

# Students' Preference for Restaurants within the University Campus

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## **Abstract:**

The students spend considerable time in universities to pursue their academic goals. The availability and quality of campus dining options play a critical role in their everyday life. There is a greater need for easily accessible, reasonably priced, and filling meal options as the number of students rises and their academic calendars get busier. This study examines how students choose to eat on university campuses, with a particular emphasis on how factors like food quality, cost, service, cleanliness, atmosphere, ease of use, and recommendations from peers affect their decisions. This study used a descriptive research methodology backed by a structured questionnaire to identify the elements most significant in influencing students' choice of dining places inside their campuses and rate their satisfaction levels. It also emphasises how eating habits are influenced by peer pressure, personal lifestyle decisions, and health consciousness.

**Keywords:** Students, University, Campus Restaurants

## **Introduction:**

Restaurant is a place where people use to go for eating and satisfying their appetite. A restaurant is more than simply a place to eat; it's an experience where cuisine, atmosphere, service, and culture come together to create a gathering spot where patrons can mingle and savor delectable meals.

A restaurant is a type of business where food and drinks are prepared and served to people, frequently in return for payment. In today's generation restaurants are one of best businesses to have because people need to have food. Restaurants play a vital role in modern society, providing spaces where individuals and groups can dine outside their homes for nourishment, leisure, and social engagement. Traditionally, restaurants are commercial establishments that prepare and serve food and beverages to customers in exchange for money, either paid before the meal, after eating, or with an open account (Walker, 2017). The global restaurant industry has diversified significantly, offering a wide range of culinary experiences—from fast food outlets and casual dining spaces to fine-dining establishments and themed restaurants.

In recent years, the dining industry has undergone significant changes due to technological advancements, globalization, and shifting consumer preferences. The rise of online food delivery platforms, mobile ordering apps, and digital payment systems has transformed how consumers access restaurant services (Pantelidis, 2016). Moreover, consumers today are increasingly health-conscious and ethically aware, demanding organic, plant-based, and sustainable food options in restaurants (Jones et al., 2019).

The economy is significantly impacted by the restaurant business as well. From chefs and waiters to cleaners and managers, it creates millions of jobs globally and brings in billions of dollars in income. A restaurant may be a small, family-run enterprise or a large franchise with sites throughout several nations.

Additionally, restaurants function as cultural nerve-center by providing an opportunity for people from various backgrounds to interact. A region's history, geography, and cultural influences are reflected in many of its dishes, so every meal offers a chance to learn about the world through cuisine.

### **Campus Restaurant**

When it comes to the campus setting, dining establishments are crucial in determining how students perceive their time there. Generally speaking, a campus restaurant is any eatery that is on or very near university property and is regularly visited by staff, faculty, and students. These eateries are in a unique situation since they have to satisfy the varied needs of a transient and culturally diverse student body while striking a balance between quality and price.

Many universities are making investments in the creation and administration of food services that satisfy the requirements and expectations of their students as a result of the increased focus on campus wellbeing and student happiness.

Campus restaurants, often located within educational institutions like universities and colleges, serve the specific dining needs of students, faculty, and staff. These establishments can include food courts, cafeterias, franchise outlets, and independent eateries within campus premises. Campus restaurants not only provide meals but also contribute to student life by offering social spaces where students can gather, interact, and relax outside classroom settings (Kim et al., 2021).

Affordability, convenience, and variety are the primary factors influencing students' choices of campus dining facilities. According to studies, campus restaurants that offer diverse menus, healthy food options, and culturally inclusive cuisines tend to attract a larger student population and enhance overall campus satisfaction (Peterson&Dwyer, 2019). Additionally, the growing emphasis on sustainability has led many campus restaurants to adopt environmentally friendly practices such as waste reduction, use of biodegradable packaging, and sourcing from local farms (Li et al., 2020).

Overall, campus restaurants play an essential role in supporting the academic environment by promoting student well-being, fostering a sense of community, and contributing to the vibrancy of campus life.

### **STATEMENT OF THE PROBLEM:**

University students often rely heavily on campus-based food outlets due to the convenience they offer amid their busy academic schedules. With the increasing number of students spending significant hours on campus, the demand for accessible, affordable, and satisfying food options has become more important than ever. Restaurants and food courts within the university campus have thus evolved not only to serve nutritional needs but also to cater to the varied preferences and lifestyles of students.

This study will offer an in-depth understanding of the current food service environment by collecting data from a representative sample of students from the three selected universities in Guwahati. Additionally, it will provide information on what needs to be improved and how food services can be modified to better satisfy the needs of students.

**Literature Review:**

- a) Mohammad, T. (2004). Attributes influencing preference of university students on fast food outlets. *Tourism Educators Association of Malaysia*. In this research the researcher aims to identify whether the perception and preference of university students towards fast food restaurants are perceived similarly across the multicultural students in single market locations. The project was conducted within selected group of students of The University of Queensland (UQ), St Lucia Campus and the subject of the research will be fast food restaurants within the Brisbane Centre Business District. The questionnaire is distributed among the students of the university of Queensland and after analyzing the data it finds out that the objective of the research is align with the result like the respondent's perceptions regarding on service quality at a recent visit to fast food restaurants.
- b) Baek, S. H., Ham, S., and Yang, I. S. (2006). A cross-cultural comparison of fast-food restaurant selection criteria between Korean and Filipino college students. The study between Korea and Philippines investigate college student's perception on the fast-food restaurant selection criteria with respect to the attributes they feel are important. The data for the study was analysed using a conjoint analysis, which has been shown to be a statistical marketing research tool with strong predictive power of consumer choices among multi-attribute product alternatives. The analysis showed that Menu Price was the most important attribute for both Koreans and Filipinos. In Korea, brand, food-related factors, and service- and hygiene-related elements came next in importance, whilst in the Philippines, these were followed by brand, food-related factors, and service- and hygiene-related aspects.
- c) Ghani Abu Nasiruddin (2014) "Factor Affecting Choice of Cafeteria Among University Utara Malaysia Students", the purpose of this research is to examine the factor of the food quality, service quality, menu, price as well as cleanliness that influenced customer satisfaction. The objective of this research to identify if there are relation between student's choice and their satisfaction and also identify the main factor that affect student choice on cafeteria. The data are collected by giving questionnaire to students to know their opinion. In this study the primary barriers for student in selecting cafeteria are time and location. They don't have much options because they don't travel that much like others as their mode of transportation are bus service. This study reveal that the customer satisfaction is a critical factor of foodservice operations. Therefore, all the operator efforts should be based on appropriate knowledge of the customer needs and requirements to gain their trust and acquire high level of satisfaction.
- d) Srivastava, K. (2015). A study of attributes affecting selection of restaurants by selected customers. In this study the researcher tried to identify the attributes that affect selecting a restaurant. The main objective of the author study is to identify the reason for going to restaurants and to find out the key attributes in selecting a restaurant. In this the author collect data by doing personal interview and also make semi-structured questionnaire for collecting data. By the data the author came to see that every person had their own opinion and attributes for selecting a restaurant differ from customer to customer.
- e) Kaufman Marcy (2016) "Perception of Vegetarian Dinning by College Students in a University". In this study it shows how vegan diets is increasingly becoming a popular diet among the United States population. The purpose of this study is to know about the drawbacks and advantage of consuming vegetarian meals on the University campus. The data are being collected through online survey by

distributing among the students in the campus, where major participants are being recruited through emails. This study staff, students to raise their voice on vegan dining on the University of Memphis through a mixed mode survey with an open comment section and focus group. Even though the study result in hypothesis of a negative perspective of vegetarian dining by students and staff, the participants were able to find and purchase healthy vegan foods through creative means.

- f) Hendrianto, Andoko. (2017) “Analysis of Student Preference In Choosing Restaurant Around campus Area”, In this paper he wanted to identify the factors influencing students’ choice of factor that determine student alternative in choosing restaurant around campus area. He collected data by using questionnaire as a primary source from students around campus area. His study revealed that students’ choice is in his research, students highly influenced by choosing restaurant because of influenced by price, quality and speed of service.
- g) Chang, D. M. L., and Suki, N. M. (2018). Students’ satisfaction of food services at the university cafeteria: a comparative study via PLS approach. In this study the author described the importance about the food quality, staff and price fairness. They conducted a self-administered survey in the form of questionnaire completed by undergraduates where were 250 sets of question were distributed to respondents. Data were analyses using the Partial Least Square method to investigate the effect of price, food quality and staff performance. In this study the authors found that the key factors given importance by the respondents in their decision are food quality, staff and price fairness.
- h) Roy, R., Soo, D., Conroy, D., Wall, C. R., and Swinburn, B. (2019). Exploring university food environment and on-campus food purchasing behaviors, preferences, and opinions. This study main objectives are Cross-sectional observation of a university food environment and a survey of food purchasing preferences, behaviors, and opinions of students and staff to formulate strategies for interventions. A modified food environment quality index was used to asses the food outlet and where six campuses of large urban university was taken for the research. The participants are the Food outlets (convenience stores, restaurant and cafe, takeout, vending machines) and University students and staffs. After the result it came to known that policies that enhance food availability, accessibility, costs, and promotions are justified and would be welcomed by university employees and students alike.
- i) Gundemeda, N. (2020). Food choices and Social distinctions among University Students in Hyderabad. The research is based on empirical study, designed to capture the views of students in a leading Indian university on diverse types of dietary choices, this research specifically examines the extent of acceptability of beef and pork in hostel menus. The study found that while only widely accepted vegetarian and non-vegetarian food items like paneer, chicken and mutton featured in mess menu, the scale of social tolerance for beef and pork consumption among students is actually much larger and much widely spread that hegemonic mainstream claims have been ready to admit. Based on such findings, the study raise wider implications regarding the politics if food choice in India today.
- j) Asghar, M. (2023). Cafe politics: how food service operators influence university students’ satisfaction and dining frequency. The study delves into the intricate relationship between cafe operations and politics and how it influenced the overall dining experience of university students. This research aims to explore the influence of cafe operations on the satisfaction and behaviour of university students and its effects on their dining frequency. The data were gathered through a survey of 201 students, employing a convenient sampling technique. The result suggests that the quality of

food, ambience, value for money, food and beverage options and service quality significantly impact student's overall satisfaction with the campus meal service operation and their dining frequency.

**Research Gap:**

Even though price, taste, convenience, and cultural diversity are some of the general factors that influence restaurant choice, there is still a significant knowledge gap regarding the preferences and decision-making processes of college students in the campus setting. Most of the current research frequently ignores how the campus environment, academic timetables, and student lifestyles influence food choices in favour of concentrating on off-campus dining or general consumer behaviour.

The research gap is caused by the dearth of current, targeted investigations that:

- Analyse the unique inclinations and driving focus behind university student selection of certain campus eateries.
- Discuss how this preference is influenced by campus culture, academic demands and shifting student demographics.
- Examine how well the present campus dining options satisfy the various demand and preference of today's students.

This study aims to find out the factors and satisfactory level of the students by conducting a structured survey among the students from The Assam Royal Global University, Gauhati University and Assam Down University. This study also examines the factors that affect students' decisions when choosing eateries on campus and assessing the degree of happiness among students who purchase food on campus.

The present work is expected to provide important information to the stake holders to improve campus dining experiences and increase student happiness and wellbeing.

**OBJECTIVES:**

- To identify the factors influencing students' choice in selection of restaurant in campus area.
- To analyze the satisfaction level of students buying food items within the campus.

**RESEARCH METHDOLOGY:**

A research methodology is a certain procedure which help the researcher to conduct its research. It can be described as a systematic plan which is used by the researcher to gather information related to a particular topic:

- a) Nature of Research: The research is descriptive in nature. Descriptive research is used to describe a particular phenomenon that is being studied.
- b) Sampling Technique: The sampling technique used in the research is simple random sampling.
- c) Sample Size: The sample size consists of 100 respondents that are collected from the selected universities.
- d) Source of Data: Primary source of data is used for the research, primary data was collected from the students of The Assam Royal Global University, Gauhati University, and Assam Down Town university through questionnaires and the questionnaire is distributed through google form.
- e) Area of Study: The Study was conducted in Guwahati where it targeted the students of three universities which are The Assam Royal Global University, Gauhati University and Assam Down Town University.

- f) Statistical Tool: The percentage method has been used in analyzing and interpretation of the data. The data which has been collected from 100 respondents have been analyzed by constructing tables and converting it into percentages. The data collected has been represented in the form of pie charts and bars. The ranking method has also been used in two questions.

### Limitation of the Study:

These limitations are outlined as follow:

- One of the most significant limitations is relatively small sample size of 81 respondents. A large sample would have allowed for more robust statistical analysis.
- The study is limited to three university of Guwahati- The Assam Royal Global University, Gauhati University and Assam Down Town University. There is total five university in Guwahati analyzing all five university would be difficult and more time consuming because of that the study have done between these three universities only.
- The data collection was carried out over a limited time period

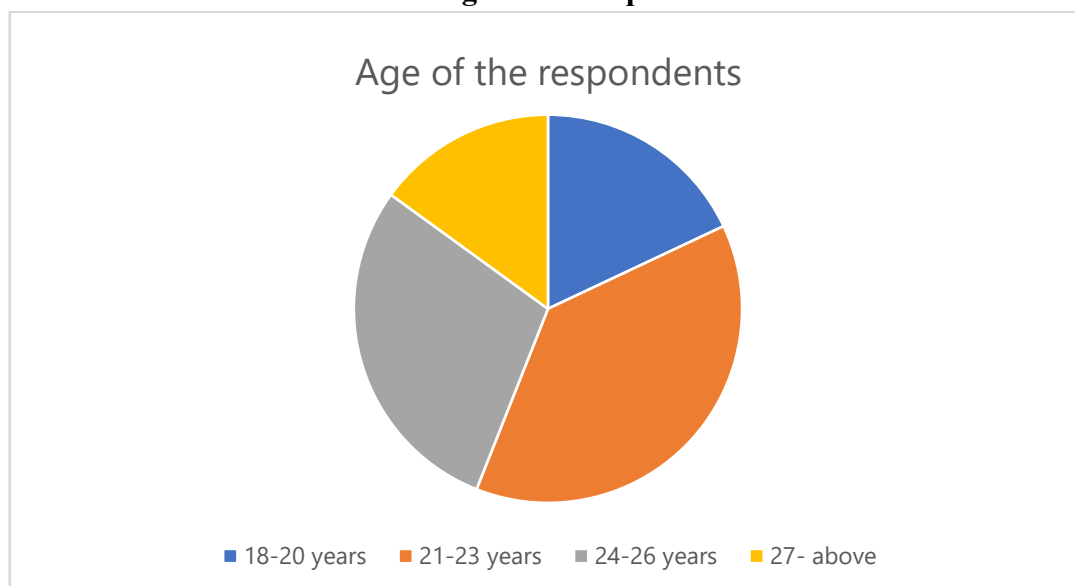
### . Analysis of data:

**Table No. 3.1. Age of the respondents**

Age of the respondents		
Age	Frequency	Percentage
18-20 years	18	18%
21-23 years	38	38%
24-26 years	29	29%
27- above	15	15%
Total	100	100%

Source: Field survey

**No 3.1 Age of the respondents**



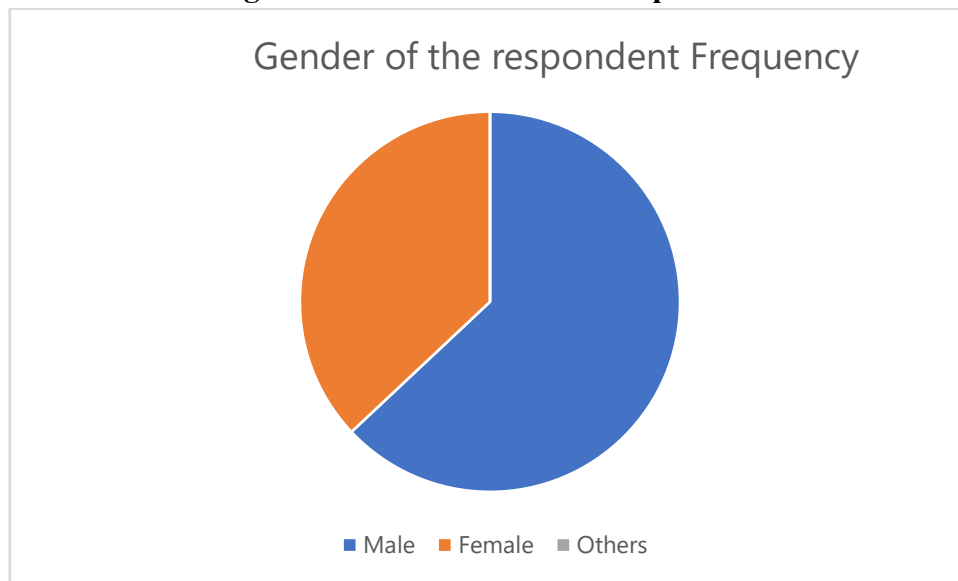


Interpretation: It is seen that 18% of the respondents are under the age of 18-20, 38% of the respondents are under the age of 21-23, 29% of the respondents are of the age 24-26 and 15% of the respondents are under the age of 27 and above.

Table No 3.2. Gender of the respondents

Source: Field Survey

**Figure No 3.2. Gender of the respondent**



Gender of the respondent		
Gender	Frequency	Percentage
Male	63	63%
Female	37	37%
Others	0	0
Total	100	100%

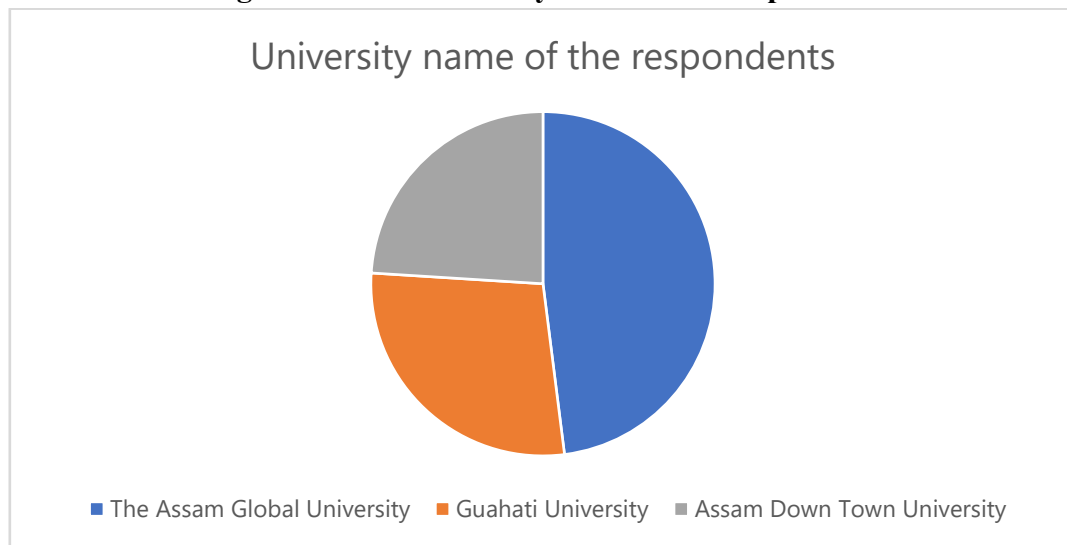
Interpretation: It is seen that 63% of the respondent are male and 37% of the respondents are female

**Table No 3.3. University Name of the respondent**

University name of the respondents		
University name	Frequency	Percentage
The Assam Global University	48	48%
Guahati University	28	28%
Assam Down Town University	24	24%
Total	100	100%

Source: Field Survey

**Figure No 3.3. University name of the respondent**



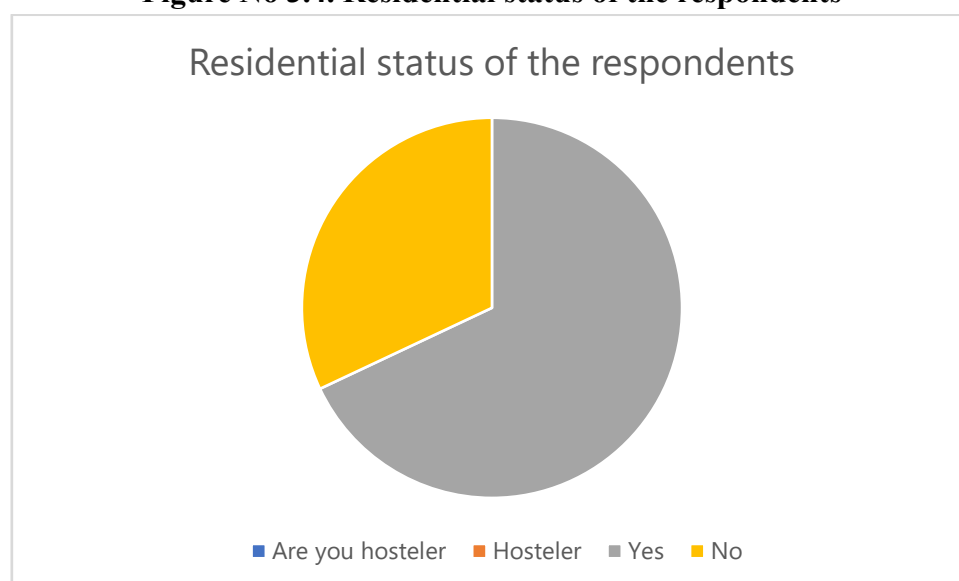
Interpretation: It is seen that 48% of the respondent are from The Assam Royal Global University, 28% of the respondents are from Guahati University and 24% of the respondents are from Assam Down Town University.

**Table No 3.4. Hosteler**

Residential status of respondents		
Hosteler	Frequency	Percentage
Yes	68	68%
No	32	32%
Total	100	100%

Source: Field Survey

**Figure No 3.4. Residential status of the respondents**



Interpretation: 68% of the respondents are not a hosteler while 32% of the respondents are hostelers.

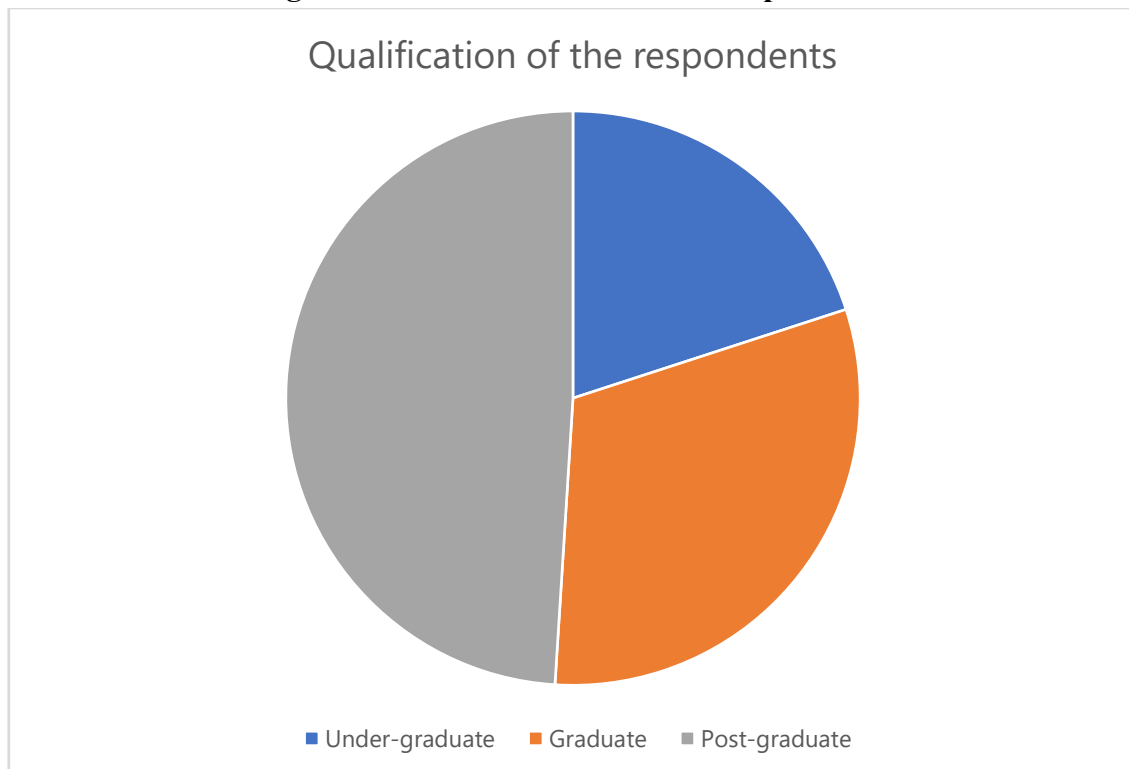


**Table No 3.5 Qualification of the respondents**

Qualification of the respondents		
Qualification	Frequency	percentage
Under-graduate	20	20%
Graduate	31	31%
Post-graduate	49	49%
Total	100	100%

Source: Field Survey

**Figure No 3.5 Qualification of the respondents**



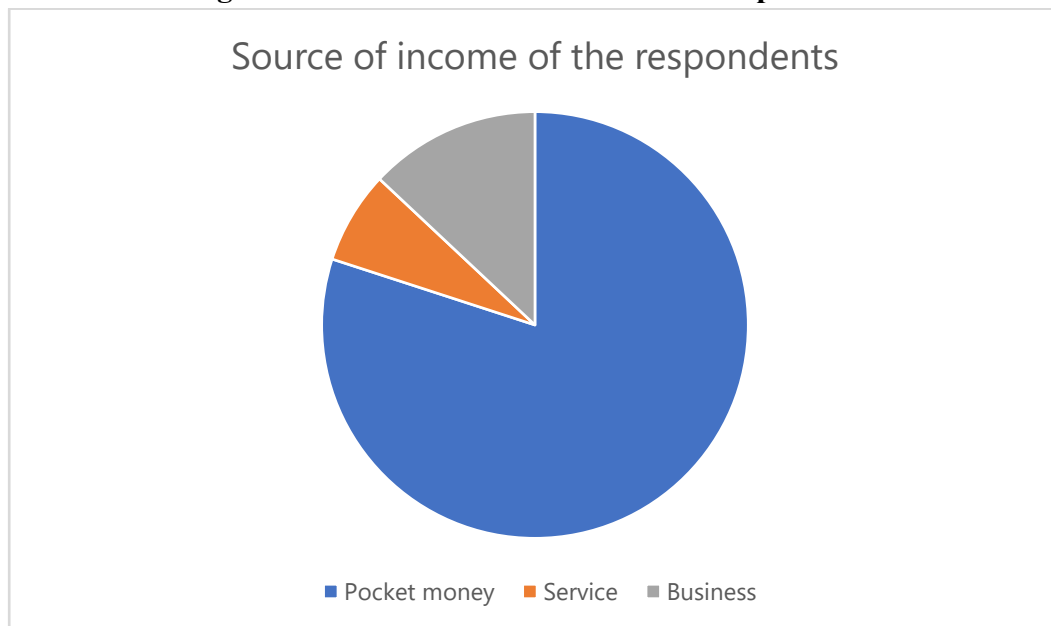
Interpretation: 49% of the respondent are under graduate, 31% of the respondent of the are graduate and 20% of the respondents are post graduate.

**Table No 3.6. Source of income of the respondents**

Source of income of the respondents		
Source of income	Frequency	percentage
pocket money	80	80%
Service	7	7%
Business	13	13%
Total	100	100%

Source: Field Survey

**Figure No 3.6. Source of income of the respondents**



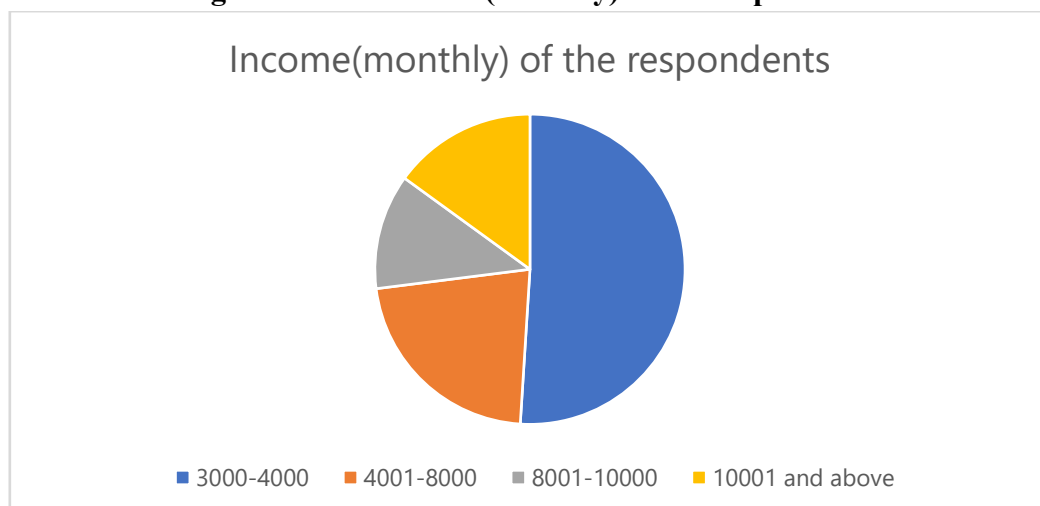
Interpretation: As it 80% of the respondent's source of income is pocket money 7% of the respondent's source of income are service and 13% of the respondent's source of income is business.

**Table No 3.7 Income(monthly) of the respondents(In Rs)**

Income(monthly) of the respondents		
Income(monthly)	Frequency	Percentage
3000-4000	51	51%
4001-8000	22	22%
8001-10000	12	12%
10001 and Above	15	15%
Total	100	100%

Source: Field Survey

**Figure No 3.7. Income(monthly) of the respondents**



Interpretation: As it seen in the figure 51% of the respondent monthly income is Rs.3000-4000, 22% of

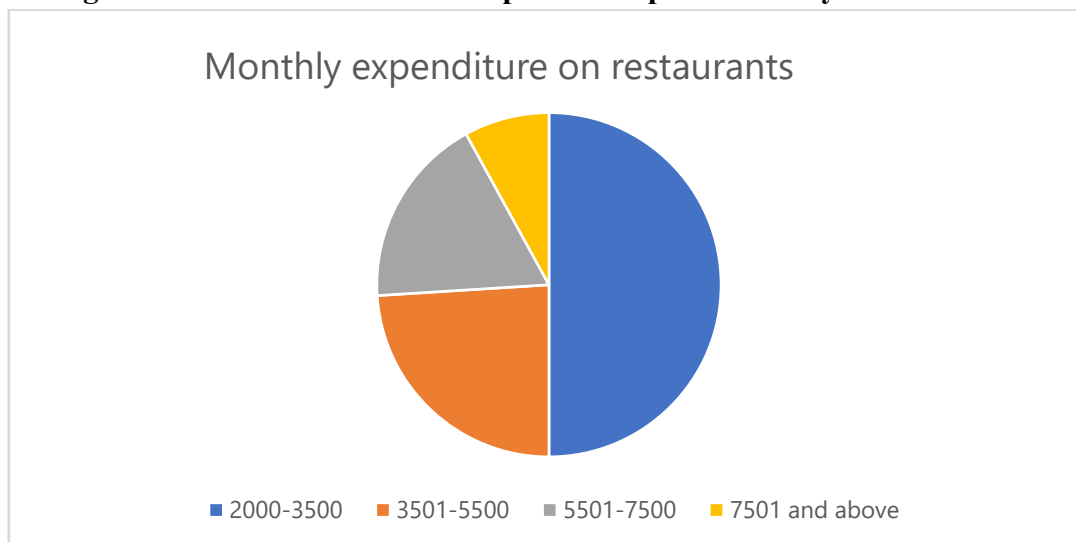
the respondent monthly income is between Rs 4001- 8000, 12% of the respondent monthly income is between Rs.8001- 10000 and 15% of the respondent monthly income is Rs.10001 and above.

**Table No 3.8. Monthly expenditure on restaurants**

Monthly expenditure on restaurants		
Monthly spend	Frequency	Percentage
2000-3500	50	50%
3501-5500	24	24%
5501-7500	18	18%
7501 and above	8	8%
Total	100	100%

Source: Field Survey

**Figure No 3.8. How much the respondents spend monthly on restaurants**



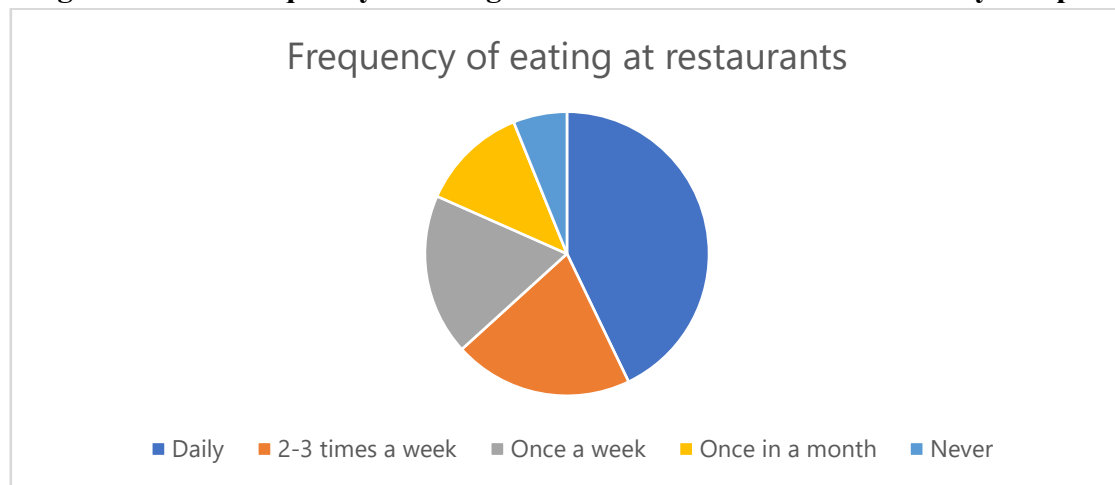
Interpretation: It seen that 50% of the respondents spend 2000-3500 rupees monthly on restaurants, 24% of the respondents spend 3501-5500 rupees monthly on restaurants, 18% of the respondents spend 5501-7500 rupees monthly on restaurants and 8% of the respondents spend 7501 and above rupees monthly on restaurants

**Table No 3.9. Frequency of eating at restaurants within the university campus.**

Frequency of eating at restaurants within the university campus		
Eating at restaurants	Frequency	Percentage
Daily	42	42%
2-3 times a week	20	20%
Once a week	18	18%
once in a month	12	12%
never	6	6
Total	100	100%

Source: Field Survey

**Figure No 3.9. Frequency of eating at restaurants within the university campus**



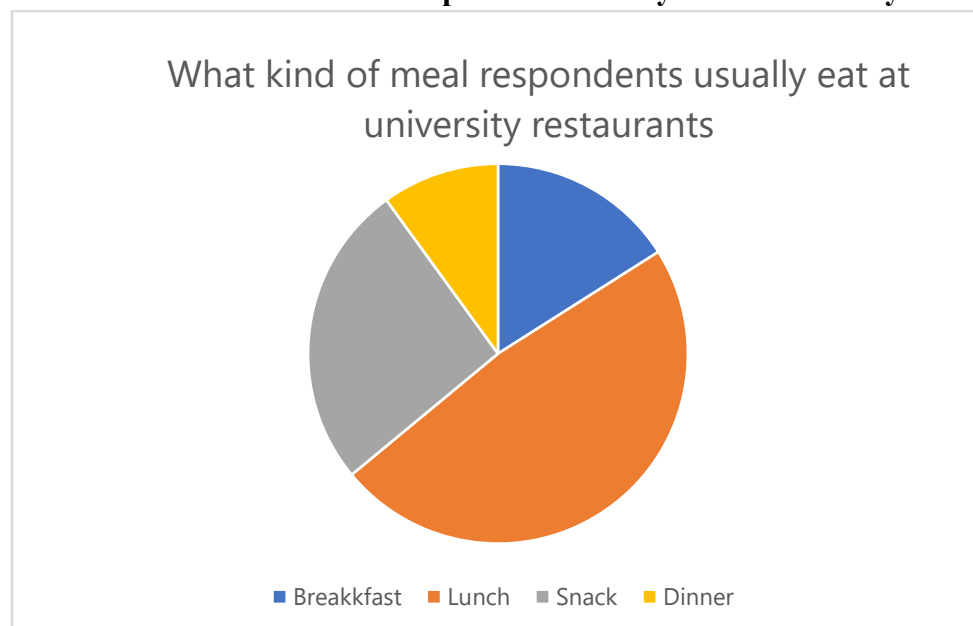
Interpretation: It seen that 42% of the respondents eat daily at restaurants within the university campus, 20% of the respondents eat 2-3 times a week at restaurants within the university campus, 18% of the respondents eat once a week at restaurants within the campus, 12% of the respondents eat once in a month at restaurants within the campus and 6% of the respondents never eat at restaurants within the campus.

**Table No 3.10 What kind of meal respondents usually eat at university restaurants**

Kind of meal eaten at university restaurants	Frequency	Percentage
Breakfast	16	16%
Lunch	48	48%
snack	26	26%
Dinner	10	10%
Total	100	100%

Source: Field Survey

**Figure No 3.10 What kind of meal respondents usually eat at university restaurants**



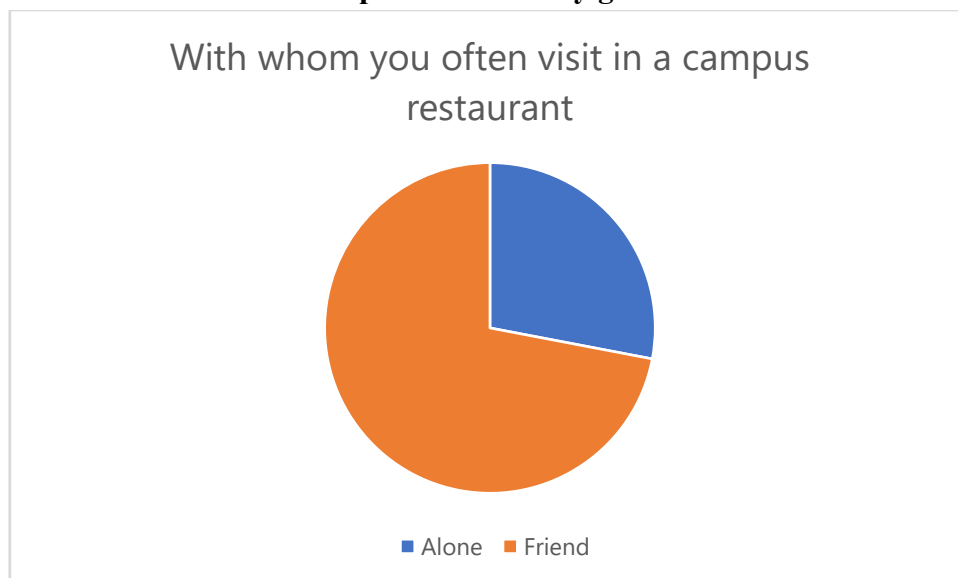
Interpretation: It seen that 16% of the respondents usually have breakfast at university restaurants, 48% of the respondents usually have lunch at university restaurants, 26% of the respondents usually eat snack at university campus and 10% of the respondents usually eat dinner at university restaurant.

**Table No 3.11. With whom the respondents usually go to restaurants within the campus**

With whom you often visit in a campus restaurant	Frequency	Percentage
Alone	28	28%
Friend	72	72%
Total	100	100%

Source: Field Survey

**Figure No 3.11. with whom the respondents usually go to restaurants within the campus**



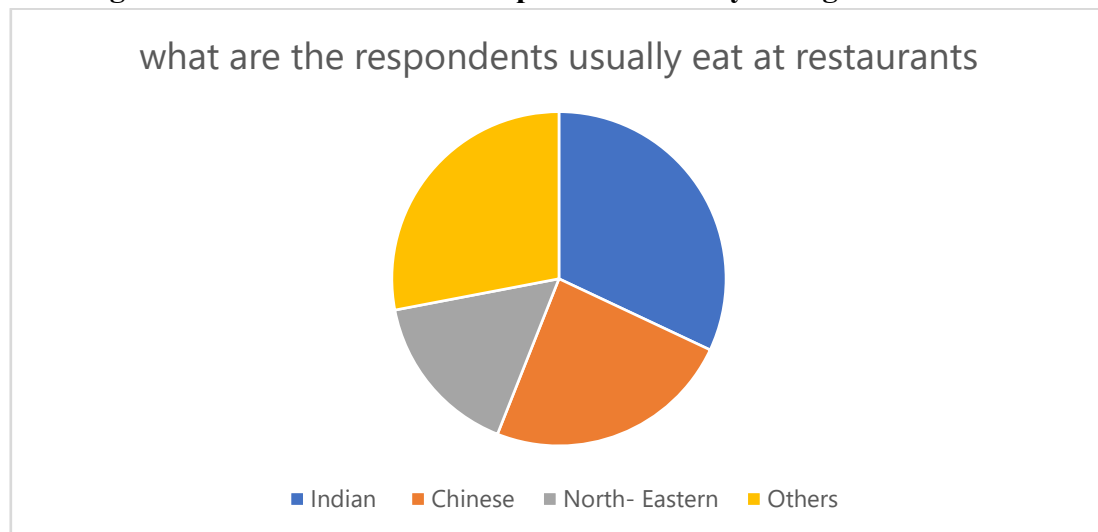
Interpretation: It seen that 28% of the respondents go alone at the restaurants and 72% of the respondents usually go with friends at restaurants within the campus

**Table No 3.12. What the respondents usually eat at restaurants**

The respondents usually eat at restaurants	Frequency	Percentage
Indian	32	32%
Chinese	24	24%
North- Eastern	16	16%
Others	28	28%
Total	100	100%

Source: Field Survey

**Figure No 3.12. what are the respondents usually eating at restaurants**



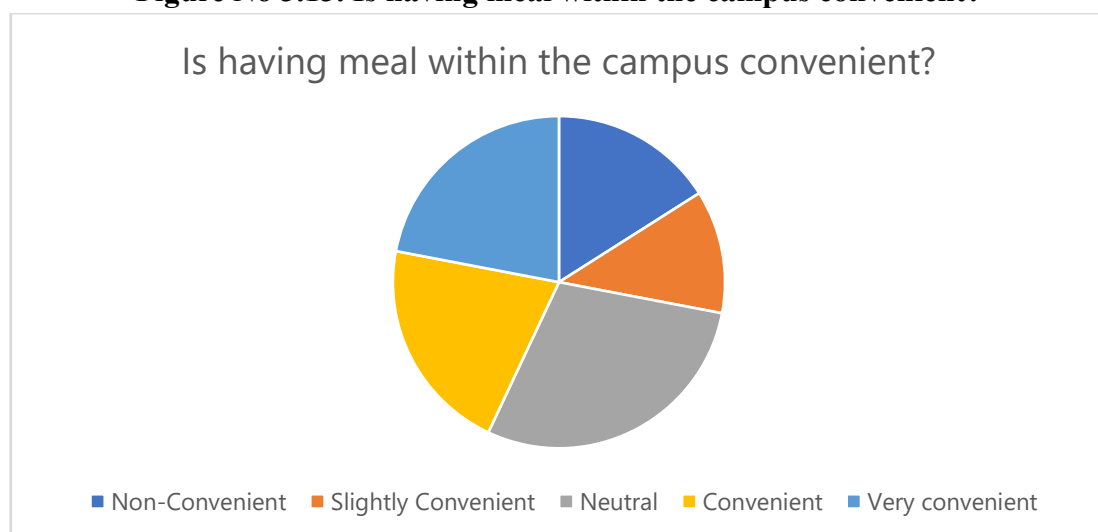
Interpretation: From the figure it seen that 32% of the respondents use to eat Indian food, 24% of the respondent usually eat Chinese, 16% of the respondents eat North- Eastern at restaurants and 28% of the respondents eat others at restaurants.

**Table No 3.13. Is having meal within the campus convenient?**

Is having meal within campus is convenient	Frequency	Percentage
Non-Convenient	16	16%
Slightly Convenient	12	12%
Neutral	29	22%
Convenient	21	21%
Very convenient	22	22%
Total	100	100%

Source: Field Survey

**Figure No 3.13. Is having meal within the campus convenient?**



Interpretation: From the figure it seen that 16% of the respondents think that having meal within campus is non convenient, 12% of the respondents thinks that it is slightly convenient to have within the campus,

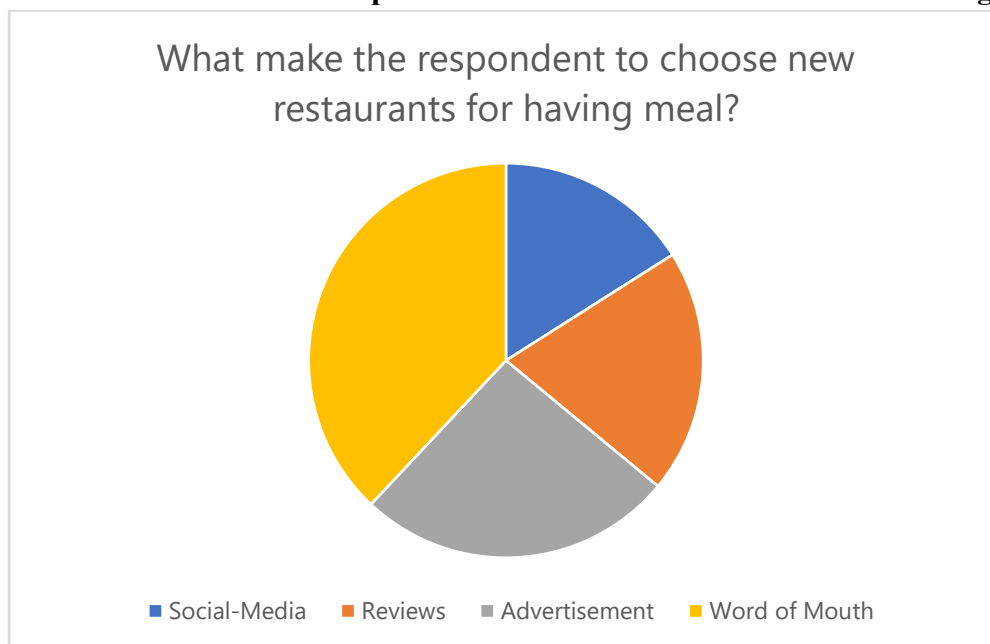
29% of the respondents think its neutral, 21% of the respondents think that it is convenient and 22% of the respondents feels that it is very convenient to have meal within the campus.

**Table No 3.14. What make the respondent to choose new restaurants for having meal?**

What make Student choose new restaurants for having meal	Frequency	Percentage
Social-Media	16	16%
Reviews	20	22%
Advertisement	26	26%
Word of Mouth	38	38%
Total	100	100%

Source: Field Survey

**Figure No 14 What make the respondent to choose new restaurants for having meal?**



Interpretation: From the figure seen that 16% of the respondent go to restaurant by social media, 22% of the respondent go to restaurants by seeing the reviews, 26% of the respondents go to restaurants through advertisement and 38% of the respondents go to restaurants through word of mouth.

**Table No 3.15. Factor influencing the selection of restaurant**

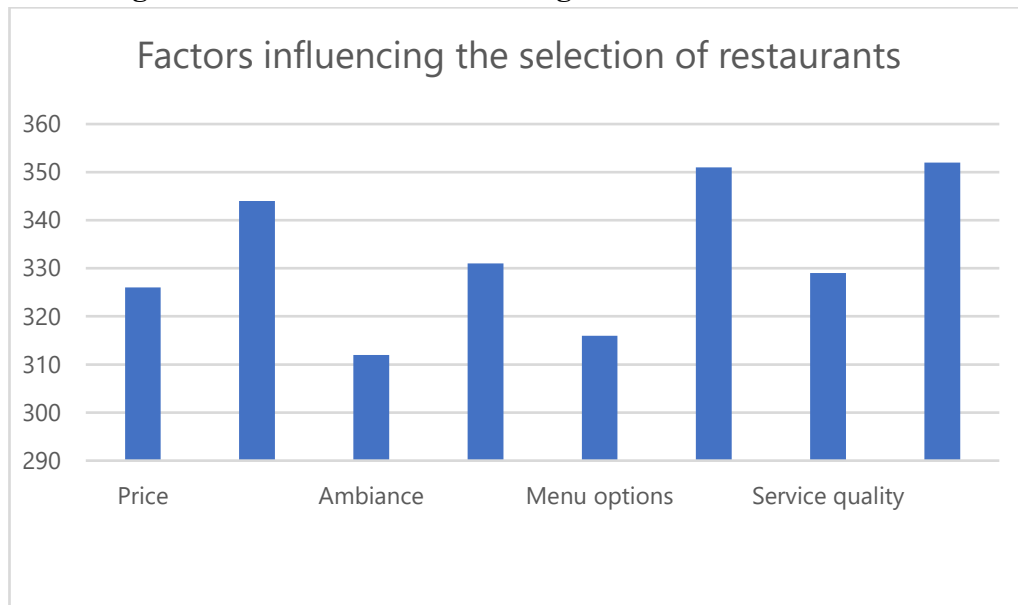
Factors	5(very important)	4(important)	3(neutral)	2(somewhat important)	1(not important)	Total Score
Price	33	25	18	3	1	326
Food quality	45	21	10	2	1	344
Ambiance	23	31	19	8	0	312
Convenience	31	31	14	5	0	331
Menu options	25	28	24	3	1	316



Hygiene	45	24	7	4	1	351
Service quality	27	39	9	5	1	329
Taste	50	15	10	6	0	352

Source: Computed by the researcher

**Figure No 3.15. Factor influencing the selection of restaurant**



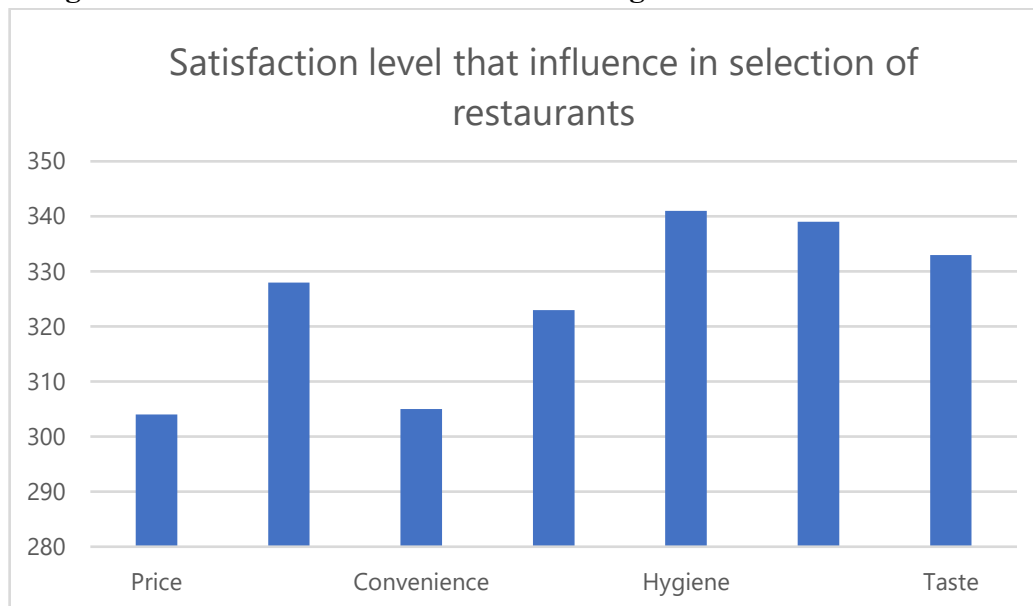
Interpretation: From the figure it seen that Taste and Hygiene are most important factors that influence the selection of restaurants within the University Campus and ambience is the least factor that influence the selection of restaurants

**Table No 3.16. Satisfaction level influencing the selection of restaurants**

Factors	5(very important)	4(important)	3(Neutral)	2(somewhat important)	1(not important)	Total Score
Price	21	30	24	1	5	304
Food Quality	31	29	15	6	0	328
Convenience	22	27	25	5	2	305
Menu options	27	29	22	3	0	323
Hygiene	36	32	9	2	2	341
Service quality	38	23	18	1	1	339
Taste	37	22	17	4	1	333

Source: Computed by the researcher

**Figure No 3.16. Satisfaction level influencing the selection of restaurants**



Interpretation: From the figure it seen that Hygiene and service quality are the most satisfying factor that Influence that selection of restaurants within the University Campus and price is the least in the satisfying level that influence in selection of restaurants.

## FINDINGS, SUGGESTIONS&CONCLUSION

### FINDINGS:

Factors influencing the selection of restaurants within the campus, here key findings:

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Factors influencing the selection of restaurants within the campus, here key findings:

- It seen that Taste of food is the most influential factor in restaurant selection among university students, receiving the highest score.
- Taste of food is closely followed by hygiene, showing students value cleanliness.
- Food quality ranks third, showing that students consider nutritional and healthy food.
- Convenience is moderately important factor influencing choice of the students in selecting the restaurants within the campus.
- Service quality are moderately important factors influencing choice of students.
- It seen that price is one of the factors that influence the selection of restaurants which have a moderate influence on student's choices, neither too high nor too low.
- It seen that menu options are among the least influential, means variety is not as important for most students.
- Ambiance ranks lowest compared to other factors, implying that the environment of the restaurants is not a major consideration when within university campus.

Satisfaction level that influences the selection of the restaurants within the campus, here key findings:

- It seen that Hygiene is the highest rated factor in terms of satisfaction, where score is 341 which is the highest. Cleanliness is extremely important to students when selecting a restaurant.

- It seen that service quality is another strong satisfying factor, showing students value how they are treated and serve.
- A tasty food significantly impacts student's satisfaction and selection of restaurants within the campus and it is the third satisfying factor. With a score of 333.
- It seen that food quality closely linked to taste, high quality food is a strong consideration for students.
- Menu options are moderately influenced like a varied menu option is appreciated, suggesting student enjoy having choices in their meal.
- Convenience had moderate influence, indicating that while accessibility matters, it is not a primary concern.
- It seen that price is lowest rated factor among the student's, suggesting that affordability is less important compared to hygiene, service or taste.

**Suggestion:**

For the further research, the result of this research the researcher has some suggestion, which might be worth considering. They include the following:

- Since hygiene is one of the top factors for influencing student for selecting restaurant so universities should monitor and maintain cleanliness through regular inspections and feedback system.
- As taste and food quality significantly influence both preference and satisfaction, restaurants should prioritize using fresh ingredients.
- Implement systems for students to give feedback through apps or suggestion box, which can guide restaurants in improving services.
- While price is not the most critical factor, it still matters. Restaurants should aim for moderate pricing that balance affordability and quality.

**Conclusion:**

The study "Student Preference for Restaurants within the University Campus" offers a thorough grasp of the major determinants of university students' restaurant preferences and satisfaction with the campus eating options. This study provides insight into the dining preferences and decision-making practices of students in an academic setting.

One of the most important factors is that the primary determinant of students' restaurant preferences is food taste. Students' great preference for tasty and filling meals is reflected in this. Hygiene and taste are closely related, indicating that students give cleanliness and sanitation a high priority when deciding where to eat. Another important factor that surfaced was food quality, specifically freshness and nutritional value, suggesting that students are becoming more conscious of the importance of eating healthily.

Hygiene was once more identified as the most important factor in terms of satisfaction. Students' satisfaction levels are strongly impacted by cleanliness, highlighting its dual function in luring and keeping clients. Customer happiness is also significantly influenced by service quality, emphasising how courteous and timely treatment improves the entire eating experience. Additionally, a tasty and well-prepared meal affects not just the first restaurant choice but also client loyalty and return business.

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