



UNIVERSITI
MALAYSIA
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**FACTORS AFFECTING STUDENT SATISFACTION
TO VISIT CAFETERIA AT UNIVERSITY
MALAYSIA KELANTAN, BACHOK**

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Bachelor of Entrepreneurship (Hospitality)

A report submitted in partial fulfillment of the
requirements for the degree of

**Bachelor of Entrepreneurship (Hospitality) with
honors**

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

KELANTAN

2022

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ACKNOWLEDGEMENT

First and foremost, we would like to thank to everyone who had contributed time and effort to help us complete this research project. Without their help and support, we 'couldn't complete smoothly in this research project. We also would like to express our appreciation and thank to our supervisor, Madam Harnidah binti Samengon for her many imparting her knowledge and expertise in this research project.

Besides that, we would like to express special thanks to our group members for giving full commitment and stimulating discussions during the research project. Without each 'other's respect, encouragement and cooperation, this research projects would not be impossible to complete on time. Last but not least, we are very thankful to our parents for their supporting our study in University Malaysia Kelantan.

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ABSTRACT

The purpose of this study is to examine the factors affecting student satisfaction to visit cafeteria at University Malaysia Kelantan, Bachok. This study focuses on how satisfied students are with their cafeteria experiences. The researcher want to know the factor effecting students satisfaction to visit cafeteria at University Malaysia Kelantan, Bachok. The independent variables of this study comprised food quality, cleanliness, price fairness and facilities; where as the dependent variable in this study was student satisfaction. This study had four objectives which is to investigate student satisfaction with food quality factors at the cafeteria of University Malaysia Kelantan, Bachok, to analyze student satisfaction with cleanliness at the cafeteria of University Malaysia Kelantan, Bachok, to measure student satisfaction with price at the cafeteria of University Malaysia Kelantan, Bachok and to identify student satisfaction with facilities at the cafeteria of University Malaysia Kelantan, Bachok. This study used a quantitative approach. A questionnaire was designed to collect the information. A total of 375 respondents from students University Malaysia Kelantan, Bachok while conducting the reseach. The data was collected using Google Form and questionnaire. The data collected is analysed by using Statistical Packages for Social Science based on descriptive variable, reliability analysis, and correlation analysis. As for the result, all of the independent variable that had been studied in this research had significant relationships towards dependent variable. The finding of this research showed that the all the hypothesis is accepted.

Keywords: Food quality, cleanliness, price fairness, facilities, student satisfaction, cafeteria

ABSTRAK

Tujuan kajian ini adalah untuk mengkaji faktor kesan kepuasan pelajar untuk mengunjungi kafeteria di Universiti Malaysia Kelantan, Bachok. Kajian ini memberi tumpuan kepada sejauh mana pelajar berpuas hati dengan pengalaman kafeteria mereka. Penyelidik ingin mengetahui faktor yang mempengaruhi kepuasan pelajar mengunjungi kafeteria di Universiti Malaysia Kelantan, Bachok. Pembolehubah bebas kajian ini terdiri daripada kualiti makanan, kebersihan, kesaksamaan harga dan kemudahan; di mana pembolehubah bersandar dalam kajian ini ialah kepuasan pelajar. Kajian ini mempunyai empat objektif iaitu untuk menyiasat kepuasan pelajar terhadap faktor kualiti makanan di kafeteria Universiti Malaysia Kelantan, Bachok, untuk menganalisis kepuasan pelajar terhadap kebersihan di kafeteria Universiti Malaysia Kelantan, Bachok, untuk mengukur kepuasan pelajar terhadap harga di kafeteria Universiti Malaysia Kelantan, Bachok dan mengenal pasti kepuasan pelajar terhadap kemudahan di kafeteria Universiti Malaysia Kelantan, Bachok. Kajian ini menggunakan pendekatan kuantitatif. Soal selidik telah direka untuk mengumpul maklumat. Seramai 375 responden daripada pelajar Universiti Malaysia Kelantan, Bachok semasa menjalankan kajian. Data dikumpul menggunakan Borang dan soal selidik Google. Data yang dikumpul dianalisis dengan menggunakan Perisian Statistik Sains Sosial berdasarkan pembolehubah deskriptif, analisis kebolehpercayaan, dan analisis korelasi. Hasilnya, kesemua pembolehubah bebas yang telah dikaji dalam penyelidikan ini mempunyai hubungan yang signifikan terhadap pembolehubah bersandar. Dapatan kajian ini menunjukkan bahawa semua hipotesis diterima.

Kata kunci: Kualiti makanan, kebersihan, kesaksamaan harga, kemudahan, kepuasan pelajar, kafeteria.

LIST OF TABLES

Tables	Title	Page
Table 1.8	The definition of term	8
Table 3.1	The types of question will be asked to the respondents	22
Table 3.2	The relationship between Mean and Level of Agreement	23
Table 3.3	Rules of thumb about 'Cronbach's Alpha	24
Table 3.4	Rules of Thumb about Correlation Coefficient Size	38
Table 4.1	'Cronbach's Alpha	41
Table 4.2	The results of reliability analysis for the study variables	42
Table 4.3	The Gender of Respondents	43
Table 4.4	The Age of Respondents	44
Table 4.5	The Race of Respondents	45
Table 4.6	The Year of Study or Respondents	46
Table 4.7	The Faculty or Respondents	47
Table 4.8	Level of Mean	48
Table 4.9	Descriptive for Food Quality	49
Table 4.10	Descriptive for Cleanliness	50
Table 4.11	Descriptive for Price Fairness	51
Table 4.12	Descriptive for Facilities	52
Table 4.13	Descriptive for Student Satisfaction	53
Table 4.14	Show the coefficient range, r	54

Table 4.15	Correlation between Food Quality and 'Students' Satisfaction	55
Table 4.16	Correlation between Cleanliness and 'Students' Satisfaction	55
Table 4.17	Correlation between Price and 'Students' Satisfaction	56
Table 4.18	Correlation between Facilities and 'Students' Satisfaction	57
Table 4.19	Result of Hypothesis of Independent Variables	57
Table 5.1	Recapitulation of the study findings	61

LIST OF FIGURES

Figures	Title	Page
Figure 2.1	The conceptual framework of the study	14
Figure 3.1	Source: Sample size of Krejcie & Morgan, 1970	20
Figure 3.2	Measurement of Likert Scale	22
Figure 4.4.1	The Percentage of Gender	43
Figure 4.4.2	The Percentage of Age	44
Figure 4.4.3	The Percentage of Race	45
Figure 4.4.4	The Percentage of Year of Study	46
Figure 4.4.5	The Percentage of Faculty	47

LIST OF SYMBOLS AND ABBREVIATION

Abbreviation	
UMK	University Malaysia Kelantan
SPSS	Statistical Package of the Social Sciencess
SAC	Student As Customer

TABLE OF CONTENTS

REPORT DECLARATION	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
ABSTRAK	iv
LIST OF TABLES	v
LIST OF FIGURES	vii
LIST OF SYMBOLS AND ABBREVIATION	vii
1.1 INTRODUCTION	1
1.2 BACKGROUND OF THE STUDY	1
1.3 PROBLEM STATEMENT	4
1.4 RESEARCH QUESTION	7
1.5 RESEARCH OBJECTIVES	7
1.6 SCOPES OF STUDY	8
1.7 SIGNIFICANT OF STUDY	8
1.8 DEFINITION OF THE TERM	9
1.9 SUMMARY	11
2.1 INTRODUCTION	12
2.2 LITERATURE REVIEW	13
2.2.1 STUDENT SATISFACTION	13
2.2.2 FOOD QUALITY	14
2.2.3 CLEANLINESS	15
2.2.4 PRICE	17
2.2.5 FACILITIES	18
2.3 CONCEPTUAL FRAMEWORK	19
2.4 THE RELATIONSHIP BETWEEN FOOD QUALITY, CLEANLINESS, PRICE FAIRNESS, AND FACILITIES TOWARDS STUDENT SATISFACTION IN THE CAFETERIA AT UMK, BACHOK	19
2.5 HYPOTHESIS	22
2.6 SUMMARY	23
3.1 INTRODUCTION	24

3.2 RESEARCH DESIGN	24
3.3 TARGET POPULATION	25
3.4 SAMPLE SIZE	26
3.5 SAMPLING METHOD	27
3.6 DATA COLLECTION	27
3.7 RESEARCH INSTRUMENT	28
3.8 DATA ANALYSIS	35
3.8.1 Descriptive Statistics	35
3.8.2 Reliability Test	36
3.8.3 Pearson Correlation	38
3.9 SUMMARY	40
4.1 INTRODUCTION	41
4.2 SAMPLE AND RESPONSE RATE	41
4.3 RELIABILITY ANALYSIS	42
4.4 DESCRIPTIVE ANALYSIS (RESPONDENT PROFILES)	44
4.5 DESCRIPTIVE ANALYSIS	49
4.5.1 Food Quality	50
4.5.2 Cleanliness	51
4.5.3 Price Fairness	52
4.5.4 Facilities	53
4.5.5 Student Satisfaction	54
4.6 PEARSON CORRELATION ANALYSIS	55
4.7 HYPOTHESIS TESTING	60
4.8 SUMMARY	61
5.1 INTRODUCTION	62
5.2 RECAPITULATION OF THE STUDY FINDINGS	63
5.3 LIMITATION AND SUGGESTIONS FOR FUTURE RESEARCH	69
5.4 IMPLICATION AND CONCLUSION	71

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This section provides a general background of the study. The study proposed the factors affecting student satisfaction when visiting the University Malaysia Kelantan, Bachok cafeteria. Four aspects are studied: food quality, cleanliness, price, and facilities available in the UMK Bachok cafeteria. Cafeterias found in colleges around educational institutions are the primary source where students get food. Because of this, each cafeteria is responsible for providing various types of nutritious and clean food and facilities for students' physical and emotional needs. The introduction section includes the background of the study, problem statement, research questions, research objectives, the scope of the study, significance of study, and definition of terms.

1.2 BACKGROUND OF THE STUDY

According to Euromonitor International research (2019), the food business is one of the world's fastest-growing industries, expanding quickly in Malaysia. Malaysia and advanced and developing nations worldwide are rapidly developing towards food service. The Malaysian Bureau of Statistics (2017) reports that food service establishments increased from 130,570 in 2010 to 167,490 in 2015, with an annual growth rate of 5.1%. The rapid growth of the restaurant industry means that customers' eating habits and

people's demands are changing. People are eating out more and more frequently as lifestyles change due to modernization and development.

The food operators need to strategies their business to boost the competitiveness among the cafeteria business owners at the university. The university has provided the space and allows the business to join in the cafeteria. In addition to offering education, there are a range of services for the convenience of their students, such as bookshops, stationery stores, computer stores, and cafeterias (Jung, 2013). Among these, the student cafeteria serves quick, affordable meals from a variety of nutritious menus, and many staff and students congregate there at lunch. Food service businesses began to emerge towards the end of 1980, and about 1995, full-scale professional food service businesses began to run student cafeterias. For instance, almost all colleges now provide catered lunches in student cafeterias.

The needs of university students are particularly important right now because universities and colleges are primarily focused on keeping students with various options open to them. While delivering excellent education is critical to these universities and colleges, some university administrators are beginning to recognise and value the notion of offering full services on campus, with culinary services having the potential to play an essential role. In this sense, religion and ethnicity are two examples of factors that influence food choices and ultimately customer satisfaction. If the students' food options don't suit them or aren't to their tastes, that could be a reason for them to avoid eating there. (Anshul Garg*, 2017)

Students and staff make up practically all of the consumers in student cafeterias, therefore they do not see the need to increase competition. They also have a subpar inside

environment when compared to restaurants outside. College students today have, however, grown up in a much better environment than they did in the past, and the students' cafeteria itself is different from the past as a result of the upgrading of the restaurant industry. This is in addition to the rise in national income.

Institutions of higher learning are one of the best opportunities to influence food behavior. According to Mei (2017), of the students he studied, 93% stated that they would buy their food and drinks at the university. Taste, value, cost, and convenience make up the food-buying habits of the most influenced students. Reducing the cost of food and increasing the variety of food is an improvement that is often suggested to the cafeteria. In the student-as-customer (SAC) model states that students are the main customers in higher education institutions (Kotler & Clarke, 2012). In order to ensure that the institution of higher learning can provide products to students successfully, it is very important to research the extent of customer satisfaction in the university cafeteria.

Tekle & Ruth (2007) said that students consider the quality, service, and food price in their university café important factors. This can also be seen that students also emphasize satisfaction with the availability of facilities, atmosphere, and quality when they want to go to the cafeteria. Deshpande, Basil (2009) has reported that the taste of food, comfort, and quality of food are part of the food components used in cafeteria selection among students. This also focuses on the variety of food, food quality, food prices, facilities provided, and operating hours. In order to see the quality of the services provided to suit the students' tastes, an evaluation at the university cafeteria in food service management can be implemented to improve mutual satisfaction. With this, students can assess the desired level of satisfaction achieved.

1.3 PROBLEM STATEMENT

The issue is that cafeteria businesses are one of the most thriving economic activities in the ailing global economy.

Students prefer to pick affordable food over pricey ones. The price should be reasonable in relation to the food quantity served so that the customer feels that the food and service are worth their price, leading to student satisfaction. Low-cost snacks like crackers, candy, and other munchies are frequently harmful and lacking in nutrition. Students frequently complain that the amount of food served does not match the cost of the meal. This is due to the fact that not all students have the means to purchase expensive food with a limited budget. They require the proper balance of nutrients as well as consideration of other food-related factors. Restaurant operators should consider the students' circumstances, particularly from a financial standpoint. Students will be pleased with the purchase process, particularly the inexpensive pricing and significant savings over purchasing at other food establishments.

But cafeterias also have problems with students often struggling to find their favorite food on campus. Meanwhile, there is also the case where a student allergic to a certain food or vegetarian can only eat limited amounts of food, and this problem needs to be addressed. In the cafeteria, there is a weakness in the manual food ordering system that was commonly used in the cafeteria when ordering food. These problems have led to developing a system to check the food in the cafeteria. For example, check the quality of the food.

Food services have a vital role in affecting the personal happiness of students and teachers in healthy arrangements at universities and colleges. The value of delivering an

excellent education is clear for many universities and colleges interested in drawing more undergraduates to their institutions. On the other hand, giving careful thought to food services is an extra lure for students. Furthermore, this business is expanding rapidly as the number of undergraduates enrolled in institutions continues to rise. (Garg, 2014).

The quality of food served in the cafeteria is seen as a key factor in guaranteeing student contentment. To flourish in a competitive market, food service businesses should prioritize service quality (Raman & Chinniah, 2011). To gratify students, they must also consider other critical quality parameters, such as the quality of food and drinks and reasonable prices (Joung, Lee, Kim, Ahn, & Huffman, 2011).

Besides, the problem is the cafeteria business at University Malaysia Kelantan, Bachok facilities. Tampubolon (2021), mentioned that the place or location is a specific point that the university chooses to carry out all its business activities, and the factor influences its business strategies. An example of this is the declining growth rate that puts it at the bottom of the list of places where students like to go to eat.

Thus, one of the critical components in creating a healthy culture and one that can increase a nation's productivity is cleanliness in the cafeteria industry at the campus. Furthermore, food contamination can result from an unclean cafeteria environment. The cafeteria may become infested with various insects and vermin if it is not kept clean. Insects and animals that spread diseases, such as cockroaches, rodents, and flies, can thrive in the cafeteria environment and drain area. Additionally, the presence of flying insects disrupts the process of preparing food, which has a negative impact on the environment and invites additional issues with viruses spread by flying insects like flies, mosquitoes, crickets, and others that cause food poisoning and encourage pollution near

the site of food preparation. Uncooked raw materials will be the focus of pests and insects that spread these diseases, contaminating the food supply. Students will contract food poisoning due to cafeteria staff members' careless and callous behavior. As a result, maintaining a clean canteen atmosphere and using safe food handling techniques are crucial to avoiding disease. Additionally, Dr. Selahuddeen Abd Aziz, the director of health for the state of Johor, stated that operators of canteens and cafeterias are responsible for maintaining cleanliness and carrying out bug and pest control procedures because these actions fall under the contract's purview.

Ng (2005) mentioned that customer satisfaction is often used as an indicator to lead to repeat patronage, and brand loyalty and can create new customers. There must be students who are not satisfied to go to the cafeteria because of certain factors. Apart from the quality of the food, the price and value are also important elements in determining the students' satisfaction with the food service at the university. Ng (2005) discovered that value and price alone result in positive satisfaction. Therefore, the cafeteria business is one of the economic activities that can be labeled as one of the most prosperous in this global economy.

Therefore, students need to eat right and pay attention to their diet, because a balanced diet ensures that students get enough nutrients they need in their daily life. Unfortunately, students do not have enough time to prepare their own food, so they usually go to the cafeteria to get something. Therefore, this study must look at the dining needs of university students.

1.4 RESEARCH QUESTION

The research questions are:

- I. What is the relationship between food quality and student satisfaction when visiting the cafeteria at University Malaysia Kelantan, Bachok?
- II. What is the relationship between cleanliness and student satisfaction to visit the cafeteria at University Malaysia Kelantan, Bachok?
- III. What is the relationship between a fair price and student satisfaction to visit the cafeteria at University Malaysia Kelantan, Bachok?
- IV. What is the relationship between facilities and student satisfaction to visit the cafeteria at University Malaysia Kelantan, Bachok?

1.5 RESEARCH OBJECTIVES

The purpose of this research study is:

- I. To investigate student satisfaction with food quality factors at the cafeteria of University Malaysia Kelantan, Bachok.
- II. To analyze student satisfaction with cleanliness at the cafeteria of University Malaysia Kelantan, Bachok.
- III. To measure student satisfaction with price at the cafeteria of University Malaysia Kelantan, Bachok.
- IV. To identify student satisfaction with facilities at the cafeteria of University Malaysia Kelantan, Bachok.

1.6 SCOPES OF STUDY

This study focuses on student satisfaction at University Malaysia Kelantan, Bachok visits the cafeteria as a respondent. The site for this research will be Kelantan, Malaysia. Students on the campus as respondents can be from any state of Malaysia for International students. This choice was made because we can recognize a person's needs by understanding factors. Student satisfaction is critical in all situational actions, including food quality, pricing, cleanliness, and cafeteria amenities. Therefore, this study aims to focus on the factors affecting student satisfaction to visit the cafeteria at University Malaysia Kelantan, Bachok. The findings of this study are important to students' satisfaction and are still accepting of cafeteria food quality, price, facilities, and cleanliness growing in the university.

1.7 SIGNIFICANT OF STUDY

This research looks at how satisfied students are with their cafeteria experiences. In industrial services, perceived quality is considered one of the most important predictors of customer satisfaction. Consumer experience quality, closely tied to the customer's wants and expectations, is referred to as customer satisfaction. Perceived quality can be further divided by restaurant environments, such as food, cleanliness, price, and convenience. This study investigates how these elements interact to influence student satisfaction. This study aims to determine the factors of purchasing in the cafeteria on student satisfaction at the University Malaysia Kelantan, Bachok. This study also found a relationship between product availability and purchase on student satisfaction. The study aims to determine how service quality affects customer satisfaction at University Malaysia Kelantan, Bachok. This research aims to understand better how students acquire items and services and what variables impact their purchasing decisions.

1.8 DEFINITION OF THE TERM

For a more accurate understanding of this research, it is necessary to understand the terminology and meaning of the keywords and phrases used for the current study. The following term is defined for better understanding.

Table 1.8: The definition of term

Factors	Definition	Sources
Food Quality	A highly subjective measure to meet customer demands and expectations of products	Namkung & Jang, (2007)
Cleanliness	The degree of customer satisfaction is positively impacted by perceived restaurant cleanliness.	Truong, N., Nisar, T., Knox, D., & Prabhakar, G. (2017)
Price Fairness	Understanding how pricing information affects decisions to buy a product based on its quality is	Damai. C , Young Consumer (2008)

	<p>crucial to satisfying customer price perception.</p>	
Facilities	<p>The physical look of the facilities, the equipment, the people working there, and the communication tools are the facilities that physically reflect the service.</p>	<p>Gupta, S., & Zeithaml, V. (2006)</p>
Student Satisfaction	<p>Student satisfaction is basically the user's assessment of the level of satisfaction related to decisions made regarding the acquisition and use of certain goods and services.</p>	<p>Guido, G. (2015)</p>

1.9 SUMMARY

In this chapter, the researcher outlines the study on the variables influencing student satisfaction at University Malaysia Kelantan, Bachok. The researcher also discusses the study's background, the problem description, the research questions, and the research objectives. In the end, the study's scope also considers the study's significance and the description of its words.



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The cafeteria of an educational institution is the main place for students to get food during the study session for students. According to Dyana Mui (2018), the level of student satisfaction refers to the customer's response related to the expectations of the service and whether he thinks that the use has met the needs. This study is related to understanding the factors that influence student satisfaction to visit the cafeteria at the university.

In order to continue this study, definitions for each factor and other terms have been implemented to facilitate the study. According to Seung Ah Yoo (2012), many studies have been done to find the quality or service related to the level of student satisfaction. Quality factors commonly measured in food services such as food quality, cleanliness, price, and convenience have been proven by Xi and Shuai (2009) to affect student satisfaction.

This chapter briefly explains the following sections that discuss a brief literature review of the independent and dependent variables, hypotheses, and summary. It also includes student satisfaction with food quality, cleanliness, price, and facilities. There seems to be a relationship between student satisfaction in the cafeteria at the university.

2.2 LITERATURE REVIEW

2.2.1 STUDENT SATISFACTION

Satisfaction has been focused on food quality, cleanliness, price fairness, and the facilities of 'students' satisfaction regarding food service. It was believed that the study's findings will assist various university administrations in incorporating more metrics to increase student satisfaction with their cafeteria offerings (Chang et al., 2014).

The study differs from most others in that the researcher seeks to provide a common definition of students' satisfaction rather than focusing on students' satisfaction from the perspective of consumer satisfaction (Hom, 2002). It offers the perspective of customer satisfaction in addition to extracting a chosen and modified definition of student satisfaction.

Although there is a risk to seeing students as customers, 'there's also a trending moral prerogative for students viewed as customers due to the current environment of the tertiary education marketplace where their views on services have to be considered and acted upon since they are fee payers as well (Imran, 2018). Customer satisfaction is a 'customer's view followed by expectations and the experiences of post purchases as per the research carried out by Suchanek and others (Suchanek et al., 2017).

2.2.2 FOOD QUALITY

The STANDS4 LLC (2022) report defines food quality as a feature of food quality that customers find acceptable. These include internal and external grade criteria and extrinsic elements like appearance, texture, and flavour. The Food Safety Act of 1990 regulates food quality in the United States. Due to dietary, nutritional, or medicinal reasons, many consumers rely on manufacturing and processing standards to determine what substances are included.

According to Dollah, Mansor, and Mohamed (2012), the standard of food and beverages is a significant factor in determining and influencing consumer happiness. The quality of food and beverages, including taste, fragrance, freshness, appearance, size, shape, colour, sheen, consistency, and texture, is more important in meeting or exceeding consumer satisfaction and return expectations. Caterers choose the food items for display and sale in the food service industry based on their distinctive colour and look. This aids in grabbing the user's attention, subsequently affecting their choice of whether to buy or not. The quality of the food is considered one of the key factors in determining customer satisfaction and is a reliable indicator of whether or not a client will return to a certain restaurant. According to Lee (2004) and Andaleeb and Caskey (2007) research, most students said they would use the on-campus food service more frequently if the food quality improved. Administrators in the food service industry, particularly those working in the institutional food service sector, must have a thorough understanding of the needs and desires of students in order to shape student happiness. as in dining halls at universities (Ng, 2005; Xi & Shuai, 2009). The categories of food quality measurement include overall food quality, flavour, product freshness, and visual appeal of foods and beverages.

According to research conducted by Nuzul, Nor Afini (2016), a good food service system can provide comfort to students and reflect an institution's good image. The main factor that contributes to good food service is the cleanliness of the cafeteria itself. While the results obtained in the study of Jian and Sameeha (2014) prove that the level of student satisfaction with food service will increase if the cafeteria diversifies the food menu. For example, if students rate the food service provided by the cafeteria, the satisfaction obtained is also high. Here it can be seen that satisfaction with food service will be achieved if the quality of the service provided is maintained and improved over time.

2.2.3 CLEANLINESS

According to Sino et al., (2013), showed a positive and significant relationship between personal hygiene and cafeteria cleanliness. During this study conducted in the cafeteria of the UKM residential college, the researcher found that there was equipment not used by the cafeteria that was not packed, the trash bins provided were not covered, the floor was not cleaned and there were no pest deterrents. This is because this is the main factor in the spread of foodborne diseases. The researcher believes cafeteria owners need to improve personal and environmental hygiene procedures and provide understanding to each of their staff to ensure that the food provided must be pure, clean, and safe to eat in order to prevent this foodborne illness. Based on the data gathered, the researcher found a positive, statistically significant, and moderately strong association between food handlers' personal hygiene practises and the cleanliness of the cafeteria.

According to Mohd Said et al, (2008) have shown a favorable link between the cleanliness of equipment and the environment with the health status of students or users. The researcher found that cafeteria operators should be concerned about the importance

of hygiene to students' health. In addition, employers must ensure that no animals are allowed to roam around the cafeteria. According to Mohd Rizal and Nurulaini's study at the UTM Campus Cafeteria, Skudai, a few respondents feel uncomfortable when animals roam the dining room because it may affect their appetite. The data for this study came from an online questionnaire, and it was conducted using a quantitative research design through a survey approach. The study results found that the most dominant factor is personal hygiene, controlling food and the environment that affects food hygiene.

Based on research conducted by Mohamed et al., (2022) prove that environmental hygiene factors are found to have a significant relationship with students health levels. A healthy environment refers to an environment that is free from elements that are potentially harmful to health. Perfect living health can be obtained if individuals practice consuming food that is guaranteed to be clean. A food or drink preparation location such as a restaurant, cafeteria, or similar, if the place is clean and has a conducive atmosphere, will significantly impact its visitors. Therefore, a clean and healthy location refers to a premise or eating place that prepares, serves, and sells nutritious, clean, and safe food or drinks in an area that complies with the principles of good hygiene practices. The study carried out at Awan University found that hygiene factors in the cafeteria need to be taken seriously, such as the personal hygiene of the food handlers, the cleanliness of the environment, and the knowledge of the food handlers, which have a significant relationship with the health level of students when providing food and drinks to them.

2.2.4 PRICE

According to Bowen & Makens (2013), price is one of the important factors in the consumer's perception of the price in terms of quality and value for money. The amount of money charged for items is referred to as the good or services or the value exchanged by consumers for the benefit of having or using a product or service.

Price is another element that affects product choice and, subsequently, purchasing interest. A product is said to have a negative value if it compels customers to spend more money than they save through benefits. However, if the client thinks the profits would be higher, the product will receive a positive value to increase consumer interest (Sari & Haryana, 2019).

Based on research conducted by Mursalina and Simanjuntak, (2021), customer buying interests must be taken into account by pricing perceptions, which include affordability, price appropriateness, excellence, and quality that is deemed acceptable by consumers. For example, price contributes to the decision-making process of food service and is also evaluated when the decision is made, comparing the different qualities.

Because students buy meals on a low budget, price is the most important student concern in a university food service. Additionally, they stated that if the costs of on-campus dining are too expensive for students, they would instead purchase food off-campus at lower pricing.

Furthermore, the price offered with a fair and fixed price greatly impacts student satisfaction, and it makes sense for satisfaction among customers if the price provided is compatible and fair.

2.2.5 FACILITIES

Facilities are goods or services that assist a company in achieving its goals. Most buildings in an organization include facilities to aid tenants in achieving business objectives. (Amilia Hasbullah, 2011)

The adequacy of the cafeteria environment is affected by a number of facility-related factors, including the facility's age, thermal environment, ventilation, acoustical environment, amount and type of lighting in the cafeteria, cleanliness, and maintenance of the facility, availability of technology, and adequate materials and resources. (Amilia Hasbullah, 2011)

Because the criteria include the components of the building and facilities that do not meet the requirements, most faculty canteens still do not meet the physical feasibility to provide food services that can satisfy students. Similar to the canteen, there are still a lot of inadequate ceilings, poor lighting, and a lack of dining facilities like tables and chairs.

The cafeteria's primary purpose is to give students and lecturers a place to eat and relax in between lessons. Therefore, the cafeteria should first and foremost provide a variety of seating. This can take the form of stools, benches, or chairs, although comfortable seating is preferred to ensure the user's safety is maximized.

2.3 CONCEPTUAL FRAMEWORK

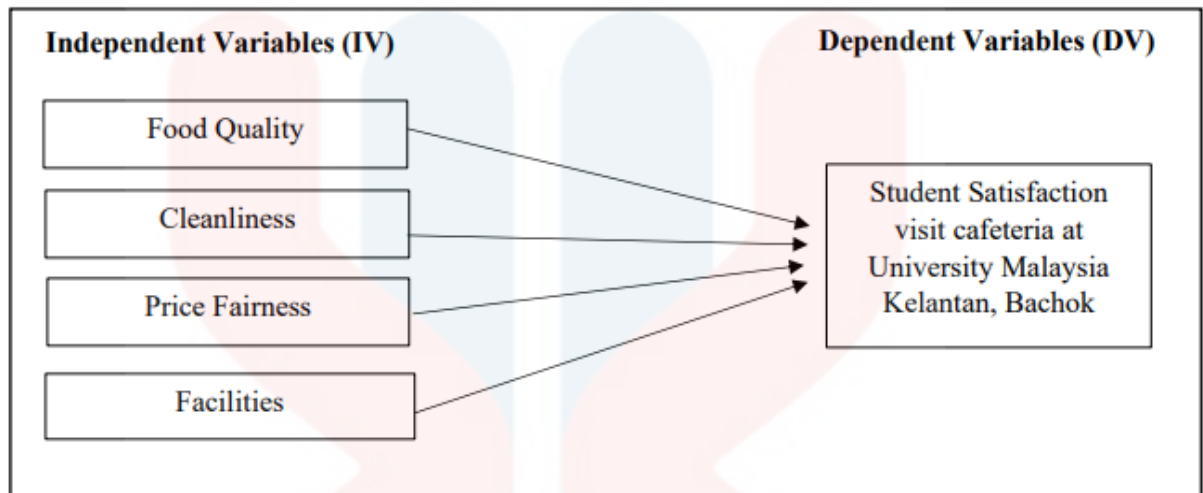


Figure 2.1: The conceptual framework of the study

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

2.4 THE RELATIONSHIP BETWEEN FOOD QUALITY, CLEANLINESS, PRICE FAIRNESS, AND FACILITIES TOWARDS STUDENT SATISFACTION IN THE CAFETERIA AT UMK, BACHOK

The link between independent and dependent variables would be the entire set of elements that might impact customer satisfaction in the University Malaysia Kelantan cafeteria in Bachok. Independent variables directly affect the independent variable in customer satisfaction in the cafeteria at University Malaysia Kelantan, Bachok. Food quality, cleanliness, price, and facilities factors will bring good results and affect customer satisfaction. As a result, they have a strong bond.

The relationship between food quality factors and student satisfaction will affect students who visit the cafeteria at the University of Kelantan. According to McWilliams (2002), food quality is highly related to depends on the quality of the meal, the variety of food, the cleanliness of the food, price, and facilities. Customer satisfaction is used to evaluate whether the cafeteria is by students. Food quality is the aspect of food quality that consumers may accept. Student satisfaction with the caliber of fast food supplied to them is correlated with food quality. The level of satisfaction with the university cafeteria is largely dependent on the quality of the meal, the variety of food, the cleanliness of the food, and the environment. Furthermore, Prybutok (2009) stated that food attributes were found to be the best predictors of student satisfaction compared to reliable interpersonal service and environmental performance. Students can enjoy a variety of fresh food options when local area vendors often provide fresh food for student menus (Cohen, 2009).

The relationship between the cleanliness factor and customer satisfaction will affect students who visit the cafeteria at the University Malaysia Kelantan. The cleanliness of the restaurant is the most important component in determining client satisfaction with the chosen restaurant. It is one of the most crucial variables in determining a customer's degree of satisfaction. A clean restaurant that uses good hygiene when cooking food will attract more customers. Good personal hygiene practices and care greatly influence a healthy life and avoiding disease-related consequences (Adenan et al., 2021). In relation to that, the choice of eating places and customer satisfaction are greatly influenced by the cleanliness of eating places and food operators.

The relationship between the price fairness factors and student satisfaction will affect the visit of students at University Malaysia Kelantan, Bachok. For any service, the price is just an exchanged value for the need for satisfaction. It has to be compatible with perceiving and pricing any consumer-based business environment. The price is a crucial and prominent factor to guess whether a service is good enough based on satisfactory service. It also helps the customer decide whether to buy a product (Mohsan et al., 2011). For highly intangible services, a higher price may be considered equivalent to better quality for the customers. But in many scenarios, the environment of a café is really important for any professional service. Besides that, it is also a greater part of 'students' satisfaction.

Last but not least, the relationship between the facilities factor and student satisfaction will affect students who visit the cafeteria at University Malaysia Kelantan. University cafeteria facilities must live up to the high standards of food quality and customer service set by today's students for all places where people eat. (Joung, 2018) Meeting revenue targets and student satisfaction are two key aspects of a successful food service operation. Finding the right balance and interaction between the two is one of management's biggest problems because failing to do so could result in lost consumers and earnings. (Gramling et al., 2005). Students are the main primary customer of the campus cafeteria. As a result, the performance of university cafeteria facilities depends heavily on student patronage, which has an effect on the university as a whole. Students who believe that university cafeterias offer poor service may choose to get their dining needs met at restaurants off campus.

2.5 HYPOTHESIS

A hypothesis must be testable and realistic, considering current knowledge and methodologies. Furthermore, a hypothesis is defined as a forecast or explanation of a link between two variables. It denotes the existence of a systematic link between an independent variable and a dependent variable. Thus, these are the proposed hypothesis:

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

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

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

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

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2.6 SUMMARY

This study examines student satisfaction when visiting the cafeteria. Student satisfaction can be obtained with the factors of food quality, cleanliness, price, and facilities. These are the factors for gaining student satisfaction when visiting the cafeteria. The researcher examines the notion of student satisfaction, food quality, cleanliness, prices, and facilities in this chapter. This study is also to further improve the 'university's cafeteria in order to get support from students or else the student may choose a restaurant off campus. Meanwhile, this chapter examines the link between food quality, cleanliness, prices, and facilities at the university cafeteria and students' satisfaction. Overall, all the factors above can affect student satisfaction when visiting the cafeteria.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter will go through the research methodology procedures used in this study, including the research design, population, sample size, sampling method, data collection procedure, research instruments, data analysis and closed by the summary of this chapter.

3.2 RESEARCH DESIGN

The researcher will undertake this technique study using a quantitative approach. The optimum strategy for the inquiry may be an interpretive methodology known as research design. The quantitative research design is the technique used to compute data from a survey or questionnaire utilized in the research. This is the most typical strategy for gathering further information from the respondent.

Quantitative research is a measurable analysis of numerical data gathered during an overall inquiry using techniques like surveys and questionnaires. An example size is necessary for the examination to have growing factual power for hypotheses regarding the finds (Kumar, Talib, & Ramayah, 2013).

The study aims to determine the factors affecting student satisfaction to visit the cafeteria at Universiti Malaysia Kelantan, Bachok.

3.3 TARGET POPULATION

The phrase population refers to the complete collection of people who share certain characteristics and characteristics. A population is a target group or community of individuals who share the common features involved or chosen in this study. This study's target population includes the University Malaysia Kelantan, Bachok students. The total amount of knowledge on the individuals or objects under study is referred to as the research population. It can also demonstrate that the features of a population are consistent (Explorable, 2020).

The study's target demographic in this study is all students at University Malaysia Kelantan, Bachok. The probability sampling approach was used in this study, which involves selecting people from the population to represent the population. Overall, the target population of this research is 15413 population students at University Malaysia Kelantan, Bachok.

3.4 SAMPLE SIZE

In market research, the term "sample size" refers to the number of participants included in a sample size. The number of participants recruited from the general community who are deemed to be representative of the real population for that particular study is referred to as the sample size (Omnicvert 2022).

This study aims to identify factors affecting student satisfaction when visiting the University Malaysia Kelantan, Bachok cafeteria. This sample size is very important in the design to allow researchers to study the demographics found in the statistical sample. The sample for data collection used should represent the population. According to the table for determining the sample size from a population (Krejci & Morgan, 1970), our research will be based on 15413 population and 375 students at the University Malaysia Kelantan, Bachok would become sample size in this research.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1300	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.
Source: Krejcie & Morgan, 1970

Figure 3.1: Source: Sample size of Krejcie & Morgan, 1970

3.5 SAMPLING METHOD

Sampling is crucial to any research that calls for in-depth analysis (Zikmund, 2003). Researchers can make conclusions about a population based on data from a sample of that group instead of looking at every single person by employing sampling. It may be easier to collect high-quality data if fewer people participate in a study, which reduces expenses and workload, but this must be balanced with having a large enough sample size with enough power to find an actual link. (Saran Shantikumar (2018); Helen Barratt, (2009). Simple random sampling, as defined by Kumar, Talib, and Ramayah (2013), is the random selection of a sample subject from the population.

In this study, the researcher will be selected a simple random sampling study to measure the relationship between price fairness, food quality, cleanliness, and facilities with student satisfaction due to the research period.

3.6 DATA COLLECTION

The primary data such as questionnaires are important for proceeding with this data collection. Data collection is the most important analysis to get a result of the problems. This report will collect the data through respondents justified on the questionnaire. This research will use the quantitative approach for the research questions and research objectives based on previous studies. This questionnaire was administered to students of University Malaysia Kelantan, Bachok, to assess the factors affecting student satisfaction with cafeteria attendance at University Malaysia Kelantan, Bachok.

Before the questionnaire was sent to the respondents, they were briefly informed about the study on student satisfaction to visit the cafeteria. The online questionnaire will be sent via WhatsApp to all students of UMK Bachok. The respondents will take time around 10 minutes to justify the answer based on their experience. Respondents have to answer all given questions and the researcher will get a random answer from the questionnaire. Data will be collected and analyzed using a self-administrator questionnaire. Through the answers given on the questionnaires, the researcher needs to focus on the independent variable affecting students' satisfaction to visit the University Malaysia Kelantan, Bachok cafeteria.

3.7 RESEARCH INSTRUMENT

A research instrument is a tool that allows us to collect, measure, and analyze data about our research topics. Research instruments are the tools that the researcher uses to collect data. The tools that the researcher uses to collect data are called research instruments. There are different types of instruments, depending on their format, function, nature, and accessibility (Sathiyaseelan, 2015). We are employing a questionnaire as a tool for our research instrument during the data collection phase. The process of choosing the right instruments takes time and involves a number of steps. Depending on the research investigation, each research tool is suitable in a specific circumstance to achieve a particular goal. The questionnaire will be used to describe this method for measuring the factors affecting student satisfaction to visit the cafeteria at University Malaysia Kelantan, Bachok.

Apart from that, we will divide it into five parts of questionnaire: parts A, B, C, D, and E. Section A provides information on the respondent's demographic profile. Next, section B which is the first independent variable, food quality influences student satisfaction when visiting the cafeteria at University Malaysia Kelantan, Bachok. Section C is the second independent variable, cleanliness influences student satisfaction when visiting the cafeteria at University Malaysia Kelantan, Bachok. Section D is the third independent variable, price influences student satisfaction when visiting the cafeteria at University Malaysia Kelantan, Bachok. Lastly, section E is the fourth independent variable, facilities in influences student satisfaction when visiting the cafeteria at University Malaysia Kelantan, Bachok. The questionnaire is first written in English and then translated into Malay to avoid potential problems.

A Likert scale and multiple choice questions will also be included in the survey for the participant. Likert would rate the data as strongly disagree to strongly agree on a scale of 1 to 5, but multiple-choice questions are crucial because they ask the respondent to select an answer from a set of predetermined options. The survey's five-point Likert scale, with values ranging from 1 to 5, was used for each section. The 5-point Likert is shown below.



Figure 3.1: Measurement of Likert Scale

Table 3.1: The types of question will be asked to the respondents

Adapt and adopt the questions from researcher Masnita Misiran, Journal of Statistical Modeling and Analytics.

Section	Factors	Content	Questions
Section A	Demographics profile of respondents	Gender	<ul style="list-style-type: none"> · Male · Female
		Age	<ul style="list-style-type: none"> · 18-20 · 21-23 · 24-26 · 26-30
		Race	<ul style="list-style-type: none"> · Malay · Chinese · Indian · Others
		Year of Study	<ul style="list-style-type: none"> · Year 1 · Year 2 · Year 3 · Year 4

		Faculty	<ul style="list-style-type: none"> · Faculty Teknologi Kreatif Warisan (FTKW) · Faculty Seni Bina dan Ektistik (FSE) · Faculty Pengajian Bahasa dan Pembangunan Insan (FBI)
Section B	Independent Variable	Food Quality	<ol style="list-style-type: none"> 1. The appearance of the food is good. 2. The taste of the food is good. 3. Foods are always the same quality.

			<ol style="list-style-type: none"> 4. Diversity of displayed food and beverage items. 5. Appropriate temperature of food and beverage.
Section C	Independent Variable	Cleanliness	<ol style="list-style-type: none"> 1. The dining area in cafeteria restaurants is virtually clean. 2. The staffs are clean and neat. 3. Cleanliness is good. 4. Food cleanliness. 5. Eating 'utensils' cleanliness.

<p>Section D</p>	<p>Independent Variable</p>	<p>Price Fairness</p>	<ol style="list-style-type: none"> 1. The price of food is written clearly on the menu. 2. The price is reasonable for the portion served. 3. I consider the 'food's price acceptable. 4. The quality of food is suitable for the price paid.
<p>Section E</p>	<p>Independent Variable</p>	<p>Facilities</p>	<ol style="list-style-type: none"> 1. I always have a place to sit. 2. The seats are comfortable. 3. Physical environment.

			<p>4. I like the decoration in the cafeteria.</p>
Section F	Dependent Variable	Students Satisfaction	<p>1. I am pleased with what I get and what I pay.</p> <p>2. The staff are friendly.</p> <p>3. I feel easy to talk with staff when I'm served.</p> <p>4. The serving line moves fast.</p>

3.8 DATA ANALYSIS

The primary data will be numerically analyzed using Statistical Programmers for Social Science (SPSS) version 25. SPSS can generate tabular reports, distribution and trend charts and graphs, descriptive statistics, and advanced statistical analyses from nearly any sort of data. Both personal computers and mainframe systems can use this software suite. The researcher employs descriptive statistics, reliability statistics, and Pearson's correlation to evaluate quantitative data.

3.8.1 Descriptive Statistics

Descriptive statistical analysis is a type of statistical analysis that summarizes, describes, and presents data in a form that is easy to comprehend (Brian, 2017). However, a different category of statistics called inferential statistics can assist us in understanding the characteristics of a data sample's constituents as a whole.

The researcher employed descriptive analysis to determine the amount of collaboration in this study. Researchers may present data more simply and effectively using this descriptive analysis strategy. Data can be manipulated in order to get valuable and relevant information.

Table 3.2 illustrates the proportion of participants who disagree or agree with the assertions for four independent variables and one dependent variable. Scales 1 represent the degree to strongly disagree, level 2 represents disagree, and scales 3 represent neutral. Scale 4 dan 5 represents agree dan strongly agree.

Table 3.2: The relationship between Mean and Level of Agreement

POINT OF SCALE	LEVEL
1	Strongly Disagrees
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

3.8.2 Reliability Test

Dependability refers to the consistency with which a scale produces consistent findings after several measurements. "Reliability analysis" refers to the study of dependability. One can ascertain the degree of systematic variation in a scale by assessing the correlation between the scores received from various scale administrations. As a result, if the reliability study finds a strong relationship, the scale will yield consistent results and hence be dependable. Cronbach's Alpha is the most frequent method for measuring a factor's overall internal consistency. Cronbach's alpha is a computation that determines a collection of scale or test items' internal consistency, or reliability.

To be regarded as acceptable, Cronbach's Alpha must be at least 0.70. The internal consistency of the common range is low if it falls below this threshold. Meanwhile, the highest value is expected to be 0.90. If this number is surpassed, redundancy or duplication is considered. In most cases, alpha values of 0.80 to 0.90 are used.

Table 3.3 shows the relationship with the coefficients. A reading of 0.6 is the poorest. Next, the relationship with coefficients at reading levels of 0.6 and less than 0.7 is moderate. The strength is adequate when the readings are 0.7 or less than 0.8. When Cronbach's Alpha value is between 0.8 and 0.9, the strength is great, and when the value is 0.9, the strength is very strong.

Table 3.3: Rules of thumb about 'Cronbach's Alpha

'CRONBACH'S AIPHA COEFFICIENT	THE STRENGTH OF ASSOCIATION
<0.6	Poor
0.6 - <0.7	Moderate
0.7 - <0.8	Good
0.8 - <0.9	Very Good
0.9	Excellent

3.8.3 Pearson Correlation

Pearson's correlation (or Pearson's R) is a popular correlation coefficient in linear regression. The Pearson correlation coefficient assesses the strength of a linear link between two variables. A high correlation suggests a significant relationship between two or more independent variables, whereas a low correlation suggests a weak relationship.

Table 3.4: Rules of Thumb about Correlation Coefficient Size

SIZE OF CORRELATION	DIRECTION AND STRENGTH OF CORRELATION
-1	Perfectly negative
-0.8	Strongly negative
-0.5	Moderately negative
-0.2	Weakly negative
0	No association
0.2	Weakly positive
0.5	Moderately positive

0.8	Strongly positive
1	Perfectly positive

Table 3.4 depicts the relationship between the coefficients and strength. A perfect negative correlation is represented by a correlation value of -1, a perfect positive correlation of +1, and no correlation at all by a correlation coefficient of 0. When the coefficient value is -0.8 (Strongly negative) and 0.8, the two variables have a significant relationship (Strongly positive). The correlation coefficient is weakly positive when -0.2 is weakly negative and 0.2 is weakly positive.

3.9 SUMMARY

At the end, this chapter discussed the factors affecting student satisfaction when visiting the University Malaysia Kelantan cafeteria. The factors affecting satisfaction to visit the cafeteria at University Malaysia Kelantan among students. Satisfaction around students is one of the important things that the cafeteria should consider and give their best quality and services to students.

Satisfaction among students would be an important element to make sure the cafeteria always gets customers and students don't buy food from outside while the cafeteria is operating. The bad reputation and dissatisfaction among students with the service and quality of food will affect the cafeteria.

This research would help to collect and analyze the data that researchers get from the questionnaires among the tourists. The researcher can see how to improve the cafeteria to give the best quality services to students when they visit the cafeteria. Satisfaction among students would involve some factors which are food quality, cleanliness, price, and facilities.

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CHAPTER 4

RESULT & DISCUSSION

4.1 INTRODUCTION

This chapter will explain the findings of a study based on data obtained through surveys posted on social media platforms such as WhatsApp, Facebook, and Instagram. The data from the questionnaire was analyzed using the Statistical Package for the Social Sciences (SPSS) software program. The data was acquired from 375 survey respondents, but the data will be used in SPSS by respondents who are students at the University Malaysia Kelantan, Bachok.

4.2 SAMPLE AND RESPONSE RATE

In order to conduct this survey successfully, the questionnaire has been strategically structured and designed to achieve the most accurate and relevant information. The process of data collection took place within two weeks.

4.3 RELIABILITY ANALYSIS

Reliability analysis, a kind of uncertainty analysis, is can directly analyze the effect of uncertainty on structural response, is a useful tool in structure design. In this study, Cronbach's Alpha, a model determined as the average inter-item correlation and an internal consistency model, will be used.

'Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.05 > \alpha$	Unacceptable

Table 4.1: 'Cronbach's Alpha

The overall consistency (pilot test) for the dependent and independent variables is shown in Table 4.1. The survey was piloted with 30 people before being delivered to 375 people via an internet survey.

No of items	Study variable	'Cronbach's alpha	Remarks
4	Food Quality	0.770	Excellent
4	Cleanliness	0.932	Good
4	Price Fairness	0.795	Acceptable
4	Facilities	0.917	Excellent
4	Student Satisfaction	0.845	Good

Table 4.2: The results of reliability analysis for the study variables

The reliability analysis findings for the study variables were displayed in the table. The table shows that Food Quality is 0.770, Cleanliness is 0.932, Price Fairness is 0.795, Facilities is 0.917 and Student Satisfaction to Visit Cafeteria is 0.845 (Dependent Variable). In addition, all of the independent variable items—Food Quality is 0.770, Cleanliness is 0.932, Price Fairness is 0.795 and Facilities is 0.917 —were acceptable because the score result was over 0.70. The dependent variable, Student Satisfaction Visit Cafeteria at University Malaysia Kelantan, Bachok, has a value of 0.845, indicating that the variables were appropriate and accurate in measuring this variable. In a nutshell, the reliability coefficients for the independent variables in this study according to Cronbach's Alpha were satisfactory and correlated.

4.4 DESCRIPTIVE ANALYSIS (RESPONDENT PROFILES)

The frequency analysis is part of the study's basic analysis. The data from Section A of the questionnaire contained demographic questions from respondents such as gender, age, race, year of study, and faculty. The demographic profiles of the respondents were presented in the form of a table and graph chart.

Table 4.3: The Gender of Respondents

Gender	Frequency (n)	Percentage (%)
Male	163	43.5
Female	212	56.5

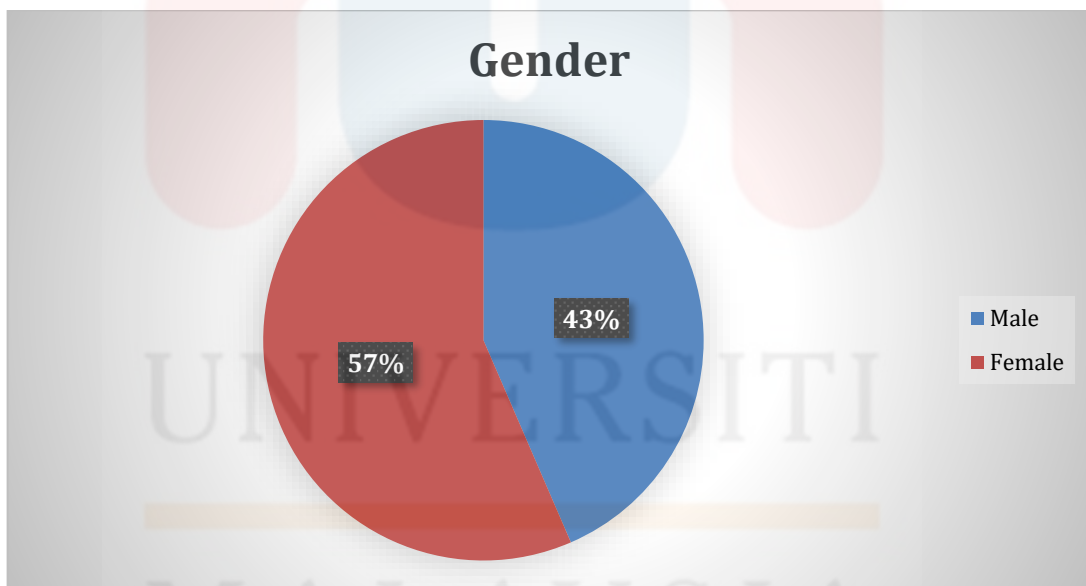


Figure 4.4.1: The Percentages of Gender

Based on the result from above, the pie chart shows the gender section frequency and percentage number. The total frequency of gender is 375 respondents. In this study, the male is a higher distribution of gender which is 163(43.5%) respondents compared with the female which only 212 (56.5%) respondents.

Table 4.4: The Age of Respondents

Age Group	Frequency (n)	Percentage
18-20 years old	28	7.5
21-23 years old	250	66.7
24-26 years old	85	22.7
27-29 years old	12	3.2

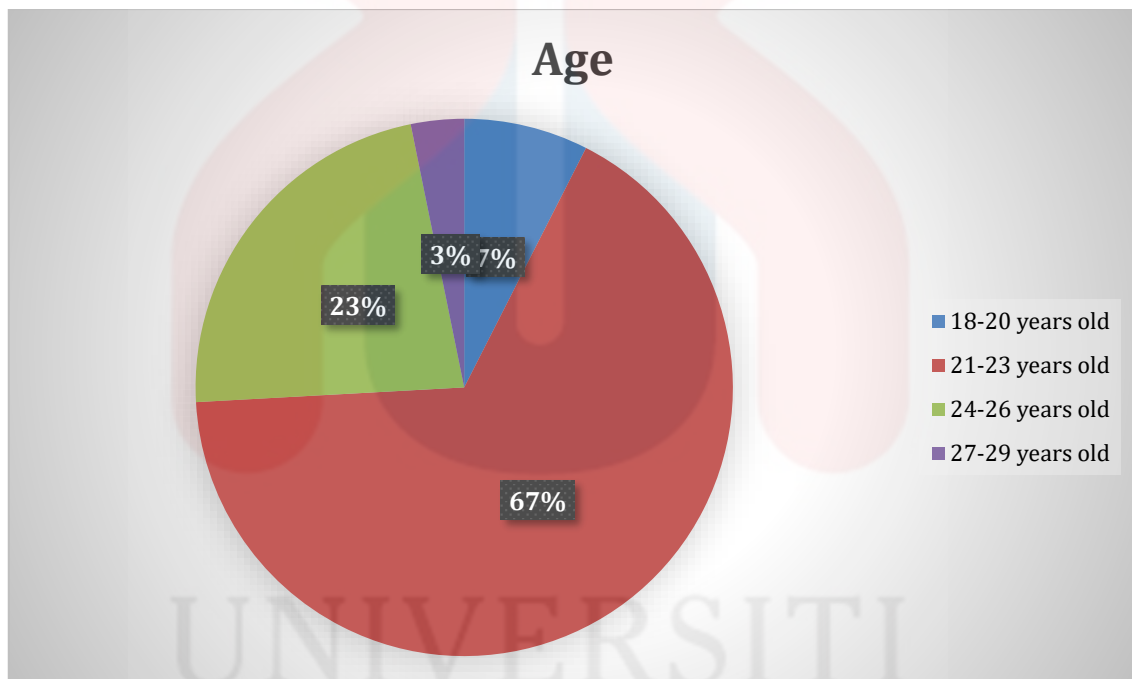


Figure 4.4.2: The Percentage of Age

The table shows the result of age. The respondents were given a questionnaire and allocated to four group age. The highest number of group age is from 18 to 20 years old which was 28 (7.5%) respondents, the second higher group age is from 21 to 23 years old which 250 (66.7%) respondents. Third group age is 24 to 26, which is 85 (22.7%). The last one is from the group age 27 to 29 years old, with the lowest number of group 12 (3.2%) respondents.

Table 4.5: The Race of Respondents

Race	Frequency (n)	Percentage
Malay	217	57.9
Chinese	64	17.1
Indian	88	23.5
Other	6	1.6

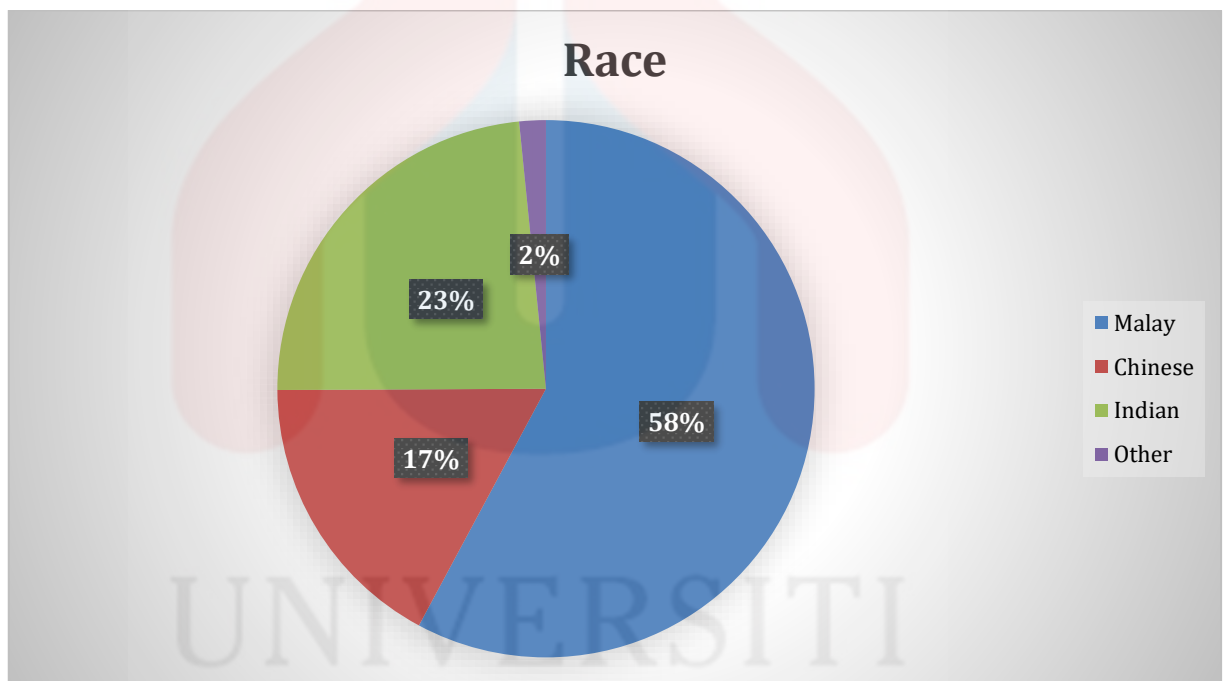


Figure 4.4.3: The Percentage Race

The frequency and proportion of respondents' race were shown in table 4.4.3 above. Malays were the most common respondent race, with 217 (57.9%) respondents, while Chinese were the second most common, with 64 (17.1%) respondents. Last but not least, 88 (23.5%) respondents were Indian, while 6 (1.6%) respondents were classified as others.

Table 4.6: The Year of Study of Respondents

Year of Study	Frequency (n)	Percentage
Year 1	59	15.7
Year 2	115	30.7
Year 3	148	39.5
Year 4	53	14.1

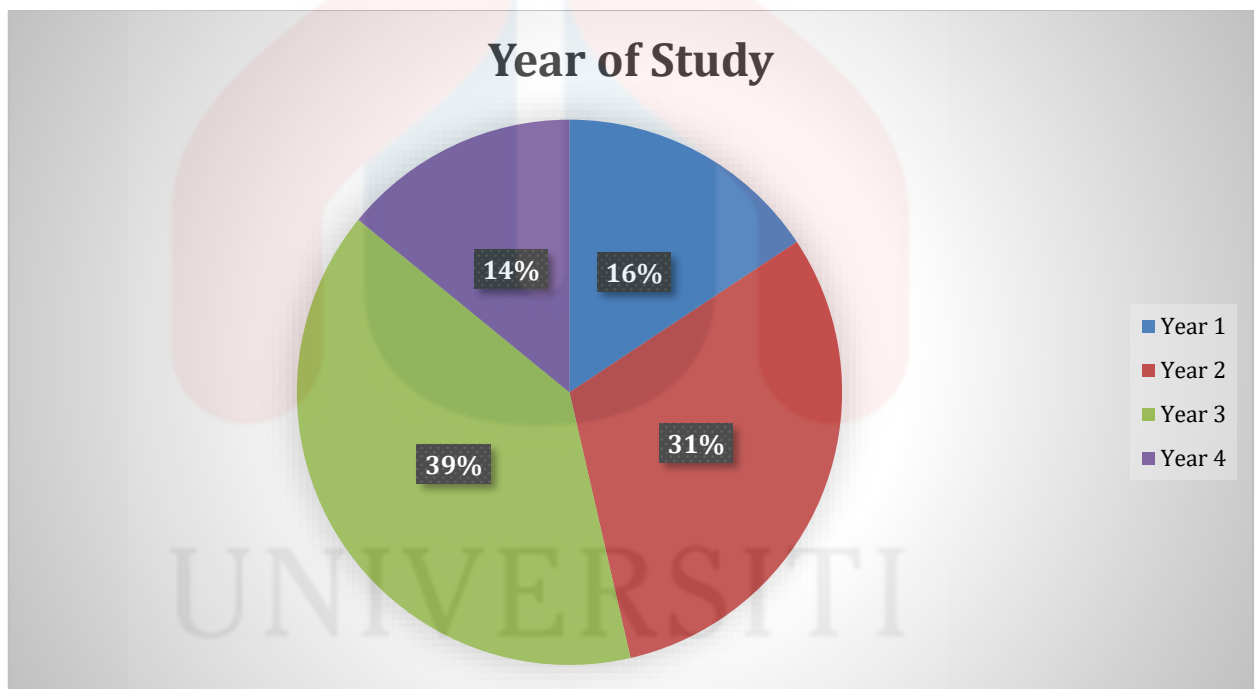


Figure 4.4.4: The Percentage of Year of Study

The table and pie chart is showing the year of study of the respondents. From the result, the highest number of year is year 3 which is 148 (39.5%) respondents. The second higher is year 2 to 115 (30.7%) respondents. Third year of study is year 1 which is 59(15.7%). Lastly, the lowest number of years which is year 4 that get 53 (14.1%) respondents.

Table 4.7: The Faculty of Respondents

Faculty	Frequency (n)	Percentage
Faculty of Creative Technology Warisan (FTKW)	139	37.1
Faculty of Architecture and Economics (FSE)	124	33.1
Faculty of Language Studies and Human Development (FBI)	112	29.9

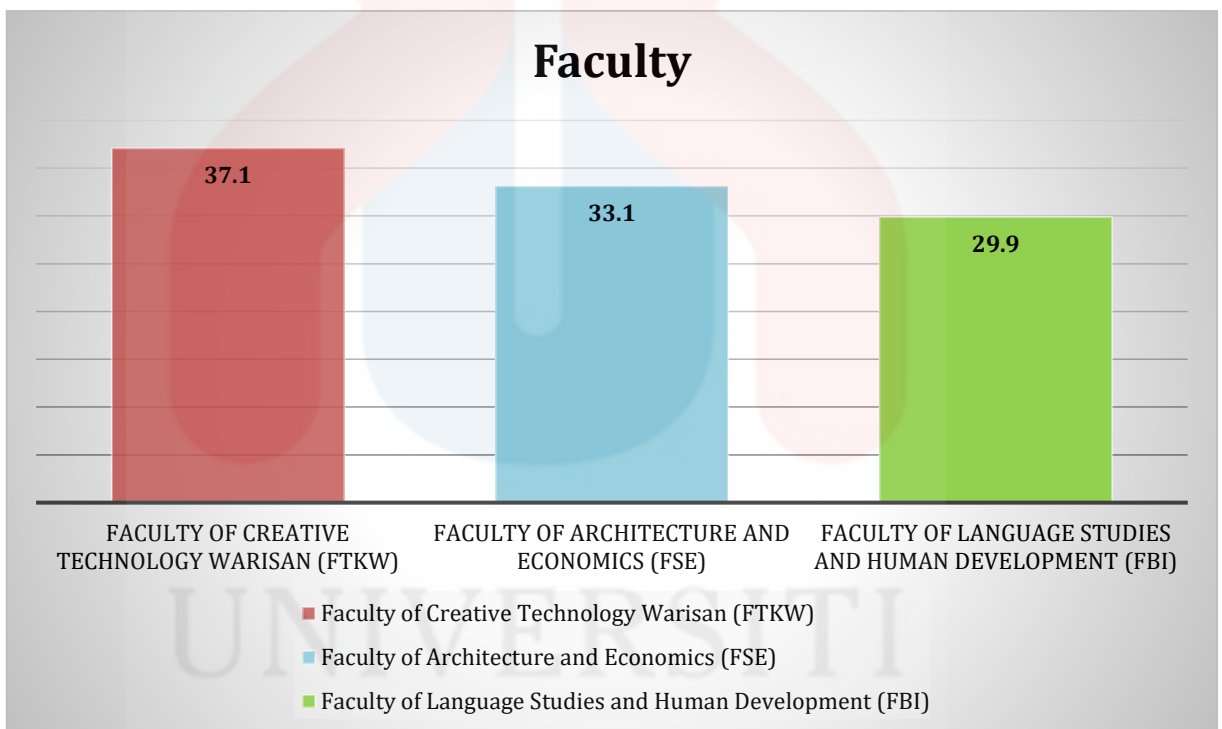


Figure 4.4.5: The Percentage of Faculty

Table 4.7 shows the percentages of the respondent's department. The highest numbers of the faculty were a Faculty of Creative Technology Warisan (FTKW) with a total of 139 (37.1%) respondents, followed by the Faculty of Architecture and Economic (FSE) at 124 (33.1%) respondents. The lowest number is for Faculty of Language studies and Human Development (FBI) with 112 (29.9%) respondents.

4.5 DESCRIPTIVE ANALYSIS

The mean and standard deviation for sections B, C, D, E, and F of the questionnaires were examined in this study.

Means and standard deviations were calculated for all measured items of Food Quality, Cleanliness, Price Fairness, Facilities and Student Satisfaction, as well as the relationship between the factors that construct the questionnaire's constructs (1 = strongly disagree, 2 = disagree, 3 = neutral, 5 = agree, 6 = strongly agree). The following table displays the analysis' findings:

Level	Mean
Strongly agree	4.01-5.00
Agree	3.01-4.00
Neutral	2.01-3.00
Disagree	1.01-2.00
Strongly disagree	0.00-1.00

Table 4.8 Level of Mean

4.5.1 Food Quality

No	Food Quality	Mean	Standard deviation
1	The appearance of the food is good.	4.10	0.793
2	The taste of the food is good.	4.06	0.830
3	Food quality is always the same.	4.04	0.896
4	Variety of food on display.	4.12	0.784

Table 4.9: Descriptive for Food Quality

The mean and standard deviation analysis on the independent variable, food quality, is shown in Table 4.9. Item 4 had the highest mean score of 4.12, indicating that respondents agreed on the variety of food on display. Item 3 had the lowest mean score of 4.04, indicating that respondents believed that food quality is always the same. For the data set of 375 respondents, the standard deviation was less than one, indicating that the values were near the mean.

4.5.2 Cleanliness

No	Cleanliness	Mean	Standard deviation
1	The dining area in cafeteria restaurants is virtually clean	4.04	0.868
2	The staffs are clean and neat.	4.06	0.831
3	Cleanliness is good.	4.06	0.884
4	Food cleanliness.	4.10	0.844
5	Eating 'utensils' cleanliness.	4.07	0.871

Table 4.10: Descriptive for Cleanliness

From the table above, the summing of the means and standard deviations for the five items is used as the scales for the cleanliness of student satisfaction at the cafeteria of University Malaysia Kelantan, Bachok. The means of the measurement items ranged from 4.04 to 4.10 while standard deviation from 0.868 to 0.844. The result shows that the respondent somewhat agrees with the statement that the cleanliness of student satisfaction at the cafeteria of University Malaysia Kelantan, Bachok.

4.5.3 Price Fairness

No	Price Fairness	Mean	Standard deviation
1	The price of food is written clearly on the menu.	4.10	0.892
2	The price is reasonable for the portion served.	4.06	0.837
3	I consider the 'food's price acceptable.	4.12	0.800
4	The quality of food is suitable for the price paid.	4.11	0.803

Table 4.11: Descriptive for Price Fairness

From the table above, the summing of the means and standard deviations for the four items is used as the scales for the price fairness of student satisfaction at the cafeteria of University Malaysia Kelantan, Bachok. The means of the measurement items ranged from 4.06 to 4.11 while standard deviation from 0.837 to 0.803. The result shows that the respondent somewhat agrees to the statement that price fairness of student satisfaction at cafeteria of University Malaysia Kelantan, Bachok.

4.5.4 Facilities

No	Facilities	Mean	Standard deviation
1	I always have a place to sit.	4.14	0.752
2	The seats are comfortable	4.13	0.789
3	Physical environment	4.10	0.826
4	I like the decorations in the cafeteria	4.07	0.891

Table 4.12: Descriptive for Facilities

Table 4.12 shows the mean and standard deviation analysis of responses on the dependent variable, student satisfaction with cafeteria visits. Item 1 received the highest mean value of 4.14, indicating that respondents agreed to have a place to sit. The lowest mean item 4 had a mean value of 4.07, indicating that respondents agreed on the decorations in the cafeteria. The data set from 375 respondents with the standard deviation less than 0.9 suggested that the values were close to the mean. In contrast, the standard deviation larger than 0.9 indicated that the values were widely distributed.

4.5.5 Student Satisfaction

No	Student Satisfaction	Mean	Standard deviation
1	I am pleased with what I get and what I pay.	4.14	0.779
2	The staff are friendly.	4.17	0.772
3	I feel easy to talk with staff when I'm served.	4.17	0.784
4	The serving line move fast.	4.07	0.836

Table 4.13: Descriptive for Student Satisfaction

Table 4.13 showed respondents' mean and standard deviation analysis on the dependent variable, student satisfaction visit cafeteria. Item 2 and 3 score the same highest mean value which was 4.17, where the respondents agreed that the staff are friendly and I feel easy to talk with staff when I'm served. The lowest mean item 4 with the mean value 4.07, where the respondent somewhat agreed the serving line move fast. The data set from 375 respondents with the standard deviation most of the value which lowest than 0.8 indicated the values close to mean while the standard deviation which greater than 0.8 indicated the values were more dispersed.

4.6 PEARSON CORRELATION ANALYSIS

The Pearson correlation coefficient (r) is the most often used measure for determining a linear relationship. To analyze the results, there are two parts to this research: the independent variable consisting of four factors contributing: the independent variable consisting of four factors contributing to satisfaction and the dependent variable, which is the satisfaction of students at University Malaysia Kelantan, Bachok. The independent variable consists of three elements: food quality, cleanliness, price and facilities. This study aimed to see if there were any links between the independent variables and the dependent variable. When the association is considerable, researchers must assess if the degree of connection strength is adequate.

Table 4.14: Show the coefficient range, r

Coefficient Range, r	Strength of Association
-1	Perfectly negative
-0.8	Strongly negative
-0.5	Moderately negative
-0.2	Weakly negative
0	No association
0.2	Weakly positive
0.5	Moderately positive
0.8	Strongly positive
1	Perfectly positive

4.6.1 Correlation between food quality and 'students' satisfaction visit cafeteria ai University Malaysian Kelantan, Bachok

Table 4.15: Correlation Between Food Quality and 'Students' Satisfaction

IV 1	DV	
	Pearson	Significant
FOOD QUALITY	0.765**	.000

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

The table showed that the relationship between independent variable (food quality) and the dependent variable ('students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok). The first correlation is between food quality and 'students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok, the finding shows that R-value is 0.765. According to the rule of thumb, this figure shows a moderately positive relationship between independent variable (food quality) and dependent variable ('students' satisfaction visit cafeteria ai University Malaysian Kelantan, Bachok)

4.6.2 Correlation between cleanliness and 'students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok

Table 4.16: Correlation Between Cleanliness and 'Students' Satisfaction

IV 2 CLEANLINESS	DV	
	Pearson	Significant
	0.797**	.000

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

The table showed that the relationship between independent variable (cleanliness) and the dependent variable ('students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok). The second correlation is between cleanliness and 'students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok, the finding shows that R-value is 0.797. According to the rule of thumb, this figure shows a moderately positive relationship between independent variable (cleanliness) and dependent variable ('students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok)

4.6.3 Correlation between price and 'students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok.

Table 4.17: Correlation Between Price and 'Students' Satisfaction

IV 3 PRICE	DV	
	Pearson	Significant
	0.817**	.000

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

The table showed the relationship between the independent variable (price) and the dependent variable (students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok). The third correlation is between price and 'students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok, the finding shows that R-value is 0.817. According to the rule of thumb, this figure shows a strongly positive relationship between independent variable (price) and dependent variable ('students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok)

4.6.4 Correlation between facilities and 'students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok.

Table 4.18: Correlation Between Facilities and 'Students' Satisfaction

IV 3 FACILITIES	DV	
	Pearson	Significant
	0.826**	.000

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

The table showed that the relationship between independent variable (facilities) and the dependent variable ('students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok). The fourth correlation is between facilities and 'students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok, the finding shows that R-value is 0.826. According to the rule of thumb, this figure shows a strongly positive relationship between independent variable (facilities) and dependent variable ('students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok)

4.7 HYPOTHESIS TESTING

Table 4.19: Result of Hypothesis of Independent Variables

HYPOTHESIS		PEARSON CORRELATION RESULT	
H1	Food quality has a moderately positive relationship on turnover 'students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok.	R= <0.765, p <0.01	Supported
H2	Cleanliness has a moderately positive relationship on turnover 'students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok.	R= <0.797, p <0.01	Supported
H3	Price fairness has a strongly positive relationship on turnover 'students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok.	R= <0.817, p <0.01	Supported
H4	Facilities has a strongly positive relationship on turnover 'students' satisfaction visit cafeteria at University Malaysian Kelantan, Bachok.	R= <0.826, p <0.01	Supported

Based on the table above, Pearson's correlation analysis tested the hypothesis of a significant relationship between the four factors (food quality, cleanliness, price and facilities). All of the hypotheses are accepted at 0.01 significant levels. Each hypothesis obtained R-values 0.765 (Food Quality), 0.797 (Cleanliness), 0.817 (Price Fairness) and 0.826 (Facilities). Two of the hypotheses has a moderately positive relationship with the dependent variables which are food quality and cleanliness, while the other two which are price fairness and facilities have a strongly positive relationship.

4.8 SUMMARY

In this chapter, reliability test, descriptive statistics, mean and standard deviation and Pearson correlation test are performed. The frequency part includes the gender, age, race, year of study and faculty. Hence, the highest frequency for the gender is female (212, 56.5%), for age is (21-23, 66.7%), for the race is Malay (217, 57.9%), for the year of study is Year 3 (148, 39.5%), and for the faculty is Faculty of Creative Technology Warisan (FTKW) (139, 37.1%). Lastly, Pearson Correlation test, as the result, Pearson Correlation analysis was used in testing the hypotheses on the significant relationship between food quality, cleanliness, price and facilities. All the hypotheses were accepted at 0.01 significance level.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This study's purpose is to discuss the research outcome, limitations during the progress of carrying this research study, recommendation and conclusion. This chapter will summarize the finding and discussion that are needed on the research question based on the analysis drawn from chapter four. In addition, this chapter illustrates or analysis factors affecting student satisfaction to visit cafeteria at University Malaysia Kelantan, Bachok. The limitation problem has occurred in the sampling procedures, instrumentation, the data are too old and the issue in the execution of the study are stated and the chapter ends with the suggestion and recommendation for the future researcher.

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5.2 RECAPITULATION OF THE STUDY FINDINGS

Table 5.1: Recapitulation of the study findings

Research Objective	Research Questions	Findings
To investigate student satisfaction with food quality factors at the cafeteria of University Malaysia Kelantan, Bachok.	What is the relationship between food quality and student satisfaction when visiting the cafeteria at University Malaysia Kelantan, Bachok?	Food quality had a statistically significant moderately positive and was significantly affecting student satisfaction when visiting the cafeteria at University Kelantan Malaysia, Bachok.
To analyze student satisfaction with cleanliness at the cafeteria of University Malaysia Kelantan, Bachok.	What is the relationship between cleanliness and student satisfaction to visit the cafeteria at University Malaysia Kelantan, Bachok?	Cleanliness had a statistically significant moderately positive and was significantly affecting student satisfaction when visiting the cafeteria at University

		<p>Kelantan Malaysia, Bachok.</p>
<p>To measure student satisfaction with price fairness at the cafeteria of University Malaysia Kelantan, Bachok.</p>	<p>What is the relationship between a price fairness and student satisfaction to visit the cafeteria at University Malaysia Kelantan, Bachok?</p>	<p>Price Fairness had a statistically significant strongly positive and was significantly affecting student satisfaction when visiting the cafeteria at University Kelantan Malaysia, Bachok.</p>

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<p>To identify student satisfaction with facilities at the cafeteria of University Malaysia Kelantan, Bachok.</p>	<p>What is the relationship between facilities and student satisfaction to visit the cafeteria at University Malaysia Kelantan, Bachok?</p>	<p>Facilities had a statistically significant positive and was significantly affecting student satisfaction when visiting the cafeteria at University Kelantan Malaysia, Bachok.</p>
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5.2.1 Food Quality affecting student satisfaction to visit cafeteria at University Malaysia Kelantan, Bachok.

Based on the result, the reliability analysis showed the 5 item that were use to measure the food quality was acceptable with 'Cronbach's Alpha value of 0.770. The result from 'Pearson's Correlation analysis showed that there was a significant relationship between the food quality and student satisfaction to visit cafeteria at University Malaysia Kelantan, Bachok with $r = 0.765$ at a significant level, $p < 0.01$. Therefore, hypothesis 1, (H1) was supported as there was a significant association between the food quality and turnover 'students' satisfaction visit cafeteria at University Malaysia Kelantan, Bachok.

Food quality affecting student satisfaction to visit cafeteria at University Malaysia Kelantan. Based on earlier researcher (Ng, 2008; Andaleed and Caskey,2007). The emphasis is on the need for cafeteria and dining hall management to continuously monitor food quality in order to increase student satisfaction.

5.2.2 Cleanliness affecting student satisfaction to visit cafeteria at University Malaysia Kelantan, Bachok.

Based on the result, the reliability analysis showed the 5 item that were use to measure the cleanliness was acceptable with 'Cronbach's Alpha value of 0.932. The result from 'Pearson's Correlation analysis showed that there was a significant relationship between the cleanliness and student satisfaction to visit cafeteria at University Malaysia Kelantan, Bachok with $r = 0.797$ at a significant level, $p < 0.01$. Therefore, hypothesis 2,

(H2) was supported as there was a significant association between the cleanliness and turnover 'students' satisfaction visit cafeteria at University Malaysia Kelantan, Bachok.

5.2.3 Price fairness affecting student satisfaction to visit cafeteria at University Malaysia Kelantan, Bachok.

Based on the result, the reliability analysis showed the 5 item that were use to measure the price fairness was acceptable with 'Cronbach's Alpha value of 0.795. The result from 'Pearson's Correlation analysis showed that there was a significant relationship between the cleanliness and student satisfaction to visit cafeteria at University Malaysia Kelantan, Bachok with $r = 0.817$ at a significant level, $p < 0.01$. Therefore, hypothesis 3, (H3) was supported as there was a significant association between the price fairness and turnover 'students' satisfaction visit cafeteria at University Malaysia Kelantan, Bachok.

(Wei lu, Oct 2022) show that price fairness can influences 'consumers' trust and satisfaction with the service provided. If consumers perceive that they are being overcharged, they will not trust and will be more likely to switch to another service provider

5.2.4 Facilities affecting student satisfaction to visit cafeteria at University Malaysia Kelantan, Bachok.

Based on the result, the reliability analysis showed the 5 item that were use to measure the facilities was acceptable with 'Cronbach's Alpha value of 0.917. The result

from 'Pearson's Correlation analysis showed that there was a significant relationship between the food quality and student satisfaction to visit cafeteria at University Malaysia Kelantan, Bachok with $r = < 0.826$ at a significant level, $p < 0.01$. Therefore, hypothesis 4, (H4) was supported as there was a significant association between the facilities and turnover 'students' satisfaction visit cafeteria at University Malaysia Kelantan, Bachok.

Per some research, facilities can considerably affect customer satisfaction (DK et al., 2020; Him et al., 2021). Some other research also agree that customer opinion concerning a restaurant can be inspired by customer service (Garg, 2014).

5.2.5 The most critical factor that affecting student satisfaction to visit cafeteria at University Malaysia Kelantan, Bachok

Based on the result above from 5.2.1 until 5.2.4 and the table of summarization of the research objective, research question, and main findings, the researcher knows that the factor which is facilities are the main factor that will affect student satisfaction to visit the cafeteria at University Malaysia Kelantan, Bachok. The result of the reliability analysis with 'Cronbach's Alpha value shows a value of 0.917. the result for the hypothesis testing shown $r = < 0.826$ at the significant level $p < 0.01$. Hence, the hypothesis is accepted as there is a strong positive relationship between the factor facilities and student satisfaction visiting the University Malaysia Kelantan, Bachok cafeteria.

5.3 LIMITATION AND SUGGESTIONS FOR FUTURE RESEARCH

Each study imposes certain unique constraints on how they can carry out the test. Since numerous other institutions are spread out around the nation, the study's research is limited to just one institution. The results of this survey may not be completely generalized to other campuses since attitudes and perceptions at other universities may differ from those at the University Malaysia Kelantan Campus Bachok, where it was done. As a result, the statistics do not accurately reflect student happiness for all Malaysian students. This study can be expanded to include all of University Malaysia Kelantan cafeterias, including the Campus Jeli cafeteria.

In addition, the researcher only has a limited number of samples. Only 375 questionnaires were successfully disseminated to University Malaysia Kelantan Campus Bachok students via Google Form. A small sample size can most likely not be extended to a broader population. The target population will be more accurately represented, and the research will be more accurate if the sample is expanded. It is advised that future research on this subject be conducted with a larger sample size and improved research techniques. To ensure that the results of the study are more representative, future research should increase the number of respondents from the University Malaysia Kelantan Campus Bachok students to more diverse categories, such as university professors and administrative employees.

Furthermore, according to this study, four independent variables impact student satisfaction. In addition to these four elements, other aspects can influence whether students are satisfied when they visit the cafeteria. Because the researcher focuses her attention on a few factors, it is evident that this research cannot be done thoroughly and

extensively. Several cafeterias have encountered various issues due to influencing circumstances and varying degrees of student satisfaction. As a result, there was not a detailed investigation of how satisfied students were with the cafeteria service. Therefore, assessing any other elements that may influence students' satisfaction with the cafeteria is advised. Other aspects may be studied in future studies.

Student satisfaction may be impacted by the university structure directly or indirectly. Future research may potentially be able to benefit from this. Future research on this subject may also make use of more complicated models and greater combinations of independent variables. This study is anticipated to inspire other research in the cafeteria area, and in the near future, student satisfaction and understanding in the area will continue to grow. It is important to be aware of some restrictions and suggestions for the study's future.

For additional research in the future to completely comprehend the impact of the cafeteria situation on student satisfaction at the University Malaysia Kelantan, this study is primarily focused on the degree of student satisfaction with the cafeteria of the Campus Bachok. However, this study has given the cafeteria solid information to use in order to raise the standard of service there and as a result, increase student satisfaction.

5.4 IMPLICATION AND CONCLUSION

Based on the study results, some implications are recommended to decision makers of public university cafeterias. It is recommended that when decisions about the cafeteria are made, these four elements are given a very high value because all four of the factors focused on in this study are relevant for student satisfaction and the data validate all four of the four hypotheses examined by the data analysis validate all four of the four hypotheses examined by the data analysis validate all four of the four hypotheses examined by the data analysis. Customer satisfaction is regarded as the most important factor for all kinds of business organizations and is thought to be the most trustworthy feedback. This study was carried out to measure student satisfaction and to determine how significantly which food quality, cleanliness, price fairness, and facilities affect students' satisfaction with the cafeteria at the University Malaysia Kelantan Campus Bachok. Due to its assistance in identifying the factors affecting student satisfaction, this research can benefit restaurant owners. The findings of this study can be used by them to learn about the variables that affect students' satisfaction and implement them into their restaurant operations. According to the study's findings, every factor impacts consumer satisfaction. As a result, food service providers must always give their consumers the best service possible.

This study significantly contributes to management of cafeterias knowing why students prefer one cafeteria over another. The researcher's understanding of the situation in the cafeteria will also improve as a result of this investigation. Suppose the research is made available to university administration. In that case, they will be encouraged to look into the challenge of offering students the greatest quality in cafeterias.

In conclusion, this study found a relationship between student satisfaction with the university cafeteria and all the other aspects, such as food quality, cleanliness, price fairness, and facilities. In this approach, university cafeteria managers can keep improving the standard of food served to students and increasing their satisfaction level. The university cafeteria should also provide students with an attractive menu that includes a variety of various dishes at a fair price, served in a comfortable environment that will increase their desire to eat there. By way of illustration, Ha and Jang (2010) and Hyun (2010) both affirmed from their research that food quality has a positive and significant association with customer satisfaction in university cafeteria services. Likewise, the findings of this study support the positive association of food quality with customer satisfaction. Manager cafeteria must consider staff training and development, offer a variety of menu items at affordable costs, and establish a friendly clean environment. Students may feel that the selection of products is insufficient if the institution carefully disregards the significance of their universal service, where the cafeteria service can have a significant effect. This can impact their academic performance and prompt them to reconsider their university selection. As a result, it is crucial to regularly assess the food demands of students so that university administrators may enhance product distribution and achieve student retention. In conclusion, this research has succeeded in determining the relationship between factors affecting university students' satisfaction at the cafeteria.

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