

Campus Attachment and Attendance: The Moderating Effect of the Cafeteria Setting's Student Experience

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Abstract

This research paper investigates the connection between campus attachment and student attendance, with a specific focus on the moderating role of the cafeteria setting's student experience. Campus attachment refers to the emotional bond and sense of belonging that students develop with their educational institution, while student attendance is a crucial indicator of student engagement and academic performance. Understanding the factors that influence student attendance is vital for educational institutions to enhance student success and retention. The study will examine how the cafeteria setting's student experience influences the strength of the relationship between campus attachment and student attendance. Data will be collected through surveys, and regression analysis will be conducted to explore the significance of the moderating effect.

Keywords: - Campus attachment, Cafeterias, Attendance, Pune

I. Introduction:

1.1 Background- Numerous higher education institutions offering courses in management engineering and pharmacy architecture are spread throughout India's major cities. On a single campus, these courses have been started by numerous educational trusts. Numerous colleges of diverse types are now part of one trust. Huge acreage is needed for this, which is difficult to find in the central city region. All of these lands are accessible outside of the central city, in outskirts districts, and are reasonably priced. It is often what educational trusts prefer. Due to the variety of courses offered, that campus now has more than 5000 students enrolled. Various facilities, such as a cafeteria, Xerox center, stationery, fast food restaurants, juice shops, etc. are required in addition to instructional buildings. On a typical campus, there are over two cafeterias and ten fast-food restaurants.

Due to the fact that the campus economy has expanded outside of the campus as well, students now have the option of choosing to live on or near the school, as a variety of residential flat rental programs have been created. The primary student meal mess is a result of these.

Most higher education institutions run their colleges from 9 to 5 and 10 to 6 p.m. They eat at 1 and 2 p.m. for lunch. Because young people need a nutritious breakfast, lunch, and supper, fast food is frequently consumed during the day and is preferred for big meals at night due to crowding and availability.

1.2 Problem statement

Absenteeism in the classroom is the main concern among educational institutes. Students who are not happy with canteens inside the campus are going outside the campus. campus roles are on the higher side however, varieties are available. A student has to travel more distance so there is a distance and takes more time and there is a tendency to skip or bunk. Some or more classes in the afternoon as far as breakfast is concerned may skip the morning first class or even the afternoon class after lunch.

1.3 Research Objectives

1. To analyze the role of the cafeteria in promoting student well-being and social interactions.
2. To understand cafeteria settings and its connection with student attendance.
3. To ascertain the factors responsible for cafeteria choice.

1.4 Research Questions

1. Is student attendance directly related to the quality of the food cafeteria on campus?
2. Is the variety of food a major concern among students to go away from outside campus to eat?

The Role of Cafeteria Experience in Student Attendance

The campus cafeteria is more than simply a location to get food; it has a big impact on how students perceive their time there as a whole. The effect that dining in a cafeteria has on students' attendance is one factor that might be neglected. The decision of students to attend courses and participate in campus activities can be influenced by their cafeteria experience. This article explores the numerous ways that dining on campus might increase student engagement and attendance.

1. **Nourishment and Energy:** Maintaining sustained energy levels and cognitive function require a well-balanced meal. Students are more likely to feel energized and engaged throughout the day if they have access to wholesome and enticing meal selections in the cafeteria. Improved concentration, which in turn has a positive impact on attendance at lectures, seminars, and other academic activities, can be attributed to good nutrition.
2. **Social Interaction and Community Building:** Students from various academic fields and backgrounds naturally congregate in the cafeteria. It serves as a space for students to socialize, make friends, and have discussions. Being present on campus is encouraged by a feeling of belonging and community. When students sense a connection to their fellow students and the campus community, they are more inclined to attend classes and events.
3. **Convenience and time management:** Having a cafeteria on campus makes it easier for students to eat without leaving school. This not only helps students manage their schedules more effectively, but it also saves time. Higher attendance rates are a result of students being able to attend more classes, workshops, or extracurricular activities with less time spent commuting.
4. **Positive Ambiance and Well-Being:** Students' general well-being can be positively impacted by a well-designed cafeteria with cozy seats, attractive aesthetics, and a friendly ambiance. When there is a specific area for students to unwind, eat, and recharge, they will be more eager to spend time there. Their motivation to attend classes and participate in campus life may be affected by this favorable link with the school environment.
5. **Campus Engagement & Activities:** Workshops, lectures, and other activities frequently take place in cafeterias. Students who eat in the cafeteria may also see flyers for events and other marketing

materials. It might stimulate students' attention and motivate them to attend events they might otherwise neglect to be exposed to school activities in a convenient place.

6. **Initiatives for health and wellness:** Today, a lot of cafeterias put an emphasis on offering wholesome food selections and encouraging good health. The cafeteria may feature informational campaigns on diet, exercise, and mental health. Students who view the cafeteria as a place that promotes their well-being are more likely to follow healthy habits and participate in relevant campus activities.

Literature Review

Abu Rashed Osmana (2018) found the influence of the cafeteria food services' five dimensions on student satisfaction. Student satisfaction appears to be significantly influenced favorably by three aspects of cafeteria services, including food quality, ambiance, and staff. The authority should appropriately maintain food quality, ambiance, and staff to ensure student happiness and competitive advantage. In order to optimize their customers' level of happiness, it is crucial for university cafeteria operators to continuously improve the quality of food offerings. Additionally, cafeteria managers should provide their patrons with a pleasant meal experience in order to boost the number of visits per student.

Midhat Asghar(2023) The study looks at the factors that affect how often students eat in the cafeteria, including food quality, quantity, diversity, meal and beverage categories, and services. All seven of the study's tested hypotheses were shown to be correct, proving that the nutrition center's features and offerings have a big impact on how happy its customers are. The results of the study indicate that students' satisfaction with the nutrition center and, consequently, their frequency of cafeteria dining are highly influenced by the food quality, atmosphere, value for money, meal and beverage categories, and service quality. Therefore, to express client happiness and set themselves apart from their rivals on campus, food service companies should use these five criteria.

Ayeasha Akhter & Jayanta Fakir (2019) examined that Students believed that the eating atmosphere, employee competency, price, and information were important elements in choosing the food services, according to the findings of a study on service quality perception of food service in university dining services. The likelihood of revisiting factors, however, did not match the food impression factors. The food service, dining atmosphere, employee competency, and the quality of the menu & food choices were important variables in revisiting toward foodservice at university in terms of likely to do so. In addition, the impact of the various elements varies according to gender, age, and income. The researcher discovered four criteria as the outcomes of food service perception: (1) lowest pricing importance, (2) little concern for quality, and (3) restaurant value/importance related to personal preference. The perspectives of the pupils also suggested that the cheapest price is a crucial element.

Dwi Budiningsari et al (2023) The survey revealed that the average level of satisfaction for each component was 3, but that the characteristics that people are least satisfied with include food costs, menu variety, and flavor. Menu diversity and a rise in wholesome food options should be among the potential strategic implementations. The training was helpful in improving the quality of food service as well as the understanding and practices of canteen personnel regarding food safety, according to the comments of the staff members who were questioned. To obtain a thorough analysis and find additional treatments to raise the canteen food quality, it is important to assess the durability of training impact. In order to promote health, UGM should install the food traffic light system in the canteens of all of its faculties.

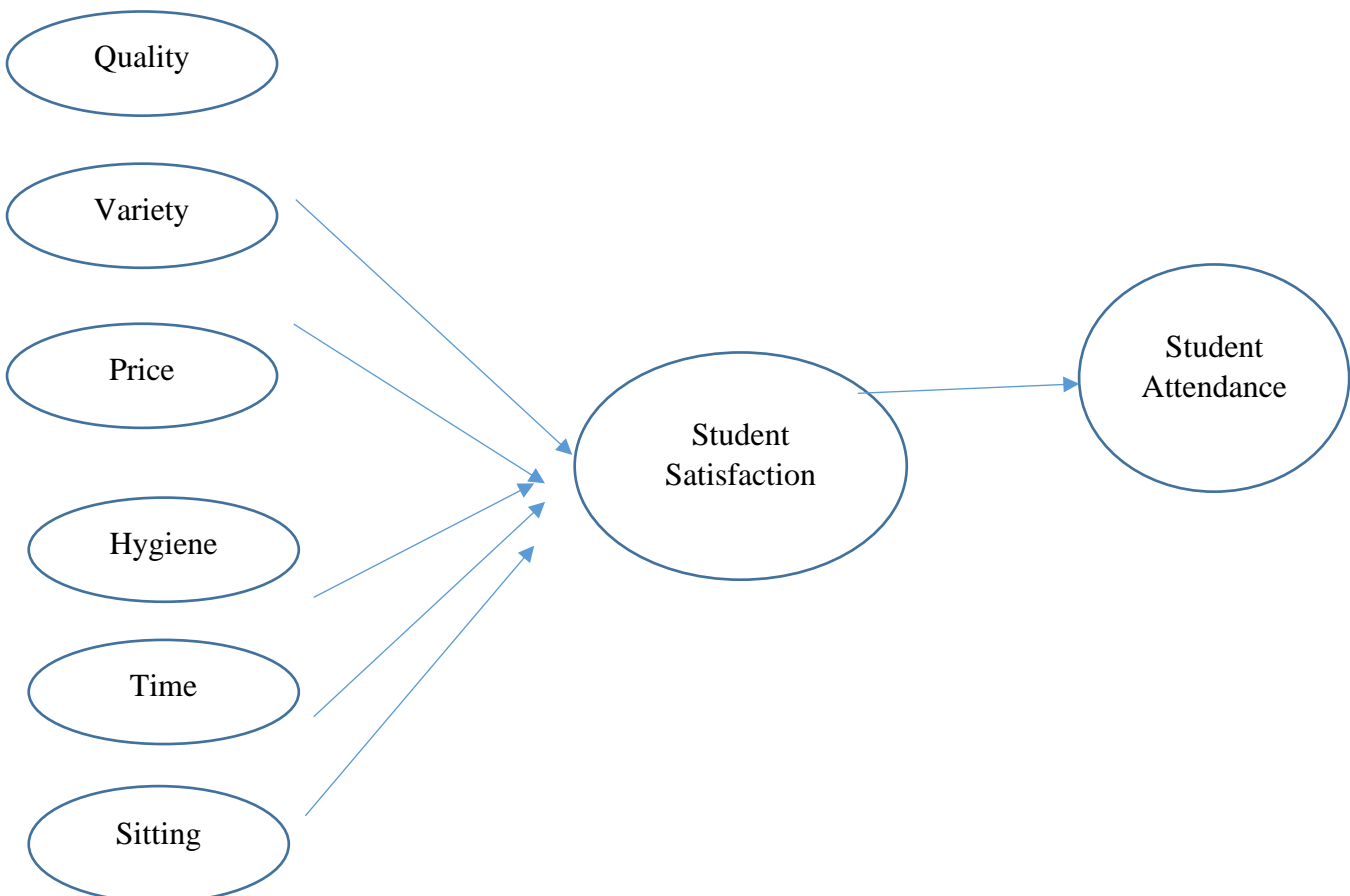
Ismayaza Noh et al (2023) suggested that location and price are the most significant factors influencing university students' decisions.

Michael Boadi Nyamekye et al (2021) The survey revealed that the average level of satisfaction for each component was 3, but that the characteristics that people are least satisfied with include food costs, menu variety, and flavor. Menu diversity and a rise in wholesome food options should be among the potential strategic implementations. The training was helpful in improving the quality of food service as well as the understanding and practices of canteen personnel regarding food safety, according to the comments of the staff members who were questioned. To obtain a thorough analysis and find additional treatments to raise the canteen's food quality, it is important to assess the durability of training impact. In order to promote health, UGM should install the food traffic light system in the canteens of all of its faculties.

Wan Salmizi Wan Mahmood (2023) found that The majority of respondents expressed the opinion that food prices are too expensive, food quality is subpar, and sanitary standards are not up to par. This is evident from the analysis and explanation provided above. Overall, patrons and students are unhappy with the cafeteria staff's level of service. There are a number of measures to raise the standard of PSMZA cafeteria service in order to foster customer confidence, particularly among students residing in PSMZA dormitories.

Nadzirah, S. et al (2013) found that to help foodservice operators enhance the quality of their services and facilities in the future, all perceptions—both favorable and negative—are reinforced with normative expectations or suggestions for change. The perceived experience of the customers has an impact on how satisfied they are with the existing food service.

Conceptual Framework



Research Methodology

The current research is descriptive and exploratory in nature. The data was collected in college canteens/ student messes in campus. A simple random sampling method was used to collect data. Out of 247 questionnaires only 220 correctly filled questionnaire were considered for data analysis. Questionnaire included both close and open ended questions. The perception was measured on 5 pointer Likert scale. The data was analyzed in SPSS (22 version).

Results & Discussion

Table-1 Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	126	57.3	57.3	57.3
	Female	94	42.7	42.7	100.0
	Total	220	100.0	100.0	

Table-2 Education

Specialization		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	95	43.2	43.2	43.2
	Post Graduate	125	56.8	56.8	100.0
	Total	220	100.0	100.0	

Table-3 Degree Cross tabulation

Gender * Degree Cross tabulation				
Count				
		Degree		Total
		Graduate	Post Graduate	
Gender	Male	52	74	126
	Female	43	51	94
Total		95	125	220

Table-4 Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 21 Years	57	25.9	25.9	25.9
	21 to 24 Years	153	69.5	69.5	95.5
	Above 24 Years	10	4.5	4.5	100.0
	Total	220	100.0	100.0	

Table-5 Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	No. of Items
.850	13

Table-6 Frequency of Visit

How often do you visit the college cafeteria in a day?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	2	.9	.9	.9
	Rarely	12	5.5	5.5	6.4
	Occasionally	50	22.7	22.7	29.1
	Frequently	156	70.9	70.9	100.0
	Total	220	100.0	100.0	

Table-7 Cafeteria Staff Perception

Are the cafeteria staff courteous and helpful?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	32	14.5	14.5	14.5
	Most of the time	64	29.1	29.1	43.6
	Sometimes	34	15.5	15.5	59.1
	Rarely	82	37.3	37.3	96.4
	Never	8	3.6	3.6	100.0
	Total	220	100.0	100.0	

Table-8 Quality of food

How would you rate the quality of the food served in the cafeteria?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	14	6.4	6.4	6.4
	Good	48	21.8	21.8	28.2
	Average	106	48.2	48.2	76.4
	Below Average	30	13.6	13.6	90.0
	Poor	22	10.0	10.0	100.0
	Total	220	100.0	100.0	

Table-9 Options of Food

Are there enough options for vegetarian/vegan and dietary-restricted students?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, there are plenty of options.	166	75.5	75.5	75.5
	There could be more variety.	30	13.6	13.6	89.1
	No, there are not enough options.	24	10.9	10.9	100.0
	Total	220	100.0	100.0	

Table-10 Healthy Options

Do you feel that the cafeteria offers a healthy selection of food items?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, it provides a good variety of healthy options.	40	18.2	18.2	18.2
	There are some healthy choices, but more options would be better.	136	61.8	61.8	80.0
	No, the cafeteria lacks healthy food choices.	44	20.0	20.0	100.0
	Total	220	100.0	100.0	

Table-11 Ambience

How would you rate the ambience of the cafeteria (lighting, decor, etc.)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	4	1.8	1.8	1.8
	Good	34	15.5	15.5	17.3
	Average	152	69.1	69.1	86.4
	Below Average	10	4.5	4.5	90.9
	Poor	20	9.1	9.1	100.0
	Total	220	100.0	100.0	

Table-12 Seating Arrangement

Is the seating arrangement in the cafeteria comfortable and adequate?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, there is enough seating for everyone.	178	80.9	80.9	80.9
	The seating is sometimes limited, especially during peak hours.	22	10.0	10.0	90.9
	No, there is a severe shortage of seating.	20	9.1	9.1	100.0
	Total	220	100.0	100.0	

Table-13 Overall Satisfaction

Overall, how satisfied are you with the college cafeteria?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Satisfied	126	57.3	57.3	57.3
	Neutral	68	30.9	30.9	88.2
	Dissatisfied	24	10.9	10.9	99.1
	Very Dissatisfied	2	.9	.9	100.0
	Total	220	100.0	100.0	

Table-14 Recommendations

Would you recommend the college cafeteria to other students?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely	28	12.7	12.7	12.7
	Probably	160	72.7	72.7	85.5
	Probably Not	14	6.4	6.4	91.8
	Definitely not	18	8.2	8.2	100.0
	Total	220	100.0	100.0	

Table-15 Lunch outside campus

Do you go outside the college campus during your academics?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	66	30.0	30.0	30.0
	No	74	33.6	33.6	63.6
	Sometimes	80	36.4	36.4	100.0
	Total	220	100.0	100.0	

Table-16 Lecture bunk

After going to eat outside do you come right time to attend your lecture?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	130	59.1	59.1	59.1
	No	34	15.5	15.5	74.5
	Sometimes	56	25.5	25.5	100.0
	Total	220	100.0	100.0	

Discussion

- There were 42% female students and 57% male students in the survey.
- Graduates made up 43% of the participants, and postgraduates made up 57%.
- Students between the ages of 18 and 24 made up 95% of the respondents to the study.
- Cronbach's alpha was used to evaluate the survey questions' reliability, and the outcome was a score of 0.850.
- The cafeteria was frequented frequently by 84% of the students.
- Customers typically viewed the cafeteria staff's behavior favorably.
- The majority of students (75%) expressed displeasure with the cafeteria's food's flavor and quality.
- A sizable percentage of students (75%) noted the abundance of vegan diet options.
- According to 61% of the students, the cafeteria menu should include healthier options.
- 69% of the students expressed displeasure with the atmosphere in the cafeteria.
- The cafeteria had enough seats, according to 80% of the pupils.
- Only 57% of the students said they were satisfied with the college cafeteria.
- About 72% of the students responded that they would probably refer others to the cafeteria.
- Sixty-six percent of the students said they preferred to dine outside the school at lunch.
- After leaving campus for lunch, 40% of the students acknowledged to skipping courses or lectures.

Recommendations

Operation: The cafeteria follows a set timetable with distinct rushes during meals and slower intervals. A committed team works behind the scenes to prepare, serve, cash out, and clean the meals. For timely service to be provided during busy times, effective organization is essential.

Social Hub: The cafeteria serves as a gathering place for students from diverse academic fields to dine, study, and socialize. By offering a common area for students to interact outside of the classroom, it promotes a sense of community.

Food Variety: To accommodate various dietary needs and cultural backgrounds, the cafeteria serves a wide variety of foods. There is something for everyone, from classic comfort foods to healthy alternatives. Exciting and diverse theme days and events with special cuisines are added.

Quality Control: To maintain the food's flavor, freshness, and cleanliness, quality inspections are carried out on a regular basis. Customer input is strongly solicited, which aids the cafeteria team in making the required adjustments.

Sustainability Initiatives: I saw efforts to reduce food waste through portion management and donation schemes. Additionally, the cafeteria places a strong emphasis on using sustainable resources in all aspects of its operations.

Collaboration: To offer healthy food selections, the cafeteria works with nutritionists and dietitians. Periodically, presentations and workshops on nutrition and good eating are held.

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