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Institution : Misamis University Ozamiz City

Degree : Bachelor of Science in Hospitality Management

Academic Year : 2024-2025

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School canteens play a crucial role in academic institutions as affordable food are provided to student. This study aimed to evaluate the service quality of a selected school canteen in Misamis Occidental and its relationship to student satisfaction. It employed a descriptive-correlational research design, it surveyed 362 students who were chosen through random sampling. Service quality and student satisfaction were used as research instruments. Mean, Standard deviation, and Pearson product-moment correlation coefficient were used in analyzing the data. The results show that both service quality and students satisfaction are rated as rarely satisfied. While all the dimensions for service quality postulate a perfect positive correlation from one another. The positive correlation from one another findings revealed that there is a strong positive and highly significant relationship between service quality and student satisfaction. These results emphasize the need to enhance the canteen's physical environment to create a more inviting dining atmosphere. Addressing these areas of improvement could lead to increased student patronage and higher levels of satisfaction with canteen services.

Keywords: *service quality, student satisfaction, school canteen, customer experience, canteen management*



ACKNOWLEDGMENT

This paper would not have been completed without the guidance and support of the following individuals and institutions:

Prof. Yolando P. Edullantes Jr., their research adviser, for his unwavering encouragement, expert guidance, and valuable insights that motivated them to persevere and for his understanding and patience throughout the research process;

Dr. Arniel M. Elmedulan Jr., their research instructor for his profound knowledge and dedication, which have greatly contributed in shaping their academic and research journey;

Dr. Renzitelo Alf P. Carpio, Prof. Glenn Laput, & Mrs. Catherine D. Rosauero, the esteemed panel members, for their constructive feedback, valuable insights, and recommendations that significantly improved the quality of this study;

The classmates and friends, for their support, and shared experiences that made this journey both challenging and fulfilling;

Their beloved parents and families, for their unconditional love and sacrifices which have been the foundation of their perseverance and success;

And above all, to the Heavenly Father, for His unwavering faithfulness, grace, and provision of strength, wisdom, and blessings throughout this endeavor.

All glory and honor belong to Him.

The Researchers

DEDICATION

This paper is dedicated to the mentors and educators who guided and inspired us throughout our academic journey.

To our friends and classmates who brought joy and camaraderie to our college experience.

To our cherished families for their unwavering love and support.

To the Almighty, whose grace and blessings have been our source of strength.

Chema Aldhea G. Balgos

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INTRODUCTION

A school canteen played a crucial role in an academic institution as it is a place where students are provided with nutritious food to ensure that they have all the energy they need to learn throughout the school day. However, the quality of food and services in those cafeterias has a huge impact on how students feel about dining there, fundamentally, on their general well-being. There have been recent concerns regarding the quality of food from school canteens, related to the issues of safety from food-borne diseases, hygiene, and nutritional value (Foo & Tan, 2021). The canteen environment, attitude of the staff, and promptness of service also shape the experience of students at lunch. In this vein, a well-run canteen improves school spirit and makes students happier while improving the quality of food prepared and the services provided by the school canteen (Galabo, 2019).

Food and beverages can easily be available in school canteens. As students that do not have food at home or a hectic schedule, which does not allow bringing food to eat, will have easy access to all the food and beverages of the canteens at the school (Czarniecka-Skubina et al., 2019). Students with canteen in their campuses can freely get a variety of healthy, reasonably priced, nutrient dense food selection that meets their dietary needs (Licudan & Caballes, 2023). They claim that high quality service will result in positive experiences and satisfaction of customers. Positive and significant influence of products and services quality of restaurant on customer satisfaction were made (Mashar & Surapati, 2020). Service quality refers to how good a product conforms to the

consumer expectations (Ramya et al., 2019). This refers to the difference between customer's expectation of service and perceived service.

Customer comparison whether or not the capabilities of the suppliers and the way they deliver serve as the basis for perceived service quality. Service quality is the capability of a service supplier to serve his customers in an effective way (Ramya, 2019). Service quality is an effort to satisfy consumer needs and desires and the accuracy of actual service delivery is in line with developers' expectations (Fatema et al., 2020). The service quality consists of the service provider capacity in order to satisfy customers adequately, which ultimately contributes to the improved performance in business with positive effects in profits, market share and customer satisfaction.

These aspects include reliability, responsiveness, assurance, empathy and tangibility, as they ensure a dependable service performance, prompt assistance, employee knowledge, personalized attention, and physical image represents service quality respectively (Ramya et al., 2019). The canteen is a social hub on college and touches the overall satisfaction of college life students and also determine whether they will stay at the college or not (Nguyen et al., 2018).

Tangibility is the most critical component for the canteen service quality dimensions such as tangibility, reliability, assurance, empathy, and responsiveness and student satisfaction (Galabo et al., 2019). Product and service offering is improved through high quality products and services. Moreover, research on XYZ hot plate restaurant at Sunter, Jakarta and Bekasi, West Java concluded that food and service quality have positive effect on customer's satisfaction and repurchase intention. A review on services of canteen, factors

such as food quality, hygiene, employee behavior, and the overall service environment have been the determinant in shaping student perceptions and satisfaction (Zhong and Moon, 2020).

The canteen service quality domains have a significant impact on student satisfaction, in this regard tangibility, responsiveness and empathy domains (Galabo, 2019). Therefore, college administrators should constantly monitor and test the performance of the canteen service provider (Pawar, 2024). In the current global scenario, service quality is without any doubt an important element of customer satisfaction and institutional success. Reliability, assurance, tangibles, empathy, responsiveness etc. are all comprised in service quality as cited by Fatima et al. (2020). These are necessary attributes for institutions seeking to develop culture of excellence and inculcate real customers' loyalty.

Moreover, food quality, hygiene, and affordability are critical factors that shape local perceptions of school canteens. Duazo and Habla (2022) emphasize that these elements significantly impact how students view and engage with their school canteens. Therefore, continuous evaluation and improvement are necessary to meet the nutritional needs and satisfaction expectations of students. In particular, the provision of school canteen services and the rising expectations of students are pressing concerns, especially in Ozamis City.

Despite the existing body of literature on service quality and its effects on customer satisfaction, there is a relative scarcity of research focusing specifically on canteen services. Canteens, often characterized by their high-volume, fast-paced nature, present unique challenges and opportunities for service quality management. This study addresses this gap by investigating how service quality

in canteens affects student satisfaction. By reviewing the existing literature, this research seeks to establish a foundation for understanding the specific factors that drive student satisfaction. This study will focus on Misamis University canteen assessing service quality from the students' perspective. The scope includes evaluating various dimensions of service quality such as food quality, hygiene, staff behavior, and canteen environment. It will measure student satisfaction levels and identify factors contributing to satisfaction or dissatisfaction, providing recommendations for canteen management based on the findings. The study will be limited to a specific geographic area Misamis University and may not be generalizable to other school or regions. Data collection will rely on self-reported measures from students, which may be subject to response biases. The study will not account for external factors such as home-packed meals or external food vendors that might influence student satisfaction.

Though the significance of the canteen in supporting student nutrition and well-being is known, most schools fail to meet the expectations of the students. The purpose of this study is to critically observe the current services in the school canteen and identify the areas for improvement so as to improve student satisfaction and well-being. Most importantly, it sheds light on the essential aspect of school life: quality canteen service. The research would carry out the aggregation of student views on the food quality, hygiene, and service quality and overall satisfaction and help the researchers understand what factors influence the experience of school canteens. The results will be very useful for school leaders, canteen staff, and policymakers in making decisions to enhance canteen services. This will reveal to the stakeholders what needs to be improved



on food quality, hygiene, and service to ensure well-being and better school performance.

This study is an attempt to find out the significant relationship between the levels of service quality and student satisfaction in the selected school canteens located in Ozamiz City. The researchers note that carrying out this study will help inform actionable insights for improving canteen management and service delivery. The contribution of this study deals with the importance of service quality in student satisfaction in terms of tangibility, reliability, assurance, responsiveness, and empathy..

The benefits for the various stakeholders of the research are likely. The findings can be used by school administrators to shape the policies that should govern the schools canteen services for students, and, given this, these enhancements can be incorporated into wider school improvement plans. This will enable managers of canteen to see how they can improve canteen services to students. Feedback from faculty and staff can be a cause for inspiring them in coming forward with suggestions or feedback in improving the affordability, nutrition, the facility maintenance and cleanliness as well as sanitation. Students can get useful information about the operation and the services of canteen. Furthermore, this study provides a good baseline from which future studies in customer satisfaction with canteen and restaurant services can begin by analyzing the components of service and their effect on the overall student satisfaction levels.

OBJECTIVES OF THE STUDY

This study explored the relationship between canteen service quality and student satisfaction of selected schools in Ozamiz City. Specifically, this research will seek to address the following specific objectives:

1. Determine the level of service quality provided by the school canteen in terms of tangibility, assurance, reliability, responsiveness, and empathy;
2. Determine the level of satisfaction perceived by the students provided by the school canteen in terms of ambiance, food quality and pricing;
3. Explore the significant relationship between the domains of canteen service quality (tangibility, assurance, reliability, responsiveness, and empathy) and student satisfaction.

Null Hypothesis

HO1: There is no significant relationship between service quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy) and the satisfaction of school canteen students.

LITERATURE REVIEW

Canteen Service Quality. Quality is a subjective term and as such is hard to define, quality can be different for each person (Cerrigione, 2021). A critical factor is service quality which affects customers' choice for a certain product. In both traditional and service sectors, it takes a noteworthy part (Mensah et al., 2021). While, Barathi and Kumari (2018) have revealed that although SERVQUAL is generally applied in the service sector, there are still problems related to implementing it in the food service sector. As in the food service industry, domain of service excellence is still a highly pursued subject in the area of in-depth intellectual inquiry (Ji & Ko, 2022).

Tangibility. The first of these components of service quality is the tangibility, which has to do with the physical appearance of the technology, communication materials, equipment and facilities. For the businesses, the tangibility dimension is quite important and they need to be big players in building physical facilities (Ramya et al., 2019). The findings between customer satisfaction and tangibility were insignificant as discovered by Matthews and Mokoena (2020). For this reason, foremost, among all the factors influencing customer satisfaction as stated by Nguyen et al. (2018), the domain of tangibility has been preserved. In simple terms, the tangible fact is highly effective on customers satisfaction. A study conducted by Baluyot and Pampolina (2021) shows that there is a positive, moderate and statistically significant correlation between restaurant tangibles and customer satisfaction.

Assurance. Assurance is competency, politeness and the ability to build confidence, trust and customer confidence on the service provider (Mawi et

al., 2023). Additionally, Sangpikul (2022) emphasizes that assurance to the employees is related to knowing the employees and their courtesy as well as they can create trust and confidence. Under these definitions, the elements of assurance entail the potentiality of instilling customer confidence in the ability of the service providers' to serve properly, their employees' competence and expertise and courtesy with the customers. Assurance is the highest rating of satisfaction in a Philippine State University according to Sarsale and Caday (2020).

Reliability. Reliability is related to the consistent and reliable delivery of services (Arlen, 2023). Accurate filling of orders, keeping of accurate records, giving of precise quotations, right billing, accurate computation of commissions etc. All are ensuring that the service fulfills its promises to the consumer. Essentially, this translates to reliability and provides the ability to provide services as you have promised it, that will assure customer satisfaction and confidence. The findings of a study indicate that it is possible to improve the level of service quality which the service sector offers in general through the stress of reliability and certainty. The service crew can demonstrate reliability through their problem solving capabilities, skills, professionalism and quality, efficient, and effective service (Baluyot & Pampolina, 2021).

Responsiveness. Being in the responsive mode means ready to serve customer, and provide the deliver on time (Arlen, 2023). In order to succeed, businesses must shift their focus from company perspective to the customer focused responsiveness. This kind of service offers highly responsive service indicating the readiness to address the customers' issues promptly as possible,

considering the customers' needs and concerns, and finally, improving customers' satisfaction. Additionally, a study by Ji and Ko (2022) has revealed that the least important dimension of the customer satisfaction in terms of quality, dependability, appearance and price, is a service responsiveness. Further, Matthews and Mokoena (2020) stated that there exists strong positive relationship between reliability and customer satisfaction..

Empathy. A business that is empathetic is a characteristic of the business to offer thoughtful, personalized service to its customers (Arlen, 2023). If customers are showered with attention in the facility when they come to get services, they are excused. Empathy is statistically insignificant in the relationship with customer satisfaction, and, conditional on satisfaction, empathy decreases satisfaction (Mensah et al, 2021). As a result of this people have assessed very highly the dimension of perceived service quality or the empathy domain (Baluyot & Pampolina, 2021). In order to have empathy, we need to assume to imagine what the need of the customer would be. Courtesy and friendliness of staff as well as understanding the client's specific need and giving the client special attention and allowing time to explain the practices and procedure to be undertaken in the service delivery process are the qualities that foster empathy (Murray et al., 2019). Furthermore, Gebreyohannes (2021) found that eating in communal dining, where people sit around a same table, enforces the principles of hospitality, raises the feeling of empathy, and promotes the responsible pattern of eating. This, in turn, can increase the effect of the change of food consumption behavior in individuals.

Customer Satisfaction. Customer satisfaction is based on comparison of the benefit expected to receive and the rate of each unit of output from purchasing (Minguito & Capunan, 2019). However, while a standard definition of this concept needs to be established, researchers tend to combine the customer satisfaction theory to explain this concept (Rawal et al., 2024). Finally, the healthiness and quality of the food and beverage are the major factors to be considered by whether the customer is satisfied (D’Souza et al., 2022; Li et al., 2018). According to Mensah et al. (2021), food quality, menu availability, price, environment, facilities, layout are the important factors that determine customer satisfaction. The experience of dining and dining ambiance at a restaurant or canteen is also affected by the general ambience of the place. Different treatment of students at the level of dining experience contributes significantly to their satisfaction (Cano & Hijada II, 2024). As stated by Baluyot and Pampolina (2021), students at the canteen should be treated as they should treat them. Additionally, if the students felt satisfactorily dining and services, they will continue to come to the bar and send their friends to them with the happy experience. Choi et al (2021) state that a canteen that has satisfied customers will be in business in the future as the students that are dissatisfied will not return and may discourage others to come and eat there. Finally, the bottom line is to understand the student satisfaction based on previous experiences as “customers” and how the factors relating to food quality, pricing, and service quality imbibed in the general satisfaction.

Ambiance. Seating arrangements and over all atmosphere of the canteen defines ambiance. Garcia and Martinez (2022), state that the school canteen’s



physical environment has a considerable impact on how but also on students' dining satisfaction levels. The word satisfaction describes someone's feeling of pleasure or enjoyment upon the satisfaction of needs or desires in a cognitive manner. According to the research carried out by Mohamed et al., (2022) it was discovered that environmental hygiene factors had a positive relationship with the health levels of students. Consider a clean place in which food or drinks are prepared, and which may be, say, a cafeteria, restaurant or the like.

Food Quality. A crucial factor in determining customer satisfaction was always food quality (D'Souza et al. 2022). As established by STANDS4 LLC, 2022, food quality is a characteristic of food quality that the consumers perceive to be acceptable. For instance, customers put a superior importance on the eatable quality of the food they ate (taste, visibility, freshness, discursivity).

Price. Customer satisfaction in the food service industry is shaped by price. Reasonable pricing is a vital factor, as elaborated by several studies, which include Katoch & Sidhu (2021), Farooqui & Alwi (2019) and Banerjee & Singhania (2018), in influencing the customer satisfaction levels. As they are the majority of them are likely to have limited food budget to buy cheap food than a nearby 'carenderia' and expect cheap meals to return and perhaps dissuade other from dining there too (Choi et al., 2021). Peter (2001) stated that available such things as pricing perceptions, affordability, price appropriateness, excellent, judgment about what is acceptable quality for consumers to buy at those prices.



Theoretical Framework

The focus of this study is on SERVQUAL Model (Parasuraman et al. 1988), which is called SERVQUAL Scale. Research is conducted on the concept of service quality, its underlining causes and ways by which service organizations can improve quality. Lai (2004) states that according to the SERVQUAL model, the potential to consider the relationship between consumer satisfaction and service quality is enormous, with customer satisfaction depending heavily on the responsibility of potential customers. This study contributes to studies about customer attitudes toward various attribute in service settings, specifically satisfaction. One of the service quality perfect defined by Parasuraman et al. (1985), was that there are ten determinants of service quality, and the elements of service quality were classified into five dimensions of SERVQUAL such as tangibility, assurance, reliability, responsiveness and empathy.

Chanaka et al. (2004) utilized this model in assessing service quality for understanding canteen satisfaction. The factors that influence student satisfaction are tangibility, reliability, assurance, responsiveness and empathy. This study have also highlighted the importance of understanding student canteen service needs, particularly in in college canteen. The canteen provides healthy, safe and affordable food options for student. The canteen services still need some improvement like organized.

As per Minguito and Capunan (2019), customer satisfaction is term that is derived from comparing an anticipated benefit and an actual cost of purchasing. There are great concerns related to quality and the healthiness of the food and beverage when the customer is said to be satisfied (D'Souza et al., 2022; Li et al.,



2018). According to Mensah et al. (2021), food quality, the availability of a menu, price, the environment, the facilities, and the layout are the important factors determining customer satisfaction. The quality of the food is the first dimension of customer satisfaction. D'Souza et al. (2022) research found consistently, food quality always rated as the most important factor of what would make the customer satisfied stated food quality, followed by other qualities of food in terms of criticality. In other words, customers demanded for the taste, appearance, freshness and overall sensory experience of the food that they consumed, and placed high importance on that. The second domain is pricing. Customer satisfaction in the food service industry depends on reasonable pricing. Reasonable pricing has been portrayed by several studies as a key factor that will lead to the level of customer satisfaction (Katoch and Sidhu (2021), Farooqui and Alwi (2019), Banerjee and Singhania (2018)). The ambience in the cafeteria is another important domain, which is the third domain that is the greatest indicator of quality assessment and is perceived by the affected customer to satisfy.

Conceptual Framework

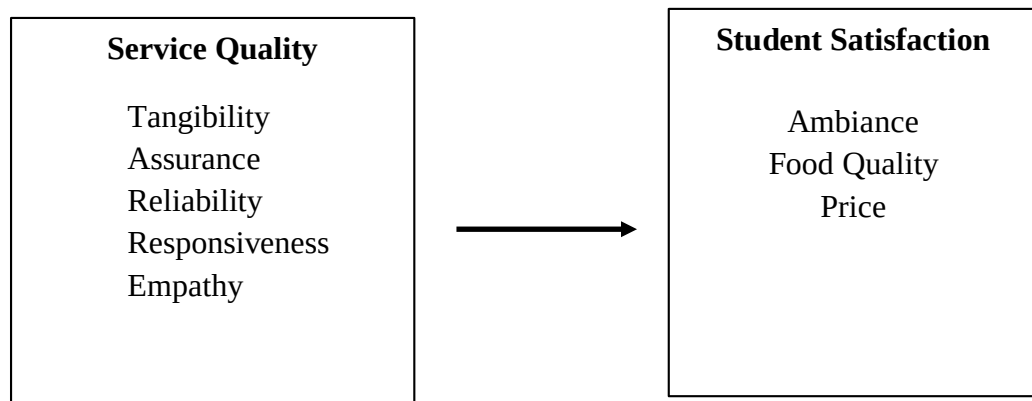


Figure 1. Schematic Diagram

RESEARCH METHODOLOGIES**Design**

The descriptive correlational design was used for this study. This gives detailed descriptions and looks at variable correlation without establishing causality (Bhat, 2022). However, this study is mainly descriptive because the main outputs thereof are to assess two parameters namely canteen service quality and student's satisfaction in a canteen in school. The study was appropriate as the design explored the impact of service quality on student satisfaction from selected schools within Ozamis City.

Setting/Locale

The study was done in selected schools of Ozamiz City. Ozamiz City is a third class component city in the province of Misamis Occidental, Philippines. School canteens surveyed in Ozamiz City, in particular in schools from the selected private academic institutions, feature a homey atmosphere and catering good quality and affordable foods as their characterized features. These canteens are purposefully made accessible with comfortable seating and décor that portray the school's culture. Laying out dimensions such as tangibility, assurance, reliability, responsiveness, and empathy on which service quality is measured helps to increase student satisfaction as well as overall dining experiences in this historically rich and populous city.

Respondents

The study requires respondents, which were the 362 selected students out of the 1,150 students in one of the private academic institutions in Ozamiz City. In particular, they were selected by a random sampling technique. The following were observed criteria in choosing the respondents, namely: (1) enrolled in the university at the first semester of school year 2024-2025. (1) they could dine or buy viand for their meals at least thrice, (2) they gave their consent to participate in the study. As the respondents to the actual study were however those who were qualified in the selection criteria, those who were not qualified were excluded.

Instruments

A. SERVICE QUALITY QUESTIONNAIRE

The data was gathered from the respondents from the following research instruments. It was modified for use in school canteen. The quality of canteen service data is collected from a four point Likert type scale, which is adapted from (Rawal et al. 2024) (Galabo 2019). The questionnaire has five constructs namely Tangibility, Assurance, Reliability, Responsiveness, and Empathy. It has 32 indicators. In determining the level of service quality, the following scale was used:

Responses	Continuum	Interpretation
4 – Agree	3.10 – 4.00	Very High
3 – Neutral	2.76 – 3.09	High
2 – Disagree	1.76 – 2.75	Low

1 – Strongly Disagree 1.00 – 1.75 Very Low

B. STUDENT SATISFACTION QUESTIONNAIRE

It is a four point-likert scale questionnaire that was adapted from the study of Rawal et al. (2024), Rafidzah et al. (2020) and Kement et al. (2021). It consists of 3 constructs: Ambiance, Price and Food quality. It has 20 indicators.

In determining the level of student satisfaction, the following scale was used:

Responses	Continuum	Interpretation
4 – Agree	3.10 – 4.00	Very High
3 – Neutral	2.76 – 3.09	High
2 – Disagree	1.76 – 2.75	Low
1 – Strongly Disagree	1.00 – 1.75	Very Low

Data Gathering Procedure

The researchers also asked permission from the dean of the College of Business and Management to conduct the study and it was granted by the thesis adviser. Furthermore, the researchers receive permission from the selected school after approval. When the researchers had the permits, she wrote a letter explaining the study's purpose and got the presentment online to consent. Data will be gathered, organized, and be subject of statistical analysis. Interpretation of the data followed..

Ethical Consideration

Laerd (2012) fulfilled the five basic research ethical principles in the study. Risk of harm was minimal in that there was no actual harm done to or exposure of respondents to something that would induce discomfort. The respondents obtain the informed consent in order to be consciously choosing to participate in the study, and not being coerced or deceived. Anonymity and confidentiality of the gathered data were protected. Deceptive practices were avoided. Then, the respondents were told that they could withdraw from the research process or withdraw without coercion and with the prevention of their doing so. In protection of rights of the respondents, the researchers strictly follow the Data Privacy Act by having informed consent, confidentiality, and anonymity of data. They shall come up with stringent measures related to data security. Therefore, it is because of these ethical considerations that the researchers could ensure that the privacy of the respondents was respected and that the integrity of the research study was upheld.

Data Analysis

This study utilized the following statistical tools in analyzing the data:

Mean and Standard Deviation. These tools were used to determine the level of service quality and customer satisfaction as provided by the school canteen.

Pearson Product-Moment Correlation Coefficient. This tool was used to explore the significant relationship between school canteens, service quality and customer satisfaction.

RESULTS AND DISCUSSION

Level of Service Quality of School Canteen

Table 1 shows the level of service quality assessment of school canteen in Ozamiz City. The weighted mean scores for different dimensions of service quality namely, tangibility, assurance, reliability, responsiveness and empathy are shown, together with their verbal interpretations and rankings. The student satisfaction level with services rendered by the canteen on service quality dimension was 2.57 weighted mean and low interpreted.

The analysis of the data indicates that the service quality of school canteen is always not satisfied from all dimensions and a lot emphasis should be given to some major components. The appraised dimensions were ranked high in terms of tangibility and responsiveness, the latter of which was not found to be at a sufficient level to reach a sufficient level, so the students give bad remarks regarding physical facilities that is dirty and badly organized canteen and prompt service. In particular, reliability, empathy and assurance had shorter score which is also a reason to be more concerned as to how instructions given by the staffs with the students and the consistency of the services provided. A restaurant can receive any number of complaints from a diner, ranging from thoughts about what the food consists of to the day to day cleanliness of the room or habitual demeanor of the staff. Many of them may also think the food is not tasty and nutritious, nor in the manner service may affect them while dining. To improve the service quality (and thus user experience), these are complex and multifaceted issues which need to be addressed in order to improve perception of

the canteen, which should stimulate the student's engagement, and overall well-being.

A review of the current literature has revealed the current stance on structuring quality service not just in the education field, but particularly as it relates to creating and promoting student satisfaction. Thapa (2022) stated that service quality dimensions are critical factors in determining students' perception of their educational environment. The research shows how tangible elements like appearance of the facilities have a high bearing on how satisfied students will be. Similarly, a study conducted by Moorthy et al. (2020) indicates that responsiveness and reliability tend to be linked with students' expectations which means that schools should give first priority to these areas so that a positive atmosphere in which learning is enabled is achieved. Also, an investigation by Suhartini (2023), shows that limited empathy and assurance in service delivery could cause student satisfaction to be reduced. All these thus support the objective of this study which is to identify the gaps that exist that support the call for continuous service quality improvement in school canteens in enhancing students experience in school.

The conclusions are consistent with Sohail and Hasan (2021) who highlighted the physical environment, including the atmosphere and spatial configuration as antecedents of customer satisfaction and loyalty in the restaurant context. In a similar context, Tasnim and Patwary (2023) observed that environment related with a service facility have a very strong influence on customers' perceptions and satisfaction. Additionally, Singh and Jasial (2020) pointed out that the services cape, which is the physical environment has the

potential to elicit customer's cognitive, affective and behavioral responses which is the case with a school canteen.

The findings relate to the study conducted by Ho and Madden-Hallett (2019) in which the author alluded that assurance such as an employee's display of knowledge and courtesy had a significant impact in determining the perceived service quality. In like manner, Devine et al. (2023) pointed to various factors that affect customer satisfaction; one of them being empathy as the capacity of the employees to identify with the needs of the customers.

The results support the study of Negara and Ariyanti (2020), which showed that the reliability of service characterized by the consistency and dependability of the service is an essential determinant of customer perception of service quality. Likewise, Herman (2022) highlighted physis Wynne customer attributes as drivers of organizational performance across the food service industry. In addition, Misiran et al. (2022) highlighted that the reliability dimensions of service quality enables the creation of trust and confidence for customers in the service providers; thereby enhancing their satisfaction.

The result is consistent with Amalia's (2020) study where customer attentiveness which includes the readiness to assist customers and offer fast services determines the perceived service quality. On the same note, Amri et al. (2020) underscored that service delivery, in particular, and the responsiveness of staff that is involved in the food service business has a strong bearing on customer satisfaction levels. Moreover, in their studies in 2022, Evans and Wilkinson believed that the ability of a firm to respond to customers' need involves the most essential dimension of service quality which establishes the

confidence of the customers on the particular service provider, thus enhancing the satisfaction levels of the customers.

The results are consistent with the Duan et al. (2024) study, Which stressed the role of empathy to design customers' perceptions of service quality, including kind and personal attention to clients. Similarly, Azni et al. (2019) having touched on the fact that organizational empathy and staff sensitivity depicts the status of customer satisfaction in the service provision sector. In addition, Prangthip et al. (2019) noted that the empathy component of service quality is essential for developing a positive relationship between the service provider and the target customer who will increase the level of satisfaction of the customers.

The proximate cause of this is major dissatisfaction with service quality dimensions on the school canteen of Ozamiz City as evinced through the assessment of the service quality by students. Thus the tendency of infrequently satisfied and something needs to be done to effectively meet the students' expectations. Further, it can be interfered that students perceived the service quality all the relative attributes that are to be demonstrated or shown in the service quality for school canteens did not meet the expectation of customers. In this aspect, the management for school canteens may revisit the relative strategic approach in adhering with service quality to be effectively and efficient administered. Nevertheless, the management may send trainings and seminars to its staff to ensure a seamless operation and procedures in the customer service.

Table 1. Level of Service Quality

Indicators	Weighted Mean	Verbal Interpretation	R
Tangibility	2.61	Low	2
Assurance	2.54	Low	4
Reliability	2.57	Low	3
Responsiveness	2.62	Low	1
Empathy	2.53	Low	5
Service Quality Dimension	2.57	Low	

Legend: 3.10 – 4.00 = Very High, 2.76 – 3.09 = High, 1.76 – 2.75 = Low, 1.00 – 1.75 = Very Low

Level of Student Satisfaction Among School Canteens

Table 2 shows that the lack of student satisfaction among school canteen in Ozamiz City is offered. The weighted mean scores for those key indicators in ambiance, food quality and pricing are provided with their corresponding verbal interpretation and ranking is given. In which the overall satisfaction of 2.43, interpreted as low level of satisfaction.

Although food quality is accepted as being the best received service, the school canteen's service is complained of badly. Thus, the relatively higher score on the food quality score indicates that students know the taste, the fresh and the nutritive value of food served making major factor in their dining choice. Overall satisfaction, however, is not reflected in the low scores in the other aspects of important pricing and ambiance. Students have complained that the cost of a meal does not represent what is expected, which means it can depreciate the act of paying for food from the canteen and reduce its affordability and therefore its desirability. Additionally, the presence of good ambiance in the canteen will also have great impact on the experience of dine in of cleanliness and seating space available, which are all such important factors that make the canteen less excellent. A busy canteen overflowing with stuff or with not enough seats may even make the quality of the food go down the drain. The necessity to come up with ways of addressing the burn concerns of canteen management is overwhelming, taking into consideration that out of the four dimensions above, the remaining three are frequently not met and combine to comprise the overall appealing add up to satisfy. Suggest best pricing strategy settings in terms of canteen, setting up such an environment that canteen will be consistently clean

and then come to the point that canteen will ever be believed as happier and welcoming place for students to be, and that is a happy and engaged student.

Ho and Madden-Hallett (2019), emphasized the importance of the physical environment, including the atmospheric elements such as music and furnishings, in shaping customer satisfaction in the foodservice industry. Similarly, Kandil (2022) highlighted the role of the servicescape, which encompasses the physical surroundings and ambient conditions, in influencing customer perceptions and behaviors. Furthermore, Khatko et al. (2020) found that the physical environment and ambiance are significant predictors of customer satisfaction and loyalty in the service sector.

Akbara et al. (2021), emphasized the importance of perceived value and pricing in shaping customer satisfaction in the foodservice industry. Similarly, García-Herrero et al. (2020) highlighted the role of pricing strategies in influencing customer perceptions and behaviors in the service sector. Furthermore, Hecht et al. (2020) found that food and beverage pricing are significant predictors of customer satisfaction and loyalty in the restaurant setting, underscoring the need for the canteen to offer more affordable and competitive pricing options to meet the students' expectations.

Critch (2020)' suggested that the fact that healthy foods should be provided to students in schools cafeterias along with an option to make a choice. Similarly, Duan et al., (2024) showed that increased offerings of better quality food in contexts such as schools can influence the students positively. In addition, Hecht et al., (2020) discussed on food temperature and quality that



should be maintained in school canteen to meet the desire of the customer which are the students.

Hence, the findings of the survey can be that students view that the overall satisfaction of school canteens isn't up to expectations. This issue must be addressed by canteen management in a manner of re-examining their structured framework for service quality on which they base their efforts to improve the way they are efficiently and effectively put in place. They also ensure that providing staff with training and workshops enhances the customer services processes and thus the experience of the students is smoother and more engrossing.

Table 2. Level of Student Satisfaction

Indicators	Weighted Mean	Verbal Interpretation	R
Ambience	2.33	Low	3
Price	2.39	Low	2
Food Quality	2.58	Low	1
Satisfaction	2.43	Low	

Legend: 3.10 – 4.00 = Very High, 2.76 – 3.09 = High, 1.76 – 2.75 = Low, 1.00 – 1.75 = Very Low

Significant Relationship Between Service Quality Dimensions and Student Satisfaction

Table 3 presents the correlations between the dimensions of service quality and students' satisfaction. It illustrates the direction and importance of all the correlations found between selected elements of service quality and the resultant satisfaction levels of the students. The analysis of data shows that all the

variables also have a perfectly positive relationship with each other with the r-values varying between .728 and .896, which shows highly significant relation. This study seeks to gain understanding of how the level of service offered in school canteens affects students' satisfaction and therefore identify areas of strength and weakness to help improve the services delivered to the student community.

The result focuses the closeness of the service quality and its relationship with the students satisfaction in different service quality dimensions. The analysis also revealed that the correlation of tangibility with students' satisfaction is very much significant with constant and it is positively correlated with the variables at .801. Thus, variable assurance, which measures $-.791$, has been considered highly significant; after that comes assurance. These have r-values of .773, .728, and .896 respectively, which means perfect positive correlation of reliability, responsiveness, and empathy perfect%. The indications from the above findings are that those service quality dimensions has a positive and direct relationship to the level of satisfaction of the students, therefore there is a need for schools to ensure that it addresses those areas so as to increase the level of satisfaction of the students in canteen services..

While the correlation analysis shows strong positive correlations between service quality dimensions and students' satisfaction, there are still places for improvement. The dimensions of tangibility, assurance, reliability, responsiveness and empathy prove strong by their coefficient values. The relationship aspect is highly considered important by the students and this is basically touch feeling that they receive from the canteen staff there which is so

important to them. Importantly, therefore, these positive correlations should not be allowed to obscure an understanding that high service quality expectations are not always matched by high service quality experiences. The responsiveness received high ratings, however, students mentioned that inability to promptly address the requests during the period of popularity can hinder the perception of service. In the same vein, the last of the graded attributes, the tangible aspect, shows that the canteen environment also needs to be enhanced to meet more closely the expectations of the students concerning cleanliness and the availability of suitable seats. To add value to institutionalized training and delivery of student services, it is essential that the canteen management attending to students work on these aspects to improve the students satisfaction on the quality services hence making the services homogenously great in all aspects. The canteen may enhance the quality of eating habits and ease of accessing eating services hence control and increase on students interest in eating habits.

The effects of various service quality dimensions on student satisfaction in school canteens asserted that dimensions such as reliability and assurance are particularly critical for improving the customers' experiences within service environments. (Alshurideh et al, 2020). The concern and attentiveness perform a considerable impact on the firm's perceptual satisfaction, which is amplified by the nature of the communication in the food service sector. Moreover, the physical environment and its characteristics of school canteen consumer observations and satisfaction levels. Meanwhile, price strategy postulates a highly significant for customer acquisition in food service businesses and for customer retention.



Thus, it can be inferred that when service quality is evident and observed in the school canteens, it could contribute on students' satisfaction. It is imperative that school canteen may effectively address customer concerns more quickly by becoming more observant with customers' needs. They may solicit feedbacks from their customers to ensure that it will help them for continuous improvement in their operation

Table 3. Correlation Analysis of Service Quality Dimensions and Student Satisfaction

Satisfaction	r-value	p-value	Interpretation
Tangibility	.801**	0.000	Perfect Positive Correlation/Highly Significant
Assurance	.791**	0.000	Perfect Positive Correlation/Highly Significant
Reliability	.797**	0.000	Perfect Positive Correlation/Highly Significant
Responsiveness	.773**	0.000	Perfect Positive Correlation/Highly Significant
Empathy	.782**	0.000	Perfect Positive Correlation/Highly Significant
Service Quality Dimension	.836**	0.000	Perfect Positive Correlation/Highly Significant

Legend: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), Weak Negative Correlation (-0.01 to -0.10), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

*2). ** $p < 0.01$ (Highly Significant); * $p < 0.05$ (Significant); $p > 0.05$ (Not Significant)*

Conclusion

The following conclusions were drawn:

1. The study indicates that the school canteen excels in tangibility and reliability, yet

it significantly lacks in assurance, responsiveness, and empathy, which are critical for fostering a supportive dining environment, leading to notable student dissatisfaction.

2. Students express moderate satisfaction with food quality and nutritional value, but significant concerns regarding the canteen's ambiance, including poor ventilation and uncomfortable seating, highlight the need for environmental improvements.

3. A strong correlation between service quality dimensions and student satisfaction was identified, emphasizing that improvements in service aspects such as staff responsiveness and emotional support could enhance overall satisfaction.

4. The findings underscore the importance of addressing both service quality and the dining environment to create a more positive canteen experience, ultimately supporting student well-being and satisfaction.

Recommendation

The following recommendations arise out of the study:

1. The school management canteen may enhance food pricing transparency by conducting a survey to assess student perceptions of food prices within three months. This will help identify specific pricing concerns and allow the canteen to adjust prices or offer promotions that align with student expectations, ultimately improving satisfaction.
2. The school management canteen may improve staff training on customer service by implementing a training program focused on empathy and communication skills within the next six months.
3. The school management canteen may upgrade its ambiance and seating arrangements by allocating a budget for aesthetic improvements and comfortable seating within the next academic year.
4. The school management canteen may establish a feedback mechanism that allows students to voice their concerns and suggestions regarding canteen services within the next month.
5. The school management canteen may implement regular hygiene audits to ensure food safety and cleanliness standards are consistently met, with evaluations conducted quarterly.
6. Future research may further investigate the link between service quality in school canteens and students' academic performance, focusing on factors like food quality, hygiene standards, and customer service.

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APPENDICES
Appendix A
Survey Questionnaire (blank)

RESEARCH QUESTIONNAIRE

Hello! We are 4th-year Bachelor of Science in Hospitality Management (BSHM) students from Misamis University currently working on our thesis titled "Service Quality Assessment and Student Satisfaction of School Canteen in Ozamiz City." We kindly ask for your assistance in completing the survey questionnaire below.

Participation in this study is entirely voluntary. You are free to decide whether to participate or not. However, we would greatly appreciate your involvement, as it will greatly enhance our research. Please rest assured that any information you provide will remain confidential and will only be used for research purposes. Thank you!

NAME (optional):

GENDER:

COURSE:

AGE:

RESPONDENTS' SATISFACTION QUESTIONNAIRE

Adapted from (Rawal et al, 2024) & (Rafidzah D.K et al, 2020) & (Kement et al, 2021)

Direction: Indicate the level of your agreeableness based on the following statement below by checking the corresponding box. Use the Likert scale 4 – Strongly Agree (SA); 3- Agree (A); 2 - Disagree (D); 1- Strongly Disagree (SD).

Indicators	Responses			
A. Ambiance	4	3	2	1
1. The overall interior design is attractive				
2. The furniture is of high quality				
3. The table setting (including tableware, linens) is visually attractive.				
4. The background music is pleasing.				
5. The lighting creates a comfortable atmosphere.				
6. The temperature is comfortable.				
B. Price				
1. The price is affordable to purchase complete set meal.				
2. The price is cheaper than nearby food establishment of similar concept.				
3. Price charged for food is suitable.				
4. Price charged for the beverage is suitable.				
5. The price for food portion is reasonable.				
6. The price for beverage portion is reasonable.				
C. Food Quality				
1. There is an evident used of food warmers in premise.				
2. The food temperature is based on customer preference.				
3. There is a variety of healthy menu items offered.				
4. The food has a pleasing and enjoyable taste.				
5. The food is fresh and of high quality.				
6. The foods offered meet my nutritional needs.				
7. The portion sizes of the food are adequate for my needs.				
8. The presentation of the food is visually appealing.				

RESPONDENTS' SERVICE QUALITY DIMENSION QUESTIONNAIRE

Adapted from (Rawal et al., 2024) & (Galabo, 2019)

Direction: Indicate the level of your agreeableness based on the following statement below by checking the corresponding box. Use the Likert scale 4 – Strongly Agree (SA); 3- Agree (A); 2 - Disagree (D); 1- Strongly Disagree (SD).

Indicators	Responses			
	4	3	2	1
A. Tangibility				
1. The canteen staffs in my college are well-dressed and appear neat.				
2. The physical appearance of my college canteen is neat and presentable.				
3. Our canteen has complete and functional equipment.				
4. Our canteen provides comfortable facilities in the college.				
5. Our canteen as signs good stuffs.				
6. The canteen staffs use disposable gloves and hair nets.				
7. The canteen have enough tables and chairs for dine-in.				
8. The canteen has excellent ventilation and maintains a refreshing, cool atmosphere				
B. Assurance				
1. Staff in my college shows the knowledge of products sold in the canteen.				
2. Canteen staffs in my college shows positive behavior towards students.				
3. Canteen in my college have the ability to inspire students.				
4. Canteen staffs show knowledge of products sold in the canteen.				
5. Canteen staffs show courtesy and politeness.				
6. Canteen staffs are friendly.				
C. Reliability				
1. Canteen in my college shows sincere interest towards students.				
2. Canteen in my college keeps service accurately.				
3. Canteen keeps service dependently.				
4. Canteen in my college has the attitude to entertain the students.				
5. Canteen in my college keeps staffs cheerful and kind all the time.				
6. School canteen provides on-scheduled services.				
7. School canteen charge fairly and accurately.				
8. School canteen staffs are dependable.				
D. Responsiveness				
1. Canteen staff in my college always responds to students request.				
2. Canteen in my college provides prompt (quick) service.				
3. Staff in my college canteen has the heart to willingly serve and help the students.				
4. Canteen in my college provide good and quality service.				
5. Canteen staffs provide accurate orders to the students.				
E. Empathy				
1. Canteen staffs understand the specific needs of the students.				
2. Canteen staffs show concern and care for the students.				
3. Canteen staffs ask/respond students in a nice and cheerful manner.				
4. Canteen staffs show kindness to students.				
5. Canteen staffs are approachable and friendly to students.				







**SERVICE QUALITY ASSESSMENT AND
STUDENT SATISFACTION OF
SCHOOL CANTEEN IN
OZAMIZ CITY**

Section 1 of 3

SERVICE QUALITY ASSESSMENT AND STUDENT SATISFACTION OF SCHOOL CANTEEN IN OZAMIZ CITY

B I U ↵ ✖

Good day! We are fourth-year students from Misamis University, and we are currently conducting our research under the program of Bachelor of Science in Hospitality Management. Our research is titled, "SERVICE QUALITY ASSESSMENT AND STUDENT SATISFACTION OF SCHOOL CANTEEN IN OZAMIZ CITY".

This form is automatically collecting emails from all respondents. [Change settings](#)

Appendix B

Sample of the Filled-out Questionnaire

RESPONDENTS' SERVICE QUALITY DIMENSION QUESTIONNAIRE

Adapted from (Rawal et al., 2024) & (Galabo, 2019)

Direction: Indicate the level of your agreeableness based on the following statement below by checking the corresponding box. Use the Likert scale 4 – Strongly Agree (SA); 3- Agree (A); 2 - Disagree (D); 1- Strongly Disagree (SD).

Indicators	Responses			
	4	3	2	1
A. Tangibility				
1. The canteen staffs in my college are well-dressed and appear neat.		/		
2. The physical appearance of my college canteen is neat and presentable.		/		
3. Our canteen has complete and functional equipment.		/		
4. Our canteen provides comfortable facilities in the college.		/		
5. Our canteen assigns good stuffs.		/		
6. The canteen staffs use disposable gloves and hair nets.		/		
7. The canteen have enough tables and chairs for dine-in.		/		
8. The canteen has excellent ventilation and maintains a refreshing, cool atmosphere		/		
B. Assurance				
1. Staff in my college shows the knowledge of products sold in the canteen.			/	
2. Canteen staffs in my college shows positive behavior towards students.			/	
3. Canteen in my college have the ability to inspire students.		/		
4. Canteen staffs show knowledge of products sold in the canteen.	/			
5. Canteen staffs show courtesy and politeness.	/			
6. Canteen staffs are friendly.	/			
C. Reliability				
1. Canteen in my college shows sincere interest towards students.			/	
2. Canteen in my college keeps service accurately.			/	
3. Canteen keeps service dependently.			/	
4. Canteen in my college has the attitude to entertain the students.			/	
5. Canteen in my college keeps staffs cheerful and kind all the time.			/	
6. School canteen provides on-scheduled services.		/		
7. School canteen charge fairly and accurately.		/		
8. School canteen staffs are dependable.		/		
D. Responsiveness				
1. Canteen staff in my college always responds to students request.	/			
2. Canteen in my college provides prompt (quick) service.	/			
3. Staff in my college canteen has the heart to willingly serve and help the students.			/	
4. Canteen in my college provide good and quality service.		/		
5. Canteen staffs provide accurate orders to the students.		/		
E. Empathy				
1. Canteen staffs understand the specific needs of the students.	/			
2. Canteen staffs show concern and care for the students.		/		
3. Canteen staffs ask/respond students in a nice and cheerful manner.		/		
4. Canteen staffs show kindness to students.			/	
5. Canteen staffs are approachable and friendly to students.			/	

NAME *

Chema Aldhea G. Balgos

COURSE & YEAR *

BSHM-4

AGE *

26

SEX *

☐ Male☒ Female

SERVICE QUALITY

Service quality is a critical determinant that significantly impacts customers' decision-making processes for a certain product.

1. The canteen staffs in my college are well-dressed and appear neat. *

1

☐

2

☒

3

☐

4

☐

2.The physical appearance of my college canteen is neat and presentable. *

1

☐

2

☐

3

☒

4

☐

Appendix C
Sampling Computation

	Enrolles per College	Total Populatio n	Percentage	Sample Size		Sample Size per College
BSME	57	6198	1%	362	3.33	3
BSCE	354	6198	6%	362	20.68	21
BSEE	92	6198	1%	362	5.37	5
MEDTECH	360	6198	6%	362	21.03	21
BSMT	904	6198	15%	362	52.80	53
BSMARE	388	6198	6%	362	22.66	23
BSN	1088	6198	18%	362	63.55	64
BSRT	149	6198	2%	362	8.70	9
BSCRIM	598	6198	10%	362	34.93	35
BMED	139	6198	2%	362	8.12	8
BEED	47	6198	1%	362	2.75	3
BSA	84	6198	1%	362	4.91	5
BSOA	35	6198	1%	362	2.04	2
BSBA	385	6198	6%	362	22.49	22
BSHM	373	6198	6%	362	21.79	22
BSMA	69	6198	1%	362	4.03	4
BSPSYCH	136	6198	2%	362	7.94	8
BSBIO	16	6198	0%	362	0.93	1
BSMATH	1	6198	0%	362	0.06	0
BSSW	229	6198	4%	362	13.37	13
BAEL	14	6198	0%	362	0.82	1
BAPS	41	6198	1%	362	2.39	2
BSCS	27	6198	0%	362	1.58	2
BSIT	262	6198	4%	362	15.30	15
BLIS	7	6198	0%	362	0.41	0
BAT	3	6198	0%	362	0.18	0
BSABE	24	6198	0%	362	1.40	1
BSAG	65	6198	1%	362	3.80	4
DMD	251	6198	4%	362	14.66	15
TOTAL	6198					362

Appendix D Informed Consent Form



MISAMIS UNIVERSITY
OZAMIZ CITY

Date _____
Name _____
Affiliation _____

Dear Ma'am/Sir

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "SERVICE QUALITY ASSESSMENT AND STUDENT SATISFACTION OF SCHOOL CANTEEN IN OZAMIZ CITY".

The study aims to assess the quality of service in the school canteen and its relationship to student satisfaction, identifying key factors that influence this satisfaction. The findings will benefit various stakeholders: school administrators can refine policies to improve canteen services, canteen managers can pinpoint areas for enhancement, and faculty and staff can provide feedback on affordability, nutrition, and cleanliness. Students will gain insights into canteen operations, empowering them to voice their needs. Ultimately, this research serves as a foundation for future studies on customer satisfaction in canteens, particularly regarding the impact of service quality on overall student satisfaction.

With this, I am humbly asking permission from the students of College of Medical Technology to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Should you have any concerns regarding this query, here are my contact details: 09488591942 and email address balgosaldhea@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

CHEMA ALDHEA G. BALGOS
MARVIE JOY L. CANGGAS
BEA S. VILLAMALA
BSHM Student Researchers

Noted by: _____

Research Adviser _____
Approved by: _____

Dean, College of _____

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph



Appendix E Approved Letters of Consent



MISAMIS UNIVERSITY
OZAMIZ CITY

October 22, 2024
MISAMIS UNIVERSITY
COLLEGE OF MEDICAL TECHNOLOGY

Dear Ma'am/Sir

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "SERVICE QUALITY ASSESSMENT AND STUDENT SATISFACTION OF SCHOOL CANTEEN IN OZAMIZ CITY".

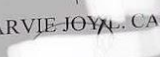
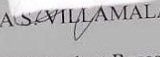
The study aims to assess the quality of service in the school canteen and its relationship to student satisfaction, identifying key factors that influence this satisfaction. The findings will benefit various stakeholders: school administrators can refine policies to improve canteen services, canteen managers can pinpoint areas for enhancement, and faculty and staff can provide feedback on affordability, nutrition, and cleanliness. Students will gain insights into canteen operations, empowering them to voice their needs. Ultimately, this research serves as a foundation for future studies on customer satisfaction in canteens, particularly regarding the impact of service quality on overall student satisfaction.

With this, I am humbly asking permission from the students of College of Medical Technology to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Should you have any concerns regarding this query, here are my contact details: 09488591942 and email address balgosaldhea@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


CHEMA ALDHEA G. BALGOS

MARVIE JOY A. CANGGAS

BEA S. WILLAMALA
BSHM Student Researchers

Noted by: 

YOLANDO P. EDULLANTES JR
Research Adviser

Approved by: 

EVANGELINE SENEDO
Dean, College of Medical Technology

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph





MISAMIS UNIVERSITY
OZAMIZ CITY

October 15, 2024
MISAMIS UNIVERSITY
COLLEGE OF ENGINEERING

Dear Ma'am/Sir

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "SERVICE QUALITY ASSESSMENT AND STUDENT SATISFACTION OF SCHOOL CANTEEN IN OZAMIZ CITY".

For this, the study has its purpose to assess the quality of service offered by the school canteen. The study also considers the relationship between the service quality and satisfaction of the students in addition to determining the main predictors that explain the satisfactions of the latter. As an output of the study, the research provides numerous benefits for different stakeholders. School administrators can leverage the findings to refine policies and enhance canteen services for students. Canteen managers can identify specific areas for enhancement to better meet student needs. Faculty and staff may feel encouraged to offer feedback aimed at improving affordability, nutrition, facility maintenance, cleanliness, and sanitation. Students can gain important insights into how the canteen operates and the services it provides.

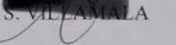
With this, I am humbly asking permission from the students of College of Engineering to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. Should you have any concerns regarding this query, here are my contact details: 09488591942 and email address balgosaldhea@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

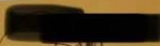

CHEMA ALDHEA G. BALGOS

MARVIE JOYA CANGGAS

BEA S. VILLAMALA
 BSHM Student Researchers

Noted by:


YOLANDO P. EDULLANTES JR.
 Research Adviser

Approved by:


ENGR. ISIDRO DALIS
 Dean, College of Engineering



MISAMIS UNIVERSITY
OZAMIZ CITY

October 21, 2024
COLLEGE OF EDUCATION

Dear Ma'am/Sir

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "SERVICE QUALITY ASSESSMENT AND STUDENT SATISFACTION OF SCHOOL CANTEEN IN OZAMIZ CITY".

The study aims to assess the quality of service in the school canteen and its relationship to student satisfaction, identifying key factors that influence this satisfaction. The findings will benefit various stakeholders: school administrators can refine policies to improve canteen services, canteen managers can pinpoint areas for enhancement, and faculty and staff can provide feedback on affordability, nutrition, and cleanliness. Students will gain insights into canteen operations, empowering them to voice their needs. Ultimately, this research serves as a foundation for future studies on customer satisfaction in canteens, particularly regarding the impact of service quality on overall student satisfaction.

With this, I am humbly asking permission from the students of College of Education to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Should you have any concerns regarding this query, here are my contact details: 09488591942 and email address balgosaldhea@gmail.com.

We are looking forward to your request and would merit your positive response.

Thank you.

Respectfully,


CHEMA ALDHEA G. BALGOS


MARVIE JOY L. CANGGAS


BEA S. VILLAMALA

BSHM Student Researchers

Noted by:


YOLANDO P. EDULLANTES JR

Research Adviser

Approved by:


DR. GENELYN R. BALUYOS

Dean, College of Education



MISAMIS UNIVERSITY
OZAMIZ CITY

October 15, 2024
MISAMIS UNIVERSITY
COLLEGE OF ARTS AND SCIENCES

Dear Ma'am/Sir

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "SERVICE QUALITY ASSESSMENT AND STUDENT SATISFACTION OF SCHOOL CANTEEN IN OZAMIZ CITY".

For this, the study has its purpose to assess the quality of service offered by the school canteen. The study also considers the relationship between the service quality and satisfaction of the students in addition to determining the main predictors that explain the satisfactions of the latter. As an output of the study, the research provides numerous benefits for different stakeholders. School administrators can leverage the findings to refine policies and enhance canteen services for students. Canteen managers can identify specific areas for enhancement to better meet student needs. Faculty and staff may feel encouraged to offer feedback aimed at improving affordability, nutrition, facility maintenance, cleanliness, and sanitation. Students can gain important insights into how the canteen operates and the services it provides.

With this, I am humbly asking permission from the students of College of Arts and Sciences to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. Should you have any concerns regarding this query, here are my contact details: 09488591942 and email address balgosaldhea@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


CHEMA ALDHEA G. BALGOS


MARVIE JOY L. CANGGAS


BEA S. VELAZQUEZ

BSHM Student Researchers

Noted by:


YOLANDO P. EDULLANTES JR.
Research Adviser

Approved by:


DR. HAYDEE VILLANUEVA

 **MISAMIS UNIVERSITY**
OZAMIZ CITY

October 15, 2024
MISAMIS UNIVERSITY
COLLEGE OF NURSING, MIDWIFERY
AND RADIOLOGIC TECHNOLOGY

Dear Ma'am/Sir

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "SERVICE QUALITY ASSESSMENT AND STUDENT SATISFACTION OF SCHOOL CANTEEN IN OZAMIZ CITY".

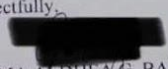
For this, the study has its purpose to assess the quality of service offered by the school canteen. The study also considers the relationship between the service quality and satisfaction of the students in addition to determining the main predictors that explain the satisfactions of the latter. As an output of the study, the research provides numerous benefits for different stakeholders. School administrators can leverage the findings to refine policies and enhance canteen services for students. Canteen managers can identify specific areas for enhancement to better meet student needs. Faculty and staff may feel encouraged to offer feedback aimed at improving affordability, nutrition, facility maintenance, cleanliness, and sanitation. Students can gain important insights into how the canteen operates and the services it provides.

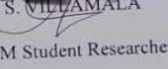
With this, I am humbly asking permission from the students of College of Nursing, Midwifery and Radiologic Technology to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. Should you have any concerns regarding this query, here are my contact details: 09488591942 and email address balgosaldhea@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

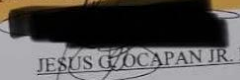

CHEMA AUDHEA G. BALGOS

MARVIE JOY L. CANGGAS

BEA S. VILLAMALA
BSHM Student Researchers

Noted by:


YOLANDO P. EDUL LANTES JR.
Research Adviser

Approved by:


JESUS G. OCAPAN JR. PHD. RN
Dean, College of Nursing, Midwifery and
Radiologic Technology

College of Business and Management
Misamis University
Ozamiz City, Philippines 



MISAMIS UNIVERSITY
OZAMIZ CITY

October 15, 2024
MISAMIS UNIVERSITY
COLLEGE OF MARITIME EDUCATION

Dear Ma'am/Sir

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "SERVICE QUALITY ASSESSMENT AND STUDENT SATISFACTION OF SCHOOL CANTEEN IN OZAMIZ CITY".

For this, the study has its purpose to assess the quality of service offered by the school canteen. The study also considers the relationship between the service quality and satisfaction of the students in addition to determining the main predictors that explain the satisfactions of the latter. As an output of the study, the research provides numerous benefits for different stakeholders. School administrators can leverage the findings to refine policies and enhance canteen services for students. Canteen managers can identify specific areas for enhancement to better meet student needs. Faculty and staff may feel encouraged to offer feedback aimed at improving affordability, nutrition, facility maintenance, cleanliness, and sanitation. Students can gain important insights into how the canteen operates and the services it provides.

With this, I am humbly asking permission from the students of College of Maritime Education to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

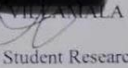
Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. Should you have any concerns regarding this query, here are my contact details: 09488591942 and email address balgosaldhea@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


CHEMA ALDHEA G. BALGOS


MARVIC JAY L. CANGGAS


BEA S. VILLANUEVA

BSHM Student Researchers

Noted by:


YOLANDO P. EDULLANTES JR.
Research Adviser

Approved by:


ARTURO M. GENON
Dean, College of Maritime Education



MISAMIS UNIVERSITY
OZAMIZ CITY

October 15, 2024
MISAMIS UNIVERSITY
COLLEGE OF CRIMINOLOGY

Dear Ma'am/Sir

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "SERVICE QUALITY ASSESSMENT AND STUDENT SATISFACTION OF SCHOOL CANTEEN IN OZAMIZ CITY".

For this, the study has its purpose to assess the quality of service offered by the school canteen. The study also considers the relationship between the service quality and satisfaction of the students in addition to determining the main predictors that explain the satisfactions of the latter. As an output of the study, the research provides numerous benefits for different stakeholders. School administrators can leverage the findings to refine policies and enhance canteen services for students. Canteen managers can identify specific areas for enhancement to better meet student needs. Faculty and staff may feel encouraged to offer feedback aimed at improving affordability, nutrition, facility maintenance, cleanliness, and sanitation. Students can gain important insights into how the canteen operates and the services it provides.

With this, I am humbly asking permission from the students of College of Criminology to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. Should you have any concerns regarding this query, here are my contact details: 09488591942 and email address balgosaldhea@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


CHEMA ALDHEA G. BALGOS

MARVIE JOY L. CANGGAS

BEA S. VILLAMALA
BSHM Student Researchers

Noted by:


YOLANDO P. EDULLANTES JR.
Research Adviser

Approved by:


JOSE F. CUEVAS JR.
Dean, College of Criminology

Appendix F Statistical Computations

SOP#1

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Tangibility	393	1.0	4.0	2.613	.7697
Assurance	393	1.0	4.0	2.546	.8354
Reliability	393	1.0	4.0	2.577	.8593
Responsiveness	393	1.0	4.0	2.621	.8487
Empathy	393	1.0	4.0	2.533	.9245
Service Quality Dimension	393	1.0	4.0	2.578	.7929
Valid N (listwise)	393				

T8	2.31
T4	2.53
T7	2.55
T3	2.58
T5	2.67
T2	2.68
T6	2.78
T1	2.81
Tangibility	2.61
A3	2.39
A4	2.54
A6	2.56
A5	2.58
A2	2.60
A1	2.61
Assurance	2.55
R4	2.49
R1	2.50
R5	2.53
R3	2.58
R2	2.59
R6	2.59
R8	2.66
R7	2.67

Reliability	2.58
R3	2.55
R2	2.56
R4	2.60
R1	2.68
R5	2.70
Responsiveness	2.62
E2	2.46
E3	2.50
E1	2.56
E5	2.57
E4	2.58
Empathy	2.53
Service Quality Dimension	2.58

□

Constructs	M	SD	Interpretation
Tangibility	2.613	.7697	High
Assurance	2.546	.8354	High
Reliability	2.577	.8593	High
Responsiveness	2.621	.8487	High
Empathy	2.533	.9245	High
Service Quality Dimension	2.578	.7929	High

Note: Interpretation: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

SOP#2

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Ambiance	393	1.0	4.0	2.335	.7875
Price	393	1.0	4.0	2.392	.7622
Food Quality	393	1.0	4.0	2.582	.8070
Satisfaction	393	1.0	4.0	2.437	.7236
Valid N (listwise)	393				

A4	2.11
A6	2.23
A5	2.32
A3	2.37
A2	2.41
A1	2.56
Ambiance	2.34
P2	2.16
P1	2.32
P4	2.44
P3	2.44
P5	2.49
P6	2.50
Price	2.39
FQ2	2.43
FQ1	2.49
FQ7	2.53
FQ3	2.58
FQ6	2.60
FQ8	2.66
FQ5	2.67
FQ4	2.70
Food Quality	2.58
Satisfaction	2.44

□

Constructs	M	SD	Interpretation
Ambiance	2.335	.7875	Low
Price	2.392	.7622	Low
Food Quality	2.582	.8070	High
Satisfaction	2.437	.7236	Low

Note: Interpretation: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

SOP#3

Correlations

S

		Tangibility	Assurance	Reliability	Responsiveness	Empathy	Service Quality Dimension	Satisfaction
Spearman's rho	Tangibility	Correlation Coefficient	.831**	.841**	.816**	.811**	.908**	.801**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	393	393	393	393	393	393
Assurance	Assurance	Correlation Coefficient	.831**	.895**	.835**	.856**	.933**	.791**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	393	393	393	393	393	393
Reliability	Reliability	Correlation Coefficient	.841**	.895**	.896**	.898**	.961**	.797**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	393	393	393	393	393	393
Responsiveness	Responsiveness	Correlation Coefficient	.816**	.835**	.896**	.896**	.944**	.773**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	393	393	393	393	393	393
Empathy	Empathy	Correlation Coefficient	.811**	.856**	.898**	1.000	.951**	.782**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	393	393	393	393	393	393
Service Quality Dimension	Service Quality Dimension	Correlation Coefficient	.908**	.933**	.961**	.951**	1.000	.836**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	393	393	393	393	393	393
Satisfaction	Satisfaction	Correlation Coefficient	.801**	.791**	.797**	.782**	.836**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	393	393	393	393	393	393

** . Correlation is significant at the 0.01 level (2-tailed).

Satisfaction	r-value	p-value	Interpretation
Tangibility	.801**	0.000	Perfect Positive Correlation/Highly Significant
Assurance	.791**	0.000	Perfect Positive Correlation/Highly Significant
Reliability	.797**	0.000	Perfect Positive Correlation/Highly Significant
Responsiveness	.773**	0.000	Perfect Positive Correlation/Highly Significant

Empathy .782** 0.000 Perfect Positive Correlation/Highly Significant
 Service Quality Dimension .836** 0.000 Perfect Positive Correlation/Highly Significant
 Note: 1). Perfect/Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), Weak Negative Correlation (-0.01 to -0.10), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

2). ** $p < 0.01$ (Highly Significant); * $p < 0.05$ (Significant); $p > 0.05$ (Not Significant)

SOP#4

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1						
	(Constant)	.388	.071		5.428	.000
	Tangibility	.206	.076	.219	2.726	.007
	Assurance	.053	.087	.061	.607	.544
	Reliability	-.002	.085	-.002	-.021	.983
	Responsiveness	-.030	.097	-.036	-.311	.756
	Service Quality Dimension	.567	.271	.621	2.092	.037
					Lower Bound	Upper Bound
					.247	.528
					.057	.355
					-.118	.223
					-.169	.166
					-.222	.161
					.034	1.099

a. Dependent Variable: Satisfaction

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
1	Empathy	b			
					Tolerance
					-3.333E-14

a. Dependent Variable: Satisfaction

b. Predictors in the Model: (Constant), Service Quality Dimension, Tangibility, Assurance, Reliability, Responsiveness

Satisfaction	b-value	p-value	Interpretation
--------------	---------	---------	----------------

Tangibility	.206	.007	Predictor
Assurance	.053	.544	Not a predictor
Reliability	-.002	.983	Not a predictor
Responsiveness	-.030	.756	Not a predictor
Service Quality Dimension	.567	.037	Predictor

Appendix H Documentation





Appendix H Plagiarism Test Results


Page 2 of 86 - Integrity Overview
Submission ID tmid::17268-96888579

18% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Filtered from the Report

- Bibliography

Match Groups

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3 Not Cited or Quoted 13%
 Matches with neither in-text citation nor quotation marks
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1 Missing Quotations 5%
 Matches that are still very similar to source material
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0 Missing Citation 0%
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Top Sources

- 0%  Internet sources
- 0%  Publications
- 18%  Submitted works (Student Papers)

Integrity Flags

0 Integrity Flags for Review

No suspicious text manipulations found.

Our system's algorithms look deeply at a document for any inconsistencies that would set it apart from a normal submission. If we notice something strange, we flag it for you to review.

A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.


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Page 3 of 86 - Integrity Overview
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Match Groups

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0 Cited and Quoted 0%
Matches with in-text citation present, but no quotation marks

Top Sources

- 0%  Internet sources
- 0%  Publications
- 18%  Submitted works (Student Papers)

Top Sources

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

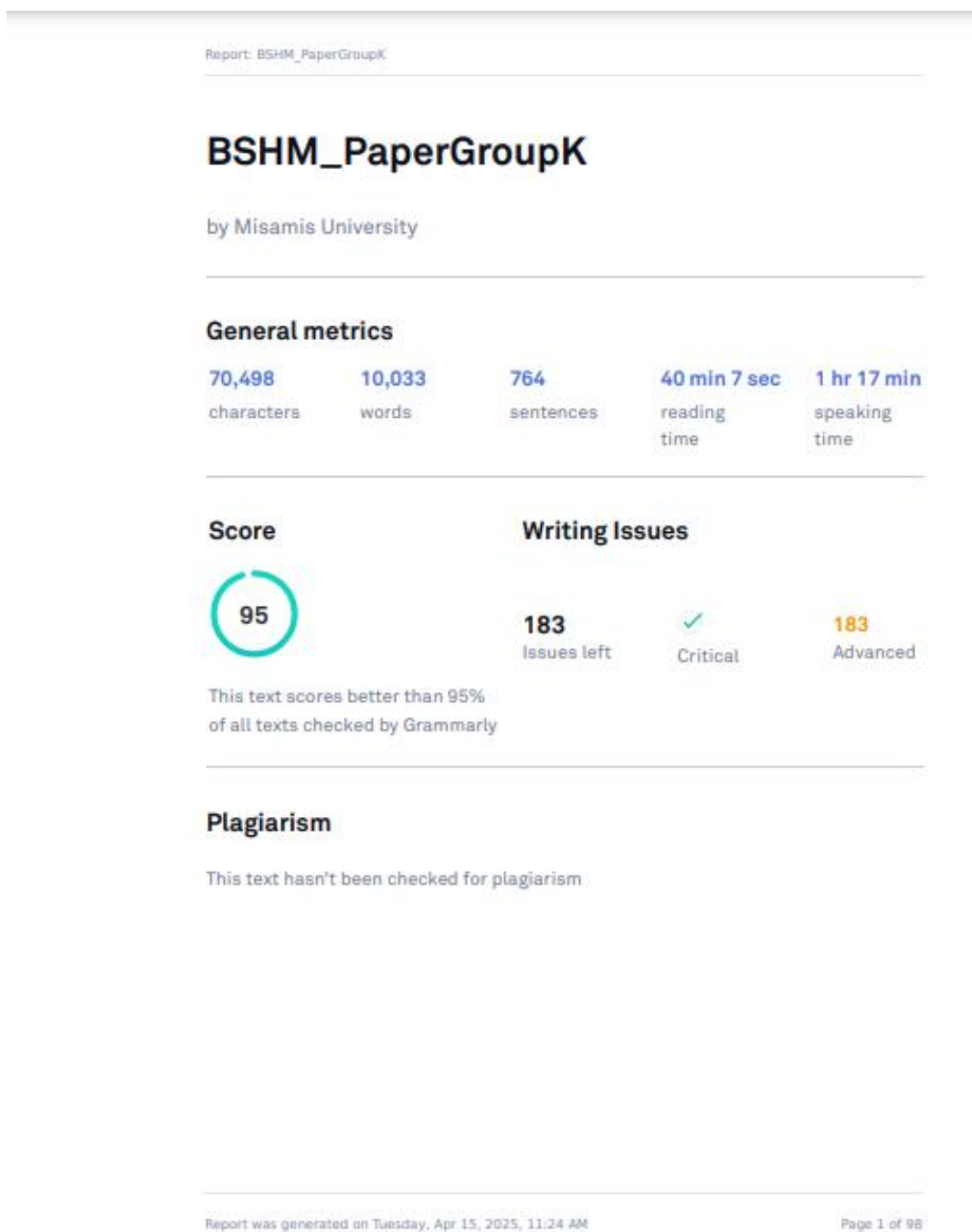

1 Submitted works

mu on 2025-04-11

18%



Appendix I Grammarly Test Results



Report: BSHM_PaperGroupK

Writing Issues

135	Clarity	
6	Paragraph can be perfected	
55	Unclear sentences	
62	Wordy sentences	
7	Intricate text	
4	Passive voice misuse	
1	Hard-to-read text	
34	Engagement	
34	Word choice	
9	Correctness	
1	Citation style options	
2	Incorrect phrasing	
4	Punctuation in compound/complex sentences	
1	Closing punctuation	
1	Improper formatting	
5	Delivery	
2	Incomplete sentences	
3	Tone suggestions	

Unique Words

17%

Measures vocabulary diversity by calculating the percentage of words used only once in your document

unique words

Report was generated on Tuesday, Apr 15, 2025, 11:24 AM

Page 2 of 98

Report: BSHM_PaperGroupK

Rare Words

42%

Measures depth of vocabulary by identifying words that are not among the 5,000 most common English words.

rare words

Word Length

5.1

Measures average word length

characters per word

Sentence Length

13.1

Measures average sentence length

words per sentence



Appendix J Curriculum Vitae



CHEMA ALDHEA G. BALGOS

Labo, Ozamiz City,
Misamis Occidental
09488591942
balgosaldhea@gmail.com

PROFESSIONAL SUMMARY

To gain practical experience in pastry department operations, applying hospitality management principles to enhance my professional skills and contribute to the success of the establishment.

PERSONAL INFORMATION

Birth Date : August 8, 1998
Birth Place : Ozamiz City
Civil Status : Single
Sex : Female
Nationality : Filipino

Religion : PICC
Father : Armando D. Balgos
Occupation : N/A
Mother : Maria Victoria G. Balgos
Occupation : Photographer

EDUCATIONAL BACKGROUND

Elementary: ICC La Salle 2011-2012

Senior High School OJT: MU Manor Hotel 2017
Naomi's Bakery 2017

Secondary: Misamis University 2017-2018
Technical Vocational Livelihood
Ozamiz City, Misamis Occidental

First Year College OJT: MU Manor Hotel Housekeeping Department 2019
MU Manor Hotel Kitchen Department 2019

Tertiary: Misamis University 2019 - 2025
Bachelor of Science in Hospitality Management
Ozamiz City, Misamis Occidental

On the Job Training: Jpark Island Resort & Waterpark (800hours) 2024-2025

SKILLS AND KNOWLEDGE

- Time management
- Attention to detail
- Organizational Skills
- Baking
- Cooking

CERTIFICATES

BREAD & PASTRY PRODUCTION NC2 April 2018
COOKERY NC2 March 2018
HOUSEKEEPING NC2 March 2019
CHAMPION LEAGUE MAYOR Hoteliers of Tomorrow Organization 2022
1ST RUNNER UP LEAGUE MAYOR Hoteliers of Tomorrow Organization 2023
On-the-Job-Tarining: Jpark Island Resort & Waterpark - Pastry Department

SEMINARS/WORKSHOPS/TRAINING

Sex Education and HIV Awareness Seminar February 2020
Misamis University Instructional Media Center, Ozamiz city

Career Orientation Seminar in the Cruise Line Industry April 2023
MIHCA Cebu, Cebu City, Philippines

Coffee Making Seminar-Workshop May 2023 MU Manor, Ozamiz City,
Philippines

Lecture & Demonstrating on Basic Housekeeping and Bed Making
April 2023
Mezzo Hotel, Cebu City, Philippines

Educational Tour April 2023
Cebu City, Philippines

MARVIE JOY L. CANGGAS

Malaubang, Ozamiz City,
Misamis Occidental
0963-921-7444
marvycanggas@gmail.com



CAREER OBJECTIVE

To leverage On-the-Job Training as a platform to apply my academic knowledge in a practical setting, enhance technical and soft skills, and gain valuable industry experience. This opportunity aims to develop professional competencies, foster a deeper understanding of workplace dynamics, and contribute effectively to organizational goals.

PERSONAL INFORMATION

Nickname :	Marva	Religion :	Iglesia Ni Cristo
Birth Date :	October 9, 2002	Father :	Alan M. Caggas Sr.
Birth Place :	Ozamiz City	Occupation :	Farmer
Civil Status :	Single	Mother :	Marjorie L. Caggas
Sex :	Female	Occupation :	Housewife
Nationality :	Filipino		

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	2021 - present
Secondary	Bonifacio National High School Liloan, Bonifacio, Misamis Occidental	2019 – 2020

SKILLS AND KNOWLEDGE

- Communication
- Adaptability
- Problem-solving
- Time Management
- NCII Food and Beverage Services
- NCII Computer System Servicing

ACHIEVEMENTS

- With Honor Year 2020

SEMINARS/WORKSHOPS/TRAININGS

- | | |
|---|---|
| • Coffee Making Seminar-Workshop | May 2023
MU Manor, Ozamiz City, Philippines |
| • Career Orientation Seminar in the Cruise Line Industry | April 2023
MIHCA Cebu, Cebu City, Philippines |
| • Lecture & Demonstrating on Basic House Keeping and Bed Making | April 2023
Mezzo Hotel, Cebu City, Philippines |
| • Educational Tour | April 2023
Cebu City, Philippines |

REFERENCES

Catherine D. Rosaura, MBA, MIHM
BSHM OJT Coordinator
Misamis University
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catherine.rosaura@mu.edu.ph

BEAS, VILLAMALA
San Francisco, Dao Tenazas Lala
Lanao Del Norte
0951-267-4028
beasilaadavillamala@gmail.com



CAREER OBJECTIVE

I am a dedicated student seeking an OTT opportunity to enhance my practical skills and apply my knowledge and skills in a collaborative environment. I look forward to contributing to team success while expanding my understanding of industry practices and processes.

PERSONAL INFORMATION

Nickname	: Byang	Religion	: Roman Catholic
Birth Date	: July 17, 2003	Father	: Roldan M. Villamala
Birth Place	: San Francisco, Dao Tenazas	Occupation	: Farmer
Civil Status	: Single	Mother	: Marites S. Villamala
Sex	: Female	Occupation	: OFW
Nationality	: Filipino		

EDUCATIONAL BACKGROUND

<u>TERTIARY</u>	
2021 - Present (4th Year)	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental
<u>SECONDARY</u>	
2019 - 2021	Senior High School Accountancy Business and Management Lala National High School Maranding Lala, Lanao Del Norte

SKILLS AND KNOWLEDGE

- Attention to Detail
- Capable to communicate in both English and Filipino languages
- Patience and flexibility to adapt to the changes in the environment
- Teamwork

ACHIEVEMENT

- SILVER LEADERSHIP AWARDEE (2023) CBM-CEP-MISAMIS UNIVERSITY

SEMINARS/WORKSHOPS/TRAININGS

- | | |
|---|---|
| • "Cake Decorating and Customizing using Fondant Seminar" | June 2023
MU Manor, Ozamiz City, Philippines |
| • "Better days for the best moments: Pump Twist Create: Balloon Workshop" | May 2023
MU Manor, Ozamiz City, Philippines |
| • Career Orientation Seminar in the Cruise Line Industry | April 2023
MIHCA Cebu, Cebu City, Philippines |
| • Lecture & Demonstrating on Basic House Keeping and Bed Making | April 2023
Mazno Hotel, Cebu City, Philippines |
| • Educational Tour | April 2023
Cebu City, Philippines |
| • NC II Housekeeping | October 2024 |

REFERENCES

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BSHM OTT Coordinator
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