

Maritime Students' Satisfaction on the Services Rendered by the Canteen

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ABSTRACT

This research work was pursued to gain insights on the level of satisfaction of students in the Lyceum International Maritime Academy (LIMA) Campus on the services rendered by its Canteen. This study would determine the level of satisfaction of the LIMA students on the current services that are rendered by the LIMA canteen and also propose problems for the problems that are cited. This study utilized a descriptive research method with (240) Maritime students that were chosen on the basis of random sampling. Results showed that the respondents of the study are satisfied. The LIMA students agreed that the canteen to the problems like lack of space, chairs and tables, and poor ventilation. The respondents are also aware that the LIMA Canteen also has problems that are needed to be improved. Since the study's objective is to propose some plans of actions on the following problems, we would be able to suggest solutions to these problems involving the persons involved. So far, the LIMA Canteen is accomplishing its vision and mission to further satisfy the needs of their customers.

Key words: *Canteen, LIMA Students, Problems, actions*

INTRODUCTION

Canteen is a store in a camp or school in which foods, drinks, and small supplies are sold. It is a place where someone can energize himself. All canteens have the responsibility to its customer of providing quality food services through proper maintenance and observation of good hygiene. Also, it is committed to provide clear communication between the school and canteen services to be able to keep positive relationships among teaching staff, students and canteen personnel (Merriam-Webster Inc., 2014).

Canteen services are important educational resources that provide the students food choices and other small supplies. It includes food services, and bookshop for some schools and universities. Its mission is to provide work and self-improvement opportunities to assist in a community. It is necessary for a canteen to provide services and merchandise at high quality and reasonable prices to the inmate population in an efficient and profitable manner.

Satisfaction of employees and clients is an important element of success for any organization and

any sector of the economy (Bay, An & Laguador, 2014). Employees' service to customer has the strongest influence on relationship quality (Bencito, 2014). School canteens need to be productive and it can be evaluated through certain measures. These may include student support, number of canteen workers and profitability. Profit from the operations of a school canteen is often a significant source of revenue for a school. Therefore, it is of great importance that the nutritious food items attract students and are offered at a price affordable to the students, and that will contribute to their profit (Department of Education and Early Childhood Development, 2013).

Schools are in a different position to develop healthy dietary behaviors. The school canteen should provide menus that promote healthy diet. It needs to make sure that students get the right amount of nutritious foods and at the same time not limiting their food choices. It is important that the food prepared by the school cafeteria contains all the nutrients needed by a student (Brener et al., 2009).

The students deserve to eat good quality foods

offered by the canteen that is why schools are responsible for the promotion of healthy dietary behaviors, and to make sure that students get adequate nutrients. It should adjust and adapt to the needs of its students in order to satisfy them fully. This includes the implementation of different canteen policies and regulations, like having different menus every day that will meet the standards of sufficient intake of nutritious foods.

LIMA canteen is a joint operation of the Elise Food Service Inc. and LIMA Administrative staff. The Elise Food Service Incorporated, under the leadership and management of Mr. Elpidio Cruz, was able to reach LPU-B through bidding wherein they have competed with other companies.

The LIMA school canteen is giving its best to provide good quality service that will supplement the needs of their buyers. In spite of it, the canteen can't accommodate big number of students due to the lack of space; hence it needs more efficient and effective ventilation. However, the canteen management is doing its best to satisfy their customers. Its location is in a convenient position since students entering the school campus use the canteen as a student lounge wherein they will be able to fulfill and satisfy their needs.

The researchers' intention of pursuing this study is to get better services from the LIMA canteen especially in relation to the food aspects. The researchers, as patrons of the school canteen, wanted to propose ideas and ways that will benefit the students and the incoming freshmen who will later on utilize the LIMA Canteen.

OBJECTIVES OF THE STUDY

The study aimed to assess the services offered by the LIMA canteen. More specifically, to determine the level of satisfaction of LIMA students on the services rendered by the canteen; to identify the problems encountered on the services catered; and proposed plan of action to address the problems cited.

REVIEW OF LITERATURE

Elise Food Service Inc. started on 1963 by De Vera family. The name Elise came from the daughter of De Vera family. They had a responsible, loyal, and most trusted employee named Elpidio Cruz. The family treated him as a member of their family because of his loyalty and hard work. The family saw unto him the potentials of a workaholic, kind-hearted, and a good leader to his fellow co-workers of the company. They also proved that Mr. Cruz is capable to lead not just his co-workers but also the whole

company. Later on, the De Vera family decided to put the sake of the whole company on Mr. Elpidio's shoulder. Under his leadership, the company runs successfully, and expanded into eleven (11) branches in Luzon. So far, its main office is located at Ateneo de Manila. They have reached Lyceum of the Philippines University (LPU) through bidding in which they have competed with other companies. By winning, they have also reached Lyceum International Maritime Academy (LIMA) on April 2009.

The company built a good relation with LPU for almost five (5) years. At this time, Elise Food Service Inc. is currently serving the people together with their vision and mission: Elise Food Service Inc. provide quality and reasonable priced meals that will satisfy the food preferences of our customers and their nutritional needs. Our company maintains a competent staff that will implement the objectives of the company through courteous and efficient service that will be consistent with prestige of the institution we serve through high standards of sanitation.

A canteen is an establishment which prepares and serves food and drink to customers in return for money. Nowadays, the requests of customer have been changed since the trend has been changed. The customers based on the quality and taste on food, would like to consider the place wherein the sanitation of the serving place and the place where the cooks cook the quality and quantity of the food they are served. There are many reasons why the canteen businesses failed. The Filipinos are living in the world with "relationship" with anything like person to person, person to cooperation, person to company, and etc. And one of relationship surround us is relationship with canteen and customers. To establish customer satisfaction to acquire constant customers, and to use customer as one of marketing strategies, it become one of the important tasks to do so. But to have those kinds of things canteen, whereas food offers with payment, not only consider quality of food but how to have effective service, price, interior design, ventilation, space and the place where they establish their canteen. When they fit with those conditions, the customers would have curiosity to be in to acquire their satisfaction of having meals in. The management of the canteen must know the customers satisfaction or they meet or surpass customer expectation for the services offered to know what the management of the canteen must going to improve to what they served and their services. The other important factor here is how the staffs of the management could maintain the good relationship to customers in interacting or how they treat each other, and how to handle the

customer's behavior in the way that they will not get offended (Markieeu, 2013).

Schools are in a different position to develop healthy dietary behaviors. The school canteen should provide menus that promote healthy diet. It needs to make sure that students get the right amount of nutritious foods and at the same time not limiting their food choices. Most students get either breakfast or lunch, some get both, from a school meal program. Because of this, it is important that the food prepared by the school cafeteria contains all the nutrients needed by a student. School food service staff can promote healthy eating by the foods they prepare every day. They may even have nutrition education taught in the classrooms to give information to the students and to aid them in their food choosing. The school administration can also help in promoting healthy eating by adopting and implementing rules that will improve the nutritional quality of foods and beverages offered at the school (Brener et al., 2009).

A well-balanced, satisfying and healthy diet is just as important to a busy college student as the correct class schedule, mentor or learning environment. A diet that is made up of high-fat and high-calorie foods with little nutritional value doesn't make an individual gain weight, instead, it degrades someone's focus, energy, motivation, sleep, and overall wellness. On the other hand, a diet consisting of energy-rich, low fat foods packed with antioxidants, iron and other minerals will really give a lot of difference in relation to a student's mood and focus (Brown, 2009).

LIMA canteen provides services related to foods. They prepare foods for breakfast and lunch. They also cater food services on school occasions, and when a remarkable visitor or guest arrives. The objectives of the canteen are to provide work to people, and to give satisfaction to its students by preparing high quality foods. As of now, there are six (6) stalls inside it. The food prepared by each stall varies. Through this, students have a variety of foods to choose from. In spite of this, the canteen lacks sufficient ventilation and space.

METHODS

Research Design

The researchers used the descriptive method. According to Best and Kahn (2007), the term descriptive research has often been used incorrectly to describe three types of investigation that are different. Perhaps their superficial similarities have obscured

their difference. Each of them employs the process of disciplined inquiry through the gathering and analysis of empirical data, and each attempts to develop knowledge. To be done competently, each requires the expertise of the careful and systematic investigator. A brief explanation may serve to put each one in proper perspective.

It is concerned not only with the characteristics of individuals but with the characteristics of the whole sample thereof. It provides information useful to the solutions of local issues or problems. Survey may be qualitative or quantitative in verbal or mathematical form of expression. The survey research employs applications of scientific method by critically analyzing and examining the source materials, by analyzing and interpreting data, and by arriving at generalization and prediction ("Descriptive Survey", 2012).

Participants

In order to further support this study, a total of two hundred forty (240), one hundred ninety three (193) from BSMT and forty seven (47) from BSMARE, randomly selected Filipino LIMA students responded to the questionnaire presented by the researchers. To be able to achieve the informations needed, the researchers imposed a certain criteria. The participants qualified for sample selection must be a student of the respective academy. This criterion ensured that the participants understand the nature of the questionnaire and its application, making the survey items easy for them to answer.

Instrument

The survey questionnaire was used for data-gathering. The questionnaire was used to determine the perceptions and level of satisfaction of the LIMA students about the services of the LIMA Canteen. Part I of the questionnaire includes the demographic profile of the respondent. Part II includes the survey proper which is further divided into two (2) more parts namely: Part I. Level of satisfaction on the services rendered by the LIMA canteen, and Part II includes the level of agreement on the problems encountered by Maritime students on the services rendered by the canteen.

Procedure

The researchers followed different processes in coming up with the research. After the topic has been approved, the researchers gathered data related to the

Table 1. Level of Satisfaction on the Services Rendered by LIMA Canteen

Items	WM	VI	Rank
1. Physical Condition of the Canteen: Provision of safety equipment/facilities for a safe environment (fume hoods, sufficient water supply, properly labelled food counters, proper waste disposal, fire extinguisher & fire/emergency exit)	2.82	Satisfied	9
2. Provision of functional equipment, sufficient water supply/drinking fountain, etc.	2.93	Satisfied	1
3. Ventilation	2.43	Less Satisfied	16
4. Provision of adequate light/illumination	2.90	Satisfied	3
5. Provision of continuous supply of electricity	2.92	Satisfied	2
6. Provision of sufficient chairs and tables	2.44	Less Satisfied	15
7. Sanitation, cleanliness and orderliness (no flies and other insects in the kitchen)	2.85	Satisfied	6
8. Sanitation/cleanliness of dining hall, and utensils & food	2.88	Satisfied	5
9. Presentation of merchandise	2.73	Satisfied	13
10. Efficiency and effectiveness of services rendered (producing desired results) in the following: Adequateness of saleable items	2.84	Satisfied	7
11. Quality of food served	2.74	Satisfied	12
12. Quantity of food per serving	2.34	Less Satisfied	18
13. Prices of food, and other items	2.41	Less Satisfied	17
14. Timeliness in the delivery of service	2.68	Satisfied	14
15. Dissemination of well-defined systems, procedures and policies	2.80	Satisfied	11
16. Attitude of personnel (courtesy, approachability, accommodation, sincerity) Canteen Supervisor	2.81	Satisfied	10
17. Counter Personnel/Helpers	2.89	Satisfied	4
18. Responsiveness to customer feedbacks/complaints/concerns	2.83	Satisfied	8
Composite Mean	2.73	Satisfied	

Legend: 3.50 - 4.00 –Highly Satisfied; 2.50 - 3.49 –Satisfied; 1.50 - 2.49 –Less Satisfied; 1.00 - 1.49 –Not Satisfied

topic. The researchers also prepared questionnaires and distributed to the respondents. After the retrieval of questionnaires, the results were tallied and interpreted to obtain the answers to the objectives formulated.

Data Analysis

After collecting the answered questionnaires, the answers were tallied, tabulated and analyzed. Different statistical treatment was used after recording the answered survey question.

Weighted mean was used to determine the level of awareness of LIMA students on the services rendered by LIMA canteen, and the level of agreement on the problems encountered on the services rendered by LIMA canteen.

RESULTS AND DISCUSSION

Table 1 presents the mean score of level of satisfaction of LIMA students on the services rendered by LIMA canteen. It can be seen on the table that the chosen respondents are satisfied on the services offered by the LIMA canteen with a composite mean of 2.73.

The items registered low to high mean ranging from 2.34-2.93 interpreted "Less Satisfied" and "Satisfied". This explains that most of the respondents are satisfied with the services catered by the LIMA canteen. This is parallel to the canteen's mission which is to provide food service that will meet and satisfy the needs of their customers.

The result shows that the provision of functional equipment, sufficient drinking supply/water fountain has the highest rank with a weighted mean of 2.93 interpreted as "Satisfied". It is followed by the provision of continuous supply of electricity, and provision of adequate light/illumination with a mean of 2.92 and 2.90 respectively. As shown on the result, the provision of functional equipment has the highest rank because the LIMA canteen was able to meet those demands included in this section. The presence of functional equipments such as the drinking fountain lifted the satisfaction of the students in relation to the services they offer. These equipments or facilities should be provided by the canteen management in order to fully satisfy the needs and wants of their customers.

Table 2. Problems Encountered on the Services Rendered by LIMA Canteen

Problems Encountered	WM	VI	Rank
1. The area is insufficient, and tables and chairs are lacking	3.06	Agree	2
2. Poor ventilation	3.05	Agree	3
3. The price of the food is inappropriate and not affordable	3.14	Agree	1
4. The food preparation area is not free from insects and/or other animals/pests	2.94	Agree	4
5. The canteen personnel do not wear gloves during handling foods	2.78	Agree	10
6. The canteen personnel do not wear hair net or cap during handling foods	2.54	Agree	14
7. The canteen personnel do not wash their hands before handling foods and frequently during work	2.62	Agree	12
8. The canteen personnel do not use handkerchief or tissue when coughing or sneezing	2.60	Agree	13
9. Tables and leftovers are not cleaned at the end of serving meals	2.63	Agree	11
10. The washing area/wash basin is not operational	2.85	Agree	6
11. The taste of the food is not satisfying	2.83	Agree	7
12. The food is served cold	2.82	Agree	8
13. Food choice is limited	2.93	Agree	5
14. Insufficient garbage bins with a sign or direction on the proper disposal of garbage	2.80	Agree	9
Composite Mean	2.83	Agree	

Legend: 3.50 - 4.00 –Highly Agree; 2.50 - 3.49 –Agree; 1.50 - 2.49 –Disagree; 1.00 - 1.49 –Strongly Disagree

Meanwhile, the quantity of food per serving has the lowest rank with a weighted mean of 2.34 interpreted as "Less Satisfied". The ventilation and prices of the foods are also in the lowest rank with a weighted mean of 2.43 and 2.41 respectively, both interpreted as "Less Satisfied".

Many factors attributed to make food unsafe are: sources of raw materials, process, storing, handling and the people involved in the process are vital consideration in safety. The kind of sanitary precautions associated with food service systems that prepare food, and then transport it elsewhere are not universal since the food are handled by more people with different techniques (Manzano, 2013).

According to the manager of the LIMA canteen, they cannot possibly change the prices of their products because they follow certain rules and instructions from their supervisors in relation to the pricing of products. This explains why they can't possibly meet the demands of their customers when it comes to the price of the foods.

Table 2 presents the mean score of the different problems encountered on the services rendered by LIMA canteen. It can be observed on the table that the respondents agreed on the different problems that a student may encounter with a composite mean of 2.83. The result shows that the respondents agree that the price of the food is inappropriate and not affordable, and has the highest rank with a weighted mean of 3.14 interpreted as "Agree". The problems regarding to the lack of space, chairs and tables, and poor ventilation rank second and third with a weighted mean of 3.06 and 3.05 respectively both interpreted as "Agree". On the other

hand, the lowest rank is the problem regarding to not wearing of hair nets or cap by canteen personnel when handling foods with a weighted mean of 2.54 interpreted as "Agree".

LIMA canteen through Elise Food Inc. is expected to provide quality food services. It holds a great responsibility of furnishing foods at high quality and standard in order to satisfy the needs of their customers. To ensure the safety of the students, the canteen managers should take some training before starting up their business. It is the canteen manager who is responsible for ensuring that all food handlers is confident and competent to undertake the task required for them. Managers should show food handlers what to do and supervise them until they are competent in doing the task.

According to the respondents, they are frustrated with the pricing strategy the canteen has. According to most of them, they prefer to buy their meals outside the university because not only did they had a good and satisfying meal but the foods they bought also cost less and the quantity of food per serving also satisfies them.

According to the manager of LIMA canteen their workers are provided by the company itself. They found difficulties in hiring someone with any acceptable background or qualification. That will oppose the company's mission which is to maintain competent staff that will implement the objectives of the company through courteous and efficient service that will be consistent with prestige of the institution they serve through high standards of sanitation.

CONCLUSIONS AND RECOMMENDATIONS

The LIMA students are satisfied on the different services offered by the LIMA canteen. The LIMA students agree to the problems encountered on the services rendered by the LIMA canteen. A proposed plan of action was formulated to address the problems encountered by the students.

It is recommended that the canteen personnel may attend seminars related to food services in order to gain more knowledge on how they can improve their services. The canteen management may conduct a monthly maintenance of their facilities. The canteen management may post list of rules and regulations, such as self-busing, and proper disposal and segregation of garbage, which will help them improve the orderliness and cleanliness of the canteen. A parallel study may be conducted applying other variables.

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