MENU PLANNING: PERCEPTIONS TOWARDS MENU SERVED ON CAMPUS AMONG STUDENTS OF POLITEKNIK SULTAN IDRIS SHAH

by Mas Rehan Mahmudi

MENU PLANNING: PERCEPTIONS TOWARDS MENU SERVED ON CAMPUS AMONG STUDENTS OF POLITEKNIK SULTAN IDRIS SHAH

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ABSTRACT

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Students are always complaining about the food and beverages served at on-campus foodservice operations. Based on a study conducted there are negative responses regarding their satisfaction of foodservice operation inside campuses including the elements such as quality of food, ambiance, value for money, food and beverage selections, and service quality. To find out the students' perception on menu served of an on-campus foodservice operation in Politeknik Sultan Idris Shah, Selangor. This study will help to further elaborate regarding the foodservice operation operated on-campus with the elements as such quality of food, value for money, and food and beverage options. A survey will be conducted by distributing questionnaire to a sample of 30 to 300 respondents. The set of data and findings collected are of standard and precise. The demographic data illustrated above found that many of the respondents that took part in answering the questionnaires are female, and group age between 21 – 23 years old. The relationship between the components of value and quality of food, and food and beverage options with perceptions of students were evaluated in this chapter. Apart from that, item price value shown to be the upmost contribution in students' perceptions towards the element of value and quality of food. The analysis was done to obtain the factors contributing or affecting the level of satisfactions and perceptions towards on-campus food service operation among Politeknik Sultan Idris Shah's students. The results showed that the value and quality of food has the most positive effect towards students' perceptions towards on campus cafeteria followed by the food and beverage selections. Furthermore, based on the results, the perceptions of students towards Politeknik Sultan Idris Shah's cafeterias were found to be positive whereas mostly agreed that they were satisfied.

Keywords: *menu planning, perceptions, menu served*

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INTRODUCTION

The word perception is defined as the outlook of something or your view on a certain thing. Perceptions and level of satisfaction from each of the individuals can vary according to their culture such as the food that they enjoy consuming. (Qiong, 2017). In Malaysia, the number of students enrollsin higher educations is 1,215,021 in 2019 which includes every level of study. (MoHE, 2020) Other than that, one of the biggest segments worldwide is on-campus foodservice operations. Studies have shown that the number of students dining on-campus during their studies is increasing. Plus, their perceptions of foodservice outlets on campus are immensely essential in contributes to their satisfaction. However, due to cultural diversity and unstable dining practice, it is difficult to meet theiroverall level of satisfaction as there is a limitation to the menu that can be offered in on-campus foodservice. (Smith et al., 2020)

Students spend most of their time inside campus especially students that accommodate the campus's hostel. Hence, it is essential for the foodservice outlets on-campus to provide a variety of menus each day. Besides, Malaysia is a multi-racial country and each race has its own passed-down culture that influences its eating habits. Moreover, not only the menu offered each day has to be different, but the cuisine also has to be offered in variety such as Indian cuisine, Malay cuisine, and Chinese cuisine.

The aim of this study is to find out the students' perception on menu served of an on-campus foodservice operation in Politeknik Sultan Idris Shah. This is to help the foodservice establishment toidentify their mistakes and in which area they have to improve. Also, to identify the relationship between qualities of food, value for money, and food and beverage selections with students' satisfaction on menu served of an on-campus foodservice operation.

1.0   PROBLEM STATEMENT

Although most of the campuses offer a variety of food and beverage selections, there is still room for improvements to implement in order to achieve more significant results to improve customer satisfaction. The life of students which requires going back and forth to classes confines them inside the campus. Furthermore, students who lives inside the campus are less likely to prepare their own food. In response to that, students visit cafeteria often for their nourishment.

However, students are always complaining about the food and beverages served at on-campus foodservice operations. There are reasons behind their complaints, based on study conducted there are negative responses regarding their satisfaction of foodservice operation inside campuses including the elements such as quality of food, ambiance, value for money, food and beverage selections, and service quality. (Smith et al., 2020)

Hence, this research is to verify whether the same elements specifically on quality of food, value for money, food and beverage selections, applied to the student's satisfaction towards foodservice operations in Politeknik Sultan Idris Shah.

1.1 research objective

The objectives of this research are:

1.1.1 To identify students' perceptions on on-campus foodservice operation when involving quality of food.

1.1.2 To identify students' perceptions on on-campus foodservice operation when involving value of money.

1.1.3 To identify students' perceptions on on-campus foodservice operation when involving food and beverage selections

1.2 Conceptual Framework

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┌─────────────────────────┐
│     Quality of food     │───────┐
└─────────────────────────┘       │         ┌──────────────────────────────┐
┌─────────────────────────┐       │         │ Students' Perception towards │
│     Value for money     │───────┼────────▶│   Menu Served on Campus      │
└─────────────────────────┘       │         │    Foodservice Operation     │
┌─────────────────────────┐       │         └──────────────────────────────┘
│ Food and beverage       │───────┘
│ selections              │
└─────────────────────────┘
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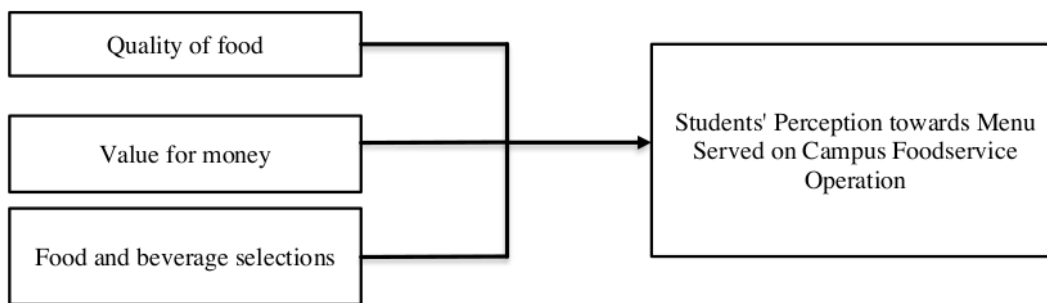
The objective of this study is to ensure that the aim to grasp the comprehension of students' perception attained. In order to steer clear of the study from going off-road, the framework needs to be finalized. In this study, students' perception towards menu served on campus in Selangor will be examined by the quality of food, value for money, and food and beverage selections. Perceptions on the menu served are intimately related to the quality of food, value for money, and food and beverage selections.

2.0 LITERATURE REVIEW

There are a number studies conducted to research the quality of service, quality of food, value for money, food and beverage selections, and ambiance in university foodservice. Furthermore, on- campus foodservice operations are a popular topic in research that is done worldwide to gain information on students' perception regarding menu served on the on-campus foodservice outlet. (Joung et al., 2016)

Most of the universities provide on-campus foodservice outlets or normally called cafeterias. In regard to that, it can be said that students' perceptions of the menu served at on-campus foodservice are highly important as they spent plenty of time dining inside the campus's cafeteria. The students' outlook on the menu or services will be reflected on their overall satisfaction whether they are pleased or unsatisfied with the menu offered.

2.1   Quality of food

Previously, an observation about the elements that play a huge part in customer satisfaction of higher education foodservice at 25 universities of an area in Malaysia and found out that most of the customers' expectations of the on-campus foodservice are not met. (Smith et al., 2020) Customer satisfaction plays a significant role in determining the students' perceptions on the menu served in cafeterias. Satisfied customers will create positive perception or outlook from the students of the campus' cafeterias, it can be seen when the dining frequency of a certain cafeteria is inclining in numbers. The outlook of shoppers in the quality of product or services are influenced by their perceptions of value which will indicate their level of satisfactions. (Choi et al., 2013).

Moreover, a survey has been conducted among 346 participants at a public university in the southwest USA to identify the elements such as gender, perceived quality and perceived value of on-campus foodservice will affect customer satisfaction. The outcomes of the study showed that the perceived quality and perceived value have solid effects in regards to customer satisfaction. (Smith etal., 2020) Therefore, in accordance with the stated evidence, we can conclude that the quality of food affected students' perception of the menu served on-campus foodservice operation.

2.2   Value for money, Food and Beverage selections

In the words of researchers Joung et al (2016), Kwun (2011), and Lim (2010) which is stated by (Smith et al., 2020) the two fundamental factors that in control of the level of perceived value and customer satisfaction are customers' perceptions of the quality and price which at length influence customers' positive behavior.

As (Smith et al., 2020) have noted based on Nadzirah et al. (2013) the students would agree that they gain the right value with the paid price if the portion of food is appropriate and suitable which in return will increase the dining frequency. Students search for value on the things they are spending. (Ali & Ryu, 2015) Foodservice outlet that offers cheaper and more affordable price for the menu theyserve is more likely to gain visitations from the students. According to (Choi et al., 2013) when customers receive an appropriate or better value for their money, they will believe that they are receiving higher levels of quality.

A survey was done among HBCU's students in regards of their perceptions towards on campus foodservice operation specifically includes elements such as quality of food, ambience, value, food and beverage options and service and how it affected their dining frequency. The survey indicated thatthere is positive response that all of the services and operation elements investigated gave an impact on the student's overall satisfactions. (Smith et al., 2020) Hence, improvements should be done in orderto gain positive responses in correlation to the foodservice operation inside campuses.

3.0   METHODOLOGY

This chapter will cover the methodology designed to identify the students' perceptions towards menu served on campus in Selangor in the correlation with the elements including quality of food, value for money, and food and beverage selections. The process of selecting a research design, samples, instrument, procedure, data collection, and data analysis are to be included in this research.

3.1   Research Design

This study was conducted with the method of quantitative. All of the data were collected through questionnaire. This study was design to collect the data of students' perceptions towards menu served on campus in Selangor with the elements including quality of food, value for money, and food and beverage selections.

Component Research question	Total Questions
Perceptions on on-campus foodservice operation when involvingvalue and quality of food?	7
Perceptions on on-campus foodservice operation when involvingfood and beverage selections?	3
Student perceptions towards on campus food service in Politeknik sultan Idris Shah	3
Total of number	13

Table 3.1: Components of the survey instrument

The purpose of this research is to find out the students' perception on Politeknik Sultan Idris Shah'sfood service operation. The survey instrument used was develop by Kim et al. (2004) and Hall (2014) surveys as guide.

The instrument consists of four sections. The first section of six questions to identify the demographic and behavioral data on the respondents (gender, age, race, and religion). The second section consisted seven questions comprised statements of value and quality of food adopted by Smith et al. (2020). The third section consisted three questions on food and beverage selections adopted from Smith et al. (2020). The final section four questions which compromised two statements regarding customer satisfactions, adopted by Smith et al. (2020) and modified questions as see needed (dining frequency). Aquestion about future suggestions from the students was asked for further improvements.

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3.2   Sampling

The research instrument that is used in this study is questionnaire. The questions that are included in this questionnaire were carefully selected and customized. Based on Roscoe 1975 the sample size needed is between 30 to 500 respondents. Targeted number of respondents are 60 but only 58 were collected, and 47 responses were usable. All data were evaluated with Likert-type scale format to measure the strength of belief by using primary method using a scale of 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree. The data is collected to aid this research. The real data is collected using the planned sample. The questionnaire will be distributed through online platform using google forms.

4.0   FINDINGS AND CONCLUSION

The result of findings from chapter 3 are conveyed in this chapter. The end result of the earlier analysis was obtained from distributed questionnaire. The data are counted manually by using Microsoft Excel. In order to fulfil the research objective, the results are further discussed by addressing the research questions to verify the stated hypothesis. The data gained from each variable element were converted into mean score, descriptive analysis and graph. Three hypotheses were tested to satisfy the three objectives.

4.1   Response Rate

As mentioned earlier in the report, Roscoe 1975 method of sampling is being used in this research as baseline. The number of responses collected from students of Politeknik Sultan Idris Shah throughout the survey were 58, and only 47 are usable. This means the targeted number of samples were achieved. Data screening was done and a few number of responses were eliminated as it can affect the accuracy of end result.

Sample Size (S)	Number of Respondents (N)
Targeted Samples	60
Samples Returned	58
Valid Sample	47
Valid Response Percentage (%)	81%

Table 4.1: Summary of Overall Sample Size and Response Rate

*Note: Recommended sample size of Roscoe 1975

4.2   Preliminary Data Analysis

The findings of preliminary data are discussed in this chapter. The purpose is to identify the missing data and failure in Frequency Table. Moreover, this is to inspect the occurrence of null values or failures, distributions normality, and outliers in the data sets.

4.3   Demographic Profile

The demographic profile data sets were collected from section. A of the questionnaire which includes gender, age, race and religion.

4.3.1   Gender

Table 4.2.1 indicates the gender description of the 47 Politeknik Sultan Idris Shah students from random faculties. There is a significant gap between the sexes proportion and femaleis the dominant respondent. From a total of 47 respondents, 78.7 percent (N=37) are female while 21.3 percent (N=10) are male. Therefore, we can conclude the number of respondents received were much higher compared to male respondents.

		Frequency	Percent
1	Male	10	78.7
2	Female	37	21.3
	Total	47	100.0

Table 4.2.1: Gender of Respondents

4.3.2   Age

The result includes the information on age of the respondents. Table 4.2.2 below stated the youngest age is between 18 - 20 years old, and the oldest group is above 24 although it is expectedthat most students finished their diploma by 21, there are several cases especially in Politeknik, students are of various age. As shown in below tabulation, the highest percentage of respondents is from the age of 21 - 23 years old, 55.3 percent (N=26), followed by age group of 18 - 20 years old, 34.0 percent (N=16), and the lowest is 24 years old and above, 10.6 percent (N=5). Hence, it can be seen that most of the respondents are between the age group of 21 - 23 years old.

		Frequency	Percent
1	18 – 20 years old	16	34.0
2	21 – 23 years old	26	55.3
3	24 years old and above	5	10.6
	Total	47	100.0

Table 4.2.2: Age of Respondents

4.4   Descriptive Analysis

Descriptive analysis was carried out to achieve the research objectives based on the meanscores and standard deviations received from the respondents. In this section, the data from each of the elements will be further analyzed in form of descriptive data. The components are value and quality of food, food and beverage selections, and customer satisfactions. Perceptions on Politeknik Sultan Idris Shah's food service

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operation. The overview of the mean and standard deviations for all perception factor dimension elements was displayed in Tables 4.3.1, 4.3.2 and 4.4. There were 10 elements calculated as perceptions factor: Factor 1 (Value and quality of food), Factor 2 (Food and beverage selections).

4.4.1 Value and quality of food

Table 4.3.1 displays the seven value and quality of food elements. T7 scored the highest rating with the highest mean of 3.894, with a standard deviation of 0.983. The lowest mean was T2 where the mean was 3.127 with a standard deviation of 0.97. These results indicate that the majority of respondents appear to strongly agree with the statement of analyzed elements in itemsare reasonably priced. Therefore, price was important in order to achieve the level of satisfaction samong students to improve their perceptions on PSIS's cafeterias.

*Note: N=47

Mean μ): Score (>3.01 – High, 2.01 to 3.00 – Neutral,
<2.00 – Low)5 Points Likert-Scale

Code	Items	Mean(μ)	Std. Deviation (σ)	Rank
T1	The food taste good	3.574468	0.827376	4
T2	The food is fresh	3.12766	0.969469	7
T3	The food is healthy	3.425532	0.80067	5
T4	Hot food is served at right temperature	3.340426	0.915485	6
T5	Cold food is served at right temperature	3.680851	0.836826	3
T6	The portion size is appropriate	3.851064	0.807	2
T7	Items are reasonably priced	3.893617	0.983208	1

Table 4.3.1: Descriptive Statistics of value and quality of food

4.4.2 Food and Beverage Selections

Table 4.3.2 displays the three food and beverage selections elements. T2 scored the highestrating with the highest mean of 4.149, with a standard deviation of 0.834. The lowest mean was T1 where the mean was 3.596 with a standard deviation of 0.97. These results indicate that the majority of respondents appear to

strongly agree with the statement of analyzed elements in thereis adequate variety of lunch item. Therefore, based on the findings, there are less variety of breakfast items.

*Note: N=47

Mean μ): Score (>3.01 – High, 2.01 to 3.00 – Neutral, <2.00 – Low)5 Points Likert-Scale

Code	Items	Mean(μ)	Std. Deviation (σ)	Rank
T1	There is adequate variety of breakfast item	3.595745	0.970423	3
T2	There is adequate variety of lunch item	4.148936	0.833503	1
T3	There is adequate variety of dinner item	3.702128	0.930519	2

Table 4.3.2: Descriptive Statistics of food and beverage selections

4.5   Customer Satisfactions

Table 4.4 displays the two customer satisfaction elements. T1 scored the highest rating with the highest mean of 3.68, with a standard deviation of 0.726. The lowest mean was T2 wherethe mean was 3.638 with a standard deviation of 0.764. These results indicate that the majority ofrespondents appear to rate their overall satisfaction with the component food value and quantity. Also, based on Figure 4.5.3, students mostly visit the cafeterias between 2 – 3 times daily whichwas affected by the overall satisfactions of the students

*Note: N=47

Mean μ): Score (>3.01 – High, 2.01 to 3.00 – Neutral, <2.00 – Low)5 Points Likert-Scale

Code	Items	Mean(μ)	Std. Deviation (σ)	Rank
T1	Rate your overall satisfaction with the food value and quality	3.680851	0.72551	1

T2	Rate your overall satisfaction with the food and beverage selections offered	3.638298	0.764015	2

Table 4.4: Descriptive Statistics of customer satisfaction

The set of data and findings collected are of standard and precise. The total 47 respondents can easily understand the questions. The demographic data illustrated above found that many of the respondents that took part in answering the questionnaires are female, and group age between 21 – 23 years old. The relationship between the components of value and quality of food, and food and beverageoptions with perceptions of students were evaluated in this chapter. Apart from that, item price value shown to be the upmost contribution in students' perceptions towards the element of value and quality offood. Hence, it is proved that students prefer value over the quality of food. While, as for the componentof food and beverage selections, mostly agreed that lunch time offered the most variations compared to breakfast which was rated the least variation and dinner.

CONCLUSION

In conclusion, the analysis was done to obtain the factors contributing or affecting the level of satisfaction and perceptions towards on-campus food services operation among Politeknik Sultan Idris Shah's students. The results showed that the value for money and quality of food has the most positive effect towards students' perceptions towards on campus foodservice operator followed by the food and beverage selections. The dominant component that has solid relationship with the customer was value for money (portion size and price). Therefore, it is essential for on campus foodservice operators to continue offering good value for money and quality of food to maximize the level of satisfaction of customers. Furthermore, based on the results, the perception of students towards Politeknik Sultan Idris Shah cafeteria were found to be positive whereas mostly agreed that they were satisfied.

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