

Student satisfaction with the service quality of cafeteria: A structural approach

Abstract

This objective of this study was to assess the relationship between the food quality, price fairness, staff performance, and ambiance of the university cafeteria with students' satisfaction. A quantitative survey was conducted with the aims to testing the proposed hypotheses via a structured self-administered questionnaire. A total of 79 undergraduates from Institut Pendidikan Guru Gaya Sabah campus, Malaysia were selected for questioning via convenience sampling method. Structural equation modeling (SEM) technique via AMOS 21.0 computer program with maximum likelihood estimation was performed to generate the results. The empirical results provided strong support for the hypothesis that students' satisfaction with the university cafeteria is very much influenced by food quality than staff performance, price fairness and degree of ambiance. Implications of the study from managerial and theoretical perspectives together with directions for future research are also indicated.