



Service Quality of Business Canteens and Satisfaction of Consumers

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ABSTRACT

This study examined the relationship between service quality and consumers' satisfaction in business canteens. Specifically, it determined the level of service quality in terms of tangibles, reliability, responsiveness, assurance, and empathy; assessed consumers' satisfaction in terms of food quality, price fairness, service efficiency, cleanliness, and overall satisfaction; identified differences in service quality and consumers' satisfaction when grouped according to selected profile variables; and determined the relationship between service quality and consumers' satisfaction. A quantitative descriptive-correlational research design was employed. Data were gathered from consumers of business canteens using a validated survey questionnaire based on the SERVQUAL framework and customer satisfaction indicators. Findings revealed that the overall level of service quality was Very High ($M = 4.30$), with assurance obtaining the highest rating. Consumers' satisfaction was likewise Very Highly Satisfied ($M = 4.23$), with price fairness emerging as the highest-rated dimension. Significant differences in perceived service quality were found when respondents were grouped according to sex, frequency of canteen use, and typical meal purchased, while no significant differences were observed in terms of age, average spending per visit, and length of patronage. Similarly, consumers' satisfaction significantly differed according to frequency of canteen use and typical meal purchased but showed no significant differences based on sex, age, average spending per visit, and length of patronage. Furthermore, a strong positive and significant relationship was found between service quality and consumers' satisfaction ($r_s = 0.722$, $p < .001$). The study concluded that high levels of service quality contribute significantly to increased consumer satisfaction. Continuous improvement of service quality dimensions is therefore essential in sustaining positive customer experiences and satisfaction in business canteens

Keywords: Business Canteen, Service Quality, Consumer Satisfaction, SERVQUAL, Canteen Services.

INTRODUCTION

Business school canteens have become an essential component of school systems worldwide, serving not only as food providers but also as key contributors to students' health, well-being, and academic performance. In recent years, the global perspective on school canteens has evolved beyond the mere provision of meals to emphasize service quality, food safety, sustainability, operational efficiency, and the integration of comprehensive school health and nutrition programs. These elements are recognized as fundamental in creating effective and resilient school feeding systems that enhance learners' educational outcomes, improve nutrition, strengthen local food systems, and support sustainable development goals (UNESCO, UNICEF, & WFP, 2023; WFP, 2024).

Internationally, Indonesia conducted a study among high school students and found that service quality significantly influences customer satisfaction in school canteens. Students rated staff responsiveness, cleanliness, reliability, and price fairness as the strongest predictors of satisfaction, concluding that improving these service quality dimensions enhances students' purchasing experiences and overall satisfaction. (Hidayat, 2025). These findings suggest that effective canteen management is closely associated with students' perceptions of service quality and their overall satisfaction.

In the Philippines, business school canteens serve as important support systems for learners, particularly those from economically disadvantaged families. The implementation of the Department of Education's nutrition and food safety policies has strengthened the role of school canteens in promoting healthy eating habits while ensuring affordable and safe food services. However, recent studies indicate that many public-school canteens continue to encounter challenges related to facility conditions, food preparation areas, sanitation, ventilation, staffing, inventory management, and compliance with operational standards. These operational concerns may directly affect the quality of services experienced by students and, consequently, influence their level of satisfaction (Dela Cruz et al., 2021).

Despite the growing body of literature on school canteens, there remains limited empirical evidence examining the direct relationship between service quality and consumer satisfaction in Philippine public-school canteens. Most existing studies focus on nutritional compliance, food safety, operational management, or feeding programs, while relatively few investigate how students evaluate service quality using the SERVQUAL dimensions and how these perceptions influence their overall satisfaction. Furthermore, localized studies remain scarce, particularly at the division level, limiting the availability of evidence-based recommendations for improving canteen services within specific educational contexts.

In Victorias City, Negros Occidental, business school canteens operate under national policies and local administrative guidelines intended to provide safe, nutritious, and affordable food to learners. Despite these policies, international studies indicate that maintaining high service quality in school canteens remains a continuing challenge. Issues related to food quality, cleanliness, staff responsiveness, waiting time, affordability, and customer service continue to influence students' satisfaction and purchasing behavior, highlighting the need for continuous assessment and quality improvement. Hence, this study seeks to determine the level of service quality of public-school canteens in terms of tangibles, reliability, responsiveness, assurance, and empathy, and to assess the level of consumer satisfaction in terms of food quality, price fairness, service efficiency, cleanliness, and overall satisfaction. Furthermore, the study aims to determine whether a significant relationship exists between service quality and consumer satisfaction. The findings of this study are expected to provide valuable insights for school administrators, canteen managers, policymakers, and the Department of Education in developing strategies that enhance service quality, improve student satisfaction, and strengthen the overall effectiveness of public secondary school canteen operations in Schools Division of Victorias City.

METHODOLOGY

This study employed a quantitative descriptive-correlational research design to determine the level of service quality and consumer satisfaction in public-school canteens and to examine differences according to respondents' profiles and the relationship between the two variables. The study involved 140 students, teachers, and non-teaching personnel who were actual canteen consumers from seven public secondary schools. Purposive sampling was used to identify qualified participants, followed by convenience sampling based on respondents' availability and willingness to participate.

A structured questionnaire was used to gather data. It consisted of three parts: the respondents' demographic profile, service quality based on the five SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy, and consumer satisfaction in terms of food quality, price fairness, service efficiency, cleanliness, and overall satisfaction. Responses were measured using a five-point Likert scale.

The instrument underwent content validation by five qualified experts, and Lawshe's Content Validity Ratio (CVR) was used to assess the essentiality and relevance of the items. A pilot test involving 30 respondents who were not part of the actual study was conducted to establish reliability. Cronbach's alpha coefficients were 0.949 for service quality and 0.976 for consumer satisfaction, indicating high internal consistency.

For data gathering, permission was secured from the appropriate school authorities before administering the survey. Respondents were informed about the purpose of the study, voluntary participation, and confidentiality. The accomplished questionnaires were collected, checked, encoded, and prepared for statistical analysis.



For data analysis, frequency and percentage were used to describe the respondents' profiles. Mean and standard deviation were used to determine the levels of service quality and consumer satisfaction. The Mann–Whitney U test and Kruskal–Wallis H test were employed to determine significant differences in service quality and consumer satisfaction across demographic groups. Finally, Spearman Rank-Order Correlation was used to determine the significant relationship between service quality and consumer satisfaction. A 0.05 level of significance was used in testing the hypotheses.

RESULTS AND DISCUSSIONS

Profile of the Consumers

Table 1. Frequency and Percentage Distribution of the Respondents According to Profile.

Profile	Category	f	%
Sex			
	Male	51	36.43
	Female	89	63.57
	Total	140	100.00
Age			
	20 years old and below	65	46.43
	21-30	38	27.14
	31-40	26	18.57
	41-50	6	4.29
	Above 50 years old	5	3.57
	Total	140	100.00
Frequency of Canteen Use			
	Daily	46	32.86
	3-5 times per week	35	25.00
	1-2 times per week	30	21.43
	Rarely	29	20.71
	Total	140	100.00
Average Spending Per Visit			
	Less than ₱50	68	48.57
Table 1 continuation...	₱51–₱100	54	38.57
	₱101–₱150	11	7.86
	₱151–₱200	5	3.57
	More than ₱200	2	1.43
	Total	140	100.00
Typical Meal Purchased			
	Breakfast	19	13.57
	Morning Snack	91	65.00
	Lunch	21	15.00

	Afternoon Snack	8	5.71
	Dinner	1	.71
	Total	140	100.00
Length of Patronage			
(How long have you been	Less than 6 months	19	13.57
Purchasing from the	6 months–1 year	35	25.00
canteen?)	2–3 years	36	25.71
	More than 3 years	50	35.71
	Total	140	100.00

Table 1 presented the frequency and percentage distribution of the respondents according to sex, age, frequency of canteen use, average spending per visit, typical meal purchased, and length of patronage. The demographic profile was included to provide a comprehensive description of the respondents and to establish the basis for determining whether variations in service quality and consumers' satisfaction exist across different demographic groups, as specified in the first statement of the problem.

With respect to sex, the majority of the respondents were female ($f = 89$, 63.57%), while male respondents comprised ($f = 51$, 36.43%). This distribution indicates that females represented a larger proportion of the canteen clientele during the conduct of the study. Differences in customer characteristics, including sex, may be relevant when examining perceptions of service quality and satisfaction because customers with different demographic characteristics may evaluate their service experiences differently (Brucal et al., 2022).

In terms of age, respondents were predominantly 20 years old and below ($f = 65$, 46.43%), followed by those aged 21–30 years ($f = 38$, 27.14%), 31–40 years ($f = 26$, 18.57%), 41–50 years ($f = 6$, 4.29%), and above 50 years old ($f = 5$, 3.57%). The predominance of younger respondents may be associated with the nature of the canteen clientele, particularly where the establishment serves a student- or school-based population. Age is also considered a relevant customer characteristic in studies examining satisfaction because customers' expectations and evaluations of service experiences may vary across demographic groups (Adriatico et al., 2022).

Regarding the frequency of canteen use, daily consumers constituted the largest group ($f = 46$, 32.86%), followed by those visiting three to five times per week ($f = 35$, 25.00%), one to two times per week ($f = 30$, 21.43%), and those who rarely used the canteen ($f = 29$, 20.71%). The relatively high proportion of frequent users suggests that many respondents had repeated opportunities to experience the canteen's products and services. Frequent customer interactions may provide a stronger basis for evaluating service performance and satisfaction because repeated experiences allow consumers to form more established perceptions of service quality (Ong et al., 2023).

For average spending per visit, nearly half of the respondents spent less than ₱50 ($f = 68$, 48.57%), while ($f = 54$, 38.57%) spent ₱51–₱100. Only a small proportion spent ₱101–₱150 ($f = 11$, 7.86%), ₱151–₱200 ($f = 5$, 3.57%), and more than ₱200 ($f = 2$, 1.43%). This indicates that the respondents were generally low-spending consumers. Price is an important consideration in customer evaluations because perceived value and the relationship between the price paid and the quality of service received can influence customer satisfaction (Brucal et al., 2022).

With respect to the typical meal purchased, morning snacks were the most frequently purchased items ($f = 91$, 65.00%), followed by lunch ($f = 21$, 15.00%), breakfast ($f = 19$, 13.57%), afternoon snacks ($f = 8$, 5.71%), and dinner ($f = 1$, 0.71%). The predominance of morning snack purchases indicates that the canteen primarily served consumers during the morning period. The type and context of consumption may influence customers' expectations and perceptions of food and service quality, particularly in food-service settings (Adriatico et al., 2022).

Finally, in terms of length of patronage, the largest proportion of respondents had been purchasing from the canteen for more than three years ($f = 50$, 35.71%), followed by two to three years ($f = 36$, 25.71%), six months to one year ($f = 35$, 25.00%), and less than six months ($f = 19$, 13.57%). This indicates that a considerable

proportion of respondents were long-term patrons of the canteen. Such sustained patronage suggests that many respondents had accumulated sufficient experience with the canteen's products and services to provide informed assessments of service quality and satisfaction. Customer satisfaction is closely associated with customers' perceptions of service performance and the extent to which their expectations are met (Ong et al., 2023).

Overall, the demographic profile demonstrates that the respondents were predominantly female, relatively young, frequent canteen users, low-spending consumers, morning snack purchasers, and long-term patrons of the business canteens. These characteristics suggest that the respondents possessed sufficient experience with the canteen services to provide informed evaluations of service quality and consumer satisfaction. Moreover, the diversity in demographic characteristics provides an appropriate basis for the subsequent analyses examining differences in perceived service quality and consumers' satisfaction across respondent groups, consistent with the objectives of the present study. The relevance of examining these characteristics is further supported by previous research showing that customer characteristics, service quality, price, perceived performance, and customer expectations are important considerations in understanding customer satisfaction (Brucal et al., 2022; Ong et al., 2023).

Level of Service Quality

Table 2. Level of Service Quality as a Whole and in Terms of Tangibles, Reliability, Responsiveness, Assurance and Empathy.

Statements	Mean	Standard deviation	Interpretation
Tangibles	4.32	.69	Very High
The canteen facilities are clean and organized.	3.85	1.09	High
The canteen has adequate seating and dining areas.	4.34	.74	Very High
Food displays are attractive and well-arranged.	4.21	.80	Very High
Canteen personnel maintain proper grooming and appearance.	4.11	.83	High
Equipment and utensils are in good condition.	4.28	.60	Very High
Reliability	4.24	.85	Very High
Food items are consistently available during operating hours.	4.27	.79	Very high
Orders are served accurately.	4.36	.68	Very High
The quality of food remains consistent.	4.26	.77	Very High
The canteen follows its posted operating schedule. \	4.25	.80	Very High
Table 2 continuation...			
Services are delivered as promised.	4.32	.63	Very High



Responsiveness	4.27	.78	Very high
Canteen personnel provide prompt service.	4.36	.80	Very High
Customer concerns are addressed immediately.	4.32	.72	Very High
Waiting time is reasonable.	4.34	.80	Very High
Personnel willingly assist customers.	4.31	.78	Very High
Service remains efficient during peak hours.	4.38	.56	Very high
Assurance	4.44	.66	Very High
Canteen personnel observe proper food safety practices.	4.34	.78	Very High
Customers feel confident about food quality and safety.	4.33	.73	Very High
Personnel demonstrate competence in serving customers.	4.47	.70	Very High
Personnel are courteous and respectful.	4.34	.69	Very high
Customers trust the canteen's products and services.	4.34	.69	Very High
Empathy	4.37	.57	Very High
Personnel understand customers' needs.	4.45	.66	Very High
Customers are treated fairly and respectfully.	4.38	.74	Very high
Personnel listen to customer suggestions.	4.41	.74	Very High
The canteen provides personalized attention when needed.	4.24	.77	Very High
Personnel demonstrate concern for customer welfare.	4.39	.72	Very high
Service Quality as a Whole	4.30	.51	Very High

Legend: (4.21-5.00)-Very High; (3.41-4.20)-High; (2.61-3.40)-Moderate; (1.81-2.60))-Low; (1.00-1.80)-Very Low

Table 2 presents the level of service quality of business canteens as perceived by the respondents across the five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

Among the five dimensions, assurance obtained the highest rating ($M = 4.44$, $SD = 0.66$), interpreted as Very High. This indicates that respondents had a high level of confidence in the competence, professionalism, courtesy, and credibility of the canteen personnel. Specifically, Personnel demonstrate competence in serving customers received the highest rating ($M = 4.47$, $SD = 0.70$), followed by Canteen personnel observe proper food safety practices ($M = 4.34$, $SD = 0.78$), Personnel are courteous and respectful ($M = 4.34$, $SD = 0.69$),

Customers trust the canteen's products and services ($M = 4.34$, $SD = 0.69$), and Customers feel confident about food quality and safety ($M = 4.33$, $SD = 0.73$).

The empathy dimension ranked second, with a Very High rating ($M = 4.37$, $SD = 0.57$). This indicates that respondents perceived the canteen personnel as attentive to customers' needs and capable of providing considerate and personalized service. Personnel understand customers' needs obtained the highest rating ($M = 4.45$, $SD = 0.66$), followed by Personnel listen to customer suggestions ($M = 4.41$, $SD = 0.74$), Personnel demonstrate concern for customer welfare ($M = 4.39$, $SD = 0.72$), Customers are treated fairly and respectfully ($M = 4.38$, $SD = 0.74$), and the canteen provides personalized attention when needed ($M = 4.24$, $SD = 0.77$).

The tangibles dimension received a Very High rating ($M = 4.32$, $SD = 0.69$), indicating favorable perceptions of the physical facilities, equipment, appearance, and overall physical environment of the canteens. The canteen has adequate seating and dining areas received the highest rating ($M = 4.34$, $SD = 0.74$), followed by Equipment and utensils are in good condition ($M = 4.28$, $SD = 0.60$) and Food displays are attractive and well-arranged ($M = 4.21$, $SD = 0.80$). Meanwhile, Canteen personnel maintain proper grooming and appearance obtained a High rating ($M = 4.11$, $SD = 0.83$), while The canteen facilities are clean and organized received the lowest rating in this dimension ($M = 3.85$, $SD = 1.09$), although both indicators remained positively evaluated.

Similarly, responsiveness obtained a Very High rating ($M = 4.27$, $SD = 0.78$), reflecting respondents' favorable perceptions of the promptness, efficiency, and willingness of personnel to assist customers. Service remains efficient during peak hours obtained the highest rating ($M = 4.38$, $SD = 0.56$), followed by Canteen personnel provide prompt service ($M = 4.36$, $SD = 0.80$), Waiting time is reasonable ($M = 4.34$, $SD = 0.80$), Customer concerns are addressed immediately ($M = 4.32$, $SD = 0.72$), and Personnel willingly assist customers ($M = 4.31$, $SD = 0.78$).

The reliability dimension obtained a Very High rating ($M = 4.24$, $SD = 0.85$), indicating that respondents perceived the canteens as dependable in consistently delivering their services. Orders are served accurately received the highest rating ($M = 4.36$, $SD = 0.68$), followed by Services are delivered as promised ($M = 4.32$, $SD = 0.63$), Food items are consistently available during operating hours ($M = 4.27$, $SD = 0.79$), The quality of food remains consistent ($M = 4.26$, $SD = 0.77$), and The canteen follows its posted operating schedule ($M = 4.25$, $SD = 0.80$).

Overall, the business canteens obtained a Very High level of service quality ($M = 4.30$, $SD = 0.51$). This indicates that respondents generally perceived the canteens as capable of providing competent, responsive, reliable, and customer-oriented services. The consistently high ratings across all five SERVQUAL dimensions suggest that the canteens were generally meeting respondents' expectations in terms of service delivery. However, the relatively lower rating for The canteen facilities are clean and organized ($M = 3.85$, $SD = 1.09$) indicates an area that may warrant further attention and improvement. These findings provide a basis for examining whether the observed high level of service quality is associated with consumer satisfaction and whether significant differences exist across the respondents' demographic characteristics.

The highest-rated dimension, assurance, is consistent with the study of Lin and Lai (2026), who found that assurance was the strongest predictor of overall service quality in campus dining services, highlighting the importance of employee competence, professionalism, and food safety in building customer confidence. Similarly, Amoozegar et al. (2025) reported that assurance significantly contributes to customer trust and satisfaction in restaurant settings. The very high rating of empathy supports the findings of Ahmad et al. (2024), who identified empathy as the most critical SERVQUAL dimension influencing customer satisfaction, emphasizing the value of understanding customer needs and providing personalized attention. Likewise, Abdulrab and Hezam (2024) emphasized that caring and individualized service strengthens positive customer perceptions of service quality. The favorable evaluation of tangibles aligns with the study of Arli, van Esch, and Weaven (2024), who found that physical facilities and visible service elements significantly influence customer satisfaction and loyalty. Moreover, Lin and Lai (2026) noted that dining facilities, equipment condition, and food presentation are essential determinants of customers' service quality perceptions. The very high rating of responsiveness corroborates the findings of Hao, Li, and Wu (2026), who identified

responsiveness as the strongest predictor of satisfaction in university catering services, particularly regarding prompt service and timely assistance. Similarly, Cano and Hijada (2024) found that responsiveness significantly influences customer satisfaction in school canteens. Finally, the high assessment of reliability is supported by Amoozegar et al. (2025) and Arli et al. (2024), who reported that dependable service delivery, accurate order fulfillment, and consistent product quality are key factors affecting customer satisfaction and loyalty. Overall, these studies support the present finding that business canteens providing competent personnel, reliable service, prompt assistance, quality facilities, and personalized customer care are more likely to meet customer expectations and create positive service experiences.

Level of Consumers' Satisfaction

Table 3. Level of Consumers' Satisfaction as a Whole and in Terms of Food Quality, Price Fairness, Service Efficiency, Cleanliness and Overall Satisfaction.

Statements	Mean	Standard deviation	Interpretation
Food Quality	4.21	.58	Very Highly Satisfied
I am satisfied with the taste of the food.	4.30	.64	Very Highly Satisfied
Food served is fresh and safe to consume.	4.28	.80	Very Highly Satisfied
Food portions are satisfactory.	4.27	.75	Very Highly Satisfied
The canteen offers a variety of food choices.	4.14	.75	Highly Satisfied
Overall food quality meets my expectations.	4.08	.72	Highly Satisfied
Price Fairness	4.28	.66	Very Highly Satisfied
Food prices are affordable.	4.34	.76	Very Highly Satisfied
Prices are reasonable considering the quality of food.	4.28	.77	Very Highly Satisfied
The canteen provides good value for money.	4.29	.77	Very Highly Satisfied
Price information is clear and transparent.	4.27	.77	Very Highly Satisfied
I am satisfied with the prices of food items.	4.24	.84	Very Highly Satisfied
Service Efficiency	4.26	.64	Very Highly Satisfied
Transactions are completed quickly.	4.24	.75	Very Highly Satisfied
Table 3 continuation...			
Queuing time is acceptable.	4.14	.86	Highly Satisfied

Service delivery meets my expectations.	4.20	.87	Highly Satisfied
Personnel process orders efficiently.	4.40	.65	Very Highly Satisfied
Overall service is efficient.	4.33	.73	Very Highly Satisfied
Cleanliness	4.20	.63	Highly Satisfied
Dining areas are clean.	4.14	.79	Highly Satisfied
Food preparation areas are sanitary.	4.23	.78	Very Highly Satisfied
Waste disposal is properly managed.	4.23	.81	Very Highly Satisfied
Utensils and serving materials are clean.	4.19	.78	Highly Satisfied
The canteen maintains a hygienic environment.	4.19	.86	Highly Satisfied
Overall Satisfaction	4.19	.68	Highly Satisfied
I am satisfied with the overall services of the canteen.	4.24	.79	Very Highly Satisfied
The canteen meets my needs as a customer.	4.15	.75	Highly Satisfied
I will continue purchasing food from the canteen.	4.23	.82	Very Highly Satisfied
I would recommend the canteen to others.	4.09	.90	Highly Satisfied
Overall, I am highly satisfied with the canteen.	4.22	.81	Very Highly Satisfied
Consumer's Satisfaction as a Whole	4.23	.55	Very Highly Satisfied

Legend: (4.21-5.00)-Very High; (3.41-4.20)-High; (2.61-3.40)-Moderate; (1.81-2.60) Low; (1.00-1.80)-Very Low

Table 3 presents the level of consumers' satisfaction with business canteens in terms of food quality, price fairness, service efficiency, cleanliness, and overall satisfaction. The findings show that the respondents' satisfaction was generally favorable across all five dimensions.

Among the five dimensions, price fairness obtained the highest rating ($M = 4.28$, $SD = 0.66$), interpreted as Very Highly Satisfied. This indicates that respondents perceived the prices of food items as affordable, reasonable, and appropriate in relation to the quality received. Specifically, Food prices are affordable obtained the highest rating ($M = 4.34$, $SD = 0.76$), followed by the canteen provides good value for money ($M = 4.29$, $SD = 0.77$), Prices are reasonable considering the quality of food ($M = 4.28$, $SD = 0.77$), Price information is clear and transparent ($M = 4.27$, $SD = 0.77$), and I am satisfied with the prices of food items ($M = 4.24$, $SD = 0.84$). The findings suggest that affordability and perceived value were important strengths of the business canteens.

The service efficiency dimension ranked second, obtaining a Very Highly Satisfied rating ($M = 4.26$, $SD = 0.64$). This indicates that respondents were highly satisfied with the speed and efficiency of service delivery. Personnel

process orders efficiently obtained the highest rating ($M = 4.40$, $SD = 0.65$), followed by Overall service is efficient ($M = 4.33$, $SD = 0.73$) and Transactions are completed quickly ($M = 4.24$, $SD = 0.75$). Meanwhile, Service delivery meets my expectations ($M = 4.20$, $SD = 0.87$) and Queuing time is acceptable ($M = 4.14$, $SD = 0.86$) were interpreted as Highly Satisfied. These results indicate that respondents generally experienced efficient transactions and satisfactory service delivery.

Food quality obtained a Very Highly Satisfied rating ($M = 4.21$, $SD = 0.58$). This indicates that respondents were highly satisfied with the quality of food served by the canteens. I am satisfied with the taste of the food received the highest rating ($M = 4.30$, $SD = 0.64$), followed by Food served is fresh and safe to consume ($M = 4.28$, $SD = 0.80$) and Food portions are satisfactory ($M = 4.27$, $SD = 0.75$). In contrast, The canteen offers a variety of food choices ($M = 4.14$, $SD = 0.75$) and Overall food quality meets my expectations ($M = 4.08$, $SD = 0.72$) were interpreted as Highly Satisfied. Thus, taste, freshness, safety, and portion size were particularly favorable aspects of the consumers' evaluations.

The cleanliness dimension obtained a Highly Satisfied rating ($M = 4.20$, $SD = 0.63$). Food preparation areas are sanitary ($M = 4.23$, $SD = 0.78$) and Waste disposal is properly managed ($M = 4.23$, $SD = 0.81$) were interpreted as Very Highly Satisfied. Meanwhile, Utensils and serving materials are clean ($M = 4.19$, $SD = 0.78$), The canteen maintains a hygienic environment ($M = 4.19$, $SD = 0.86$), and Dining areas are clean ($M = 4.14$, $SD = 0.79$) were interpreted as Highly Satisfied. These findings indicate that sanitation and waste management were viewed favorably, although the cleanliness of dining areas and utensils may still be improved.

Similarly, the overall satisfaction dimension obtained a Highly Satisfied rating ($M = 4.19$, $SD = 0.68$). I am satisfied with the overall services of the canteen obtained the highest rating ($M = 4.24$, $SD = 0.79$), followed by I will continue purchasing food from the canteen ($M = 4.23$, $SD = 0.82$) and overall, I am highly satisfied with the canteen ($M = 4.22$, $SD = 0.81$). Meanwhile, the canteen meets my needs as a customer ($M = 4.15$, $SD = 0.75$) and I would recommend the canteen to others ($M = 4.09$, $SD = 0.90$) were interpreted as Highly Satisfied. These results indicate that respondents generally expressed positive evaluations of their overall canteen experience and demonstrated continued intention to purchase from the canteen.

As a whole, consumers' satisfaction obtained a Very Highly Satisfied rating ($M = 4.23$, $SD = 0.55$). This indicates that respondents generally had highly favorable evaluations of the business canteens in terms of food quality, price fairness, service efficiency, cleanliness, and overall satisfaction. The relatively small standard deviation indicates that the responses were fairly consistent among the respondents. The highest-rated dimension was price fairness ($M = 4.28$, $SD = 0.66$), followed by service efficiency ($M = 4.26$, $SD = 0.64$) and food quality ($M = 4.21$, $SD = 0.58$), while cleanliness ($M = 4.20$, $SD = 0.63$) and overall satisfaction ($M = 4.19$, $SD = 0.68$) received slightly lower ratings but remained favorable. These findings suggest that affordability, efficient service, food quality, and satisfactory sanitary conditions contributed to the positive consumer experience. The results also provide a basis for examining whether consumers' satisfaction is significantly associated with perceived service quality and whether satisfaction varies according to respondent profile.

Consistent with the findings of Cano and Hijada (2024), who reported that customers are more satisfied when food services provide affordable products and good value for money. Likewise, the very high rating for service efficiency ($M = 4.26$) supports the study of Hao et al. (2026), which identified prompt and efficient service as a major contributor to customer satisfaction in catering services. The high satisfaction with food quality ($M = 4.21$) aligns with the findings of Amoozegar et al. (2025), who emphasized that food quality significantly influences customers' overall dining experiences and satisfaction.

Meanwhile, the favorable ratings for cleanliness and overall satisfaction support the observations of Abdulrab and Hezam (2024) that maintaining hygienic facilities and delivering quality services are essential in achieving high customer satisfaction and loyalty in food service establishments. Overall, these studies affirm the present finding that business canteens that offer affordable prices, efficient service, quality food, and clean dining environments are more likely to meet customer expectations and generate high levels of consumer satisfaction.

Difference in the Service Quality

When Grouped According to Sex

Table 4a. Difference in the Service Quality When Group According to Sex.

Sex	n	Test Statistics (U)	P-value	Decision for Ho	Interpretation
Male	51	1784.500	0.035	Reject Ho	Significant
Female	89				
Total	140				

Table 4a presents the difference in perceived service quality of business canteens when respondents were grouped according to sex. The Mann–Whitney U test showed a statistically significant difference between the male and female respondents ($U = 1,784.50$, $p = .035$). Since the p-value of .035 was less than the .05 level of significance, the null hypothesis was rejected. This indicates that male and female respondents differed significantly in their perceptions of the service quality provided by the business canteens.

The finding suggests that respondents' perceptions of service quality varied according to sex. Although male and female respondents experienced the same canteen services, they may have differed in their expectations, preferences, and criteria for evaluating service encounters. Such differences may be reflected in how they assessed the physical facilities, reliability, responsiveness, assurance, and empathy demonstrated by the canteen personnel.

Cano and Hijada (2024) found that customer perceptions of canteen service quality may vary across demographic groups because individuals differ in their expectations and priorities regarding service delivery. Likewise, Abdulrab and Hezam (2024) emphasized that customer satisfaction and service quality perceptions are shaped not only by actual service performance but also by personal characteristics, preferences, and expectations, which may lead different consumer groups to evaluate the same service differently. Furthermore, Arli et al. (2024) noted that consumers may place varying levels of importance on SERVQUAL dimensions such as assurance, empathy, reliability, responsiveness, and tangibles when assessing service quality. These findings support the present result that male and female respondents perceived the quality of canteen services differently, highlighting the importance of considering demographic factors when designing and implementing customer-centered service improvement strategies.

Difference in the Service Quality When Grouped According to Age

Table 4b. Difference in the Service Quality When Group According to Age.

Age	n	Test Statistic (H)	P-Value	Decision for Ho	Interpretation
20 years old and below	65	8.582	0.072	Failed to Reject Ho	Not Significant
21-30	38				
31-40	26				
41-50	6				
51 and above	5				
Total	140				

Table 4b presents the difference in perceived service quality of business canteens when respondents were grouped according to age. The Kruskal–Wallis H test yielded a test statistic of ($H = 8.582$, $p = .072$). Since the

p-value was greater than the .05 level of significance, the null hypothesis was failed to be rejected. This indicates that there was no statistically significant difference in perceived service quality among respondents across the different age groups.

The result suggests that respondents, regardless of age, generally had similar perceptions of the service quality provided by the business canteens. The respondents' evaluations of the canteens' physical facilities, reliability, responsiveness, assurance, and empathy did not significantly vary across the age groups. This may indicate that the service experiences provided by the business canteens were relatively consistent among younger and older consumers.

Cano and Hijada (2024) reported that canteen users generally demonstrated comparable perceptions of service quality when exposed to a consistent service environment, suggesting that satisfaction and quality assessments are often influenced more by actual service performance than by demographic characteristics. Similarly, Abdulrab and Hezam (2024) emphasized that the SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy contribute to overall service evaluations regardless of customers' demographic backgrounds when quality standards are consistently maintained. Furthermore, Lin and Lai (2026) found that standardized dining services and uniform operational practices can generate relatively consistent perceptions of service quality among diverse groups of consumers. These findings support the present result that age did not significantly affect respondents' perceptions of service quality, indicating that the business canteens were able to provide reliable and consistent services that met the expectations of customers across different age groups.

Difference in the Service Quality When Grouped According to Frequency of Canteen Use

Table 4c. Difference in the Service Quality When Group According to Frequency of Canteen Use.

Frequency of Canteen Use	n	Test Statistic (H)	P-Value	Decision for Ho	Interpretation
Daily	46	16.365	<.001	Reject Ho	Significant
3-5 times per week	35				
1-2 times per week	30				
Rarely	29				
Total	140				

Table 4c presents the difference in perceived service quality of business canteens when respondents were grouped according to their frequency of canteen use. The Kruskal–Wallis H test yielded a test statistic of ($H = 16.365$, $p < .001$). Since the p-value was less than the .05 level of significance, the null hypothesis was rejected. This indicates that there was a statistically significant difference in perceived service quality among respondents with different frequencies of canteen use.

The significant result suggests that respondents who used the canteen at different frequencies did not perceive its service quality in the same manner. Customers who visited the canteen daily, three to five times per week, one to two times per week, or rarely may have developed different perceptions based on the frequency and extent of their interactions with the canteen. More frequent users may have had greater opportunities to observe the consistency, responsiveness, reliability, and overall performance of the canteen's services, whereas less frequent users may have based their evaluations on fewer service encounters.

The finding further suggests that frequency of canteen use may be an important factor associated with differences in consumers' perceptions of service quality. However, the Kruskal–Wallis test only establishes that at least one group differs significantly from another; it does not identify which specific groups differ. A post hoc pairwise comparison would therefore be necessary to determine the specific frequency groups responsible for the significant result.

Kotler and Keller (2022) emphasized that consumers' perceptions of service quality develop through repeated service encounters, enabling them to compare actual performance with their expectations over time. Similarly, Edianon (2024) found that the frequency of patronage influences customers' assessments of school canteen services, as regular users tend to provide more comprehensive evaluations of food quality, personnel performance, cleanliness, and overall service consistency. These studies support the present finding that respondents' frequency of canteen use significantly influences their perceptions of the service quality of business canteens.

Pairwise Comparisons Between Frequency of Canteen Use

Table 4c.1. Pairwise Comparisons Between Frequency of Canteen Use

Frequency of Canteen Use		Test Statistic	P-value	Interpretation
Daily	3-5 times per week	19.370	.033	Significant
	1-2 times per week	31.846	<.001	Significant
	Rarely	32.568	<.001	Significant
3-5 times per week	1-2 times per week	12.476	.216	Not Significant
	Rarely	13.198	.194	Not Significant
1-2 times per week	Rarely	.722	.945	Not Significant

Following the significant result obtained from the Kruskal–Wallis H test, a pairwise comparison was conducted to determine which specific groups differed significantly in their perceived service quality. The post hoc analysis provides a more detailed understanding of how the frequency of canteen use influences consumers' evaluation of service quality.

The results revealed that respondents who used the canteen daily differed significantly from those who visited the canteen three to five times per week (Test Statistic = 19.370, $p = .033$), one to two times per week (Test Statistic = 31.846, $p < .001$), and rarely (Test Statistic = 32.568, $p < .001$). These findings indicate that daily patrons perceived service quality differently from all other groups of respondents. The consistent significance across all pairwise comparisons involving daily users suggests that frequent exposure to the canteen substantially influences consumers' assessment of the quality of services provided.

One plausible explanation for this finding is that respondents who patronize the canteen every day experience a wider range of service situations than less frequent users. Daily customers are more likely to observe the consistency of food quality, personnel performance, cleanliness, responsiveness during peak hours, and the reliability of service delivery across different days and operating conditions. Their repeated interactions allow them to develop more comprehensive and stable perceptions of service quality, whereas occasional customers may base their evaluations on limited or isolated service encounters. Consequently, daily users may possess a more refined basis for evaluating whether the canteen consistently delivers quality service.

In contrast, no significant differences were observed between respondents who visited the canteen three to five times per week and those who visited one to two times per week (Test Statistic = 12.476, $p = .216$), between those who visited three to five times per week and rarely (Test Statistic = 13.198, $p = .194$), and between respondents who visited one to two times per week and those who rarely used the canteen (Test Statistic = 0.722, $p = .945$). These findings indicate that consumers within these three groups shared relatively similar perceptions regarding the quality of services provided by the business canteens.

The findings implies that the pairwise comparison demonstrates that the significant difference identified by the Kruskal–Wallis test was primarily attributable to daily canteen users, whose perceptions of service quality differed significantly from those of all other frequency groups. Conversely, respondents who visited the canteen less frequently exhibited statistically comparable evaluations of service quality. These findings underscore the importance of maintaining consistently high service performance for regular patrons, as their repeated experiences make them particularly sensitive to variations in service delivery. At the same time, sustaining uniform service quality across all customer interactions remains essential to fostering positive perceptions among both frequent and occasional consumers.

The finding that daily canteen users differed significantly from all other frequency-of-use groups in their perceptions of service quality is supported by previous studies emphasizing the role of repeated service encounters in shaping customer evaluations. Arli et al. (2024) noted that customers who interact frequently with a service provider develop stronger expectations and more comprehensive assessments of service quality because they are exposed to various service situations over time. Similarly, Cano and Hijada (2024) found that frequent canteen patrons tend to evaluate service quality based on accumulated experiences regarding food quality, staff performance, responsiveness, and consistency of service delivery, whereas occasional customers often rely on limited encounters when forming their judgments. Furthermore, Abdulrab and Hezam (2024) emphasized that repeated exposure to services enables consumers to assess whether service quality is consistently maintained, making regular customers more sensitive to variations in service performance. The absence of significant differences among respondents who visited the canteen three to five times per week, one to two times per week, and rarely suggests that these groups shared relatively similar service experiences and evaluation standards. Overall, these findings support the present result that the significant difference identified by the Kruskal–Wallis test was primarily driven by daily users, highlighting the importance of maintaining consistent service quality for regular patrons whose frequent interactions provide them with a broader basis for evaluating canteen services.

Difference in the Service Quality When Grouped According to Average Spending per Visit

Table 4d. Difference in the Service Quality When Grouped According to Average Spending per Visit.

Average Spending per Visit	n	Test Statistic (H)	P-Value	Decision for Ho	Interpretation
Less than ₱50	68	5.766	0.217	Failed to Reject Ho	Not Significant
₱51–₱100	54				
₱101–₱150	11				
₱151–₱200	5				
More than ₱200	2				
Total	140				

Table 4d presents the difference in perceived service quality of business canteens when respondents were grouped according to their average spending per visit. The Kruskal–Wallis H test yielded a test statistic of ($H = 5.766$, $p = .217$). Since the p-value was greater than the .05 level of significance, the null hypothesis was failed to be rejected. This indicates that there was no statistically significant difference in perceived service quality among respondents with different levels of average spending per visit.

The result suggests that respondents generally perceived the service quality of the business canteens similarly regardless of how much they spent during each visit. Whether respondents spent less than ₱50, ₱51–₱100, ₱101–₱150, ₱151–₱200, or more than ₱200 per visit, their evaluations of the canteens' service quality did not differ significantly. This may indicate that the quality of service provided was perceived consistently across customers with different spending levels.

Lin and Lai (2026) found that standardized dining service operations promote consistent perceptions of service quality among consumers regardless of their purchasing characteristics, emphasizing the importance of reliable service delivery, food safety, and customer care. Similarly, Amoozegar et al. (2025) reported that customer

satisfaction and service quality perceptions are shaped more by factors such as reliability, assurance, responsiveness, and food quality than by the amount spent during a transaction. Moreover, Ahmad et al. (2024) concluded that customers tend to evaluate service quality based on their overall service experience and the extent to which their expectations are met, rather than on monetary considerations alone. These findings support the present result that average spending per visit did not significantly affect respondents' perceptions of service quality, suggesting that the business canteens were able to provide equitable and consistent service experiences to customers across different spending levels.

Difference in the Service Quality When Grouped According to Typical Meal Purchased

Table 4e. Difference in the Service Quality When Grouped According to Typical Meal Purchased.

Typical Meal Purchased	n	Test Statistic (H)	P-Value	Decision for Ho	Interpretation
Breakfast	19	14.837	0.005	Reject Ho	Significant
Morning Snack	91				
Lunch	21				
Afternoon Snack	8				
Dinner	1				
Total	140				

Table 4e presents the difference in perceived service quality of business canteens when respondents were grouped according to their typical meal purchased. The Kruskal–Wallis H test yielded a test statistic of ($H = 14.837$, $p = .005$). Since the p-value was less than the .05 level of significance, the null hypothesis was rejected. This indicates that there was a statistically significant difference in perceived service quality among respondents based on their typical meal purchased.

The significant result suggests that respondents who typically purchased different types of meals or snacks did not perceive the service quality of the business canteens in the same manner. Respondents purchasing breakfast, morning snacks, lunch, afternoon snacks, or dinner may have experienced different service conditions, such as differences in waiting time, product availability, personnel responsiveness, food preparation, and customer volume during particular meal periods. These differences in service encounters may have influenced how respondents evaluated the overall quality of the canteen's services.

The finding further indicates that typical meal purchased may be an important factor associated with differences in consumers' perceptions of service quality. However, the Kruskal–Wallis test only establishes that at least one group differs significantly from another. It does not determine which specific meal-purchase groups differ. Therefore, a post hoc pairwise comparison would be necessary to identify the specific groups contributing to the significant result, particularly because some groups have relatively small sample sizes.

Lin and Lai (2026) found that dining service quality perceptions are influenced by factors such as waiting time, food availability, facility conditions, and service efficiency, which may fluctuate throughout the day depending on customer volume and operational requirements. Similarly, Hao, Li, and Wu (2026) reported that responsiveness and service performance in catering services often vary during peak and non-peak meal periods, affecting customers' evaluations of overall service quality. Moreover, Amoozegar et al. (2025) emphasized that consumers assess service quality based on their actual service encounters, including food availability, promptness of service, and staff interactions, which may differ according to the type of meal purchased and the time of visit. These findings support the present result that respondents who typically purchase different meals perceived service quality differently, suggesting that operational conditions associated with various meal periods influence customer evaluations. Consequently, the significant Kruskal–Wallis result indicates the need for post hoc pairwise comparisons to identify the specific meal categories that account for the observed differences in perceived service quality.

Pairwise Comparisons Between Typical Meals Purchased

Table 4e.1. Pairwise Comparisons Between Typical Meals Purchased.

Typical Meal Purchased		Test Statistic	P-value	Interpretation
Breakfast	Morning Snack	-11.005	.281	Not Significant
	Lunch	16.665	.194	Not Significant
	Afternoon Snack	26.112	.126	Not Significant
	Dinner	55.737	.180	Not Significant
Morning Snacks	Lunch	27.670	.005	Significant
	Afternoon Snack	37.117	.013	Significant
	Dinner	66.742	.101	Not Significant
Lunch	Afternoon Snack	9.446	.575	Not Significant
	Dinner	39.071	.346	Not Significant
Afternoon Snacks	Dinner	29.625	.490	Not Significant

Following the significant result obtained from the Kruskal–Wallis H test, a pairwise comparison was performed to identify the specific meal categories that differed significantly in their perceived service quality. The results revealed that respondents who typically purchased morning snacks differed significantly from those who commonly purchased lunch (*Test Statistic* = 27.670, $p = .005$) and afternoon snacks (*Test Statistic* = 37.117, $p = .013$). These findings indicate that consumers who primarily visited the canteen for morning snacks perceived service quality differently from those who usually purchased lunch or afternoon snacks. Since morning snack periods generally attract the largest number of customers—as reflected in the respondents' profile where the majority reported purchasing morning snacks—the operational demands during this period may differ from those experienced during lunch or afternoon snack hours. Variations in customer volume, food availability, waiting time, and personnel workload may consequently influence consumers' perceptions of the quality of service received.

In contrast, no significant differences were found between respondents who typically purchased breakfast and those who purchased morning snacks ($p = .281$), lunch ($p = .194$), afternoon snacks ($p = .126$), or dinner ($p = .180$). Likewise, no significant differences were observed between respondents purchasing morning snacks and dinner ($p = .101$), lunch and afternoon snacks ($p = .575$), lunch and dinner ($p = .346$), and afternoon snacks and dinner ($p = .490$). These findings suggest that respondents within these meal categories generally shared comparable perceptions regarding the quality of services provided by the business canteens.

This implies that the pairwise comparison demonstrates that the significant difference identified by the Kruskal–Wallis H test was primarily attributable to respondents who typically purchased morning snacks, whose perceptions of service quality differed significantly from those of lunch and afternoon snack consumers. All other pairwise comparisons yielded no statistically significant differences. These findings suggest that while the

business canteens generally deliver consistent service across different meal periods, particular attention should be given to maintaining service quality during the morning snack period, when customer volume is likely highest and operational demands are greatest. Continuous monitoring and efficient management during this peak period may further enhance consumers' perceptions of service quality and contribute to more consistent service experiences across all meal categories.

The finding that respondents who typically purchased morning snacks differed significantly from those who commonly purchased lunch and afternoon snacks in their perceptions of service quality is supported by recent studies indicating that customer evaluations may vary across meal periods due to differences in customer volume, waiting time, food availability, and staff workload. Hao, Li, and Wu (2026) found that service responsiveness and customer satisfaction in catering services are strongly influenced by peak-hour conditions, with higher customer traffic affecting perceptions of service efficiency and overall quality. Similarly, Lin and Lai (2026) reported that operational factors such as facility utilization, waiting times, and service delivery conditions vary throughout the day and significantly influence customers' assessments of dining service quality. Furthermore, Amoozegar et al. (2025) emphasized that customers' perceptions of service quality are shaped by their actual service encounters, including the speed of service, employee interactions, and the availability of products during specific service periods. These findings support the present result that the significant differences observed were primarily attributable to respondents who typically purchased morning snacks, likely because this period experiences greater customer demand and operational pressure than other meal periods. The absence of significant differences among the remaining meal categories suggests that the business canteens generally maintain consistent service quality across most meal periods. Nevertheless, special attention to service delivery during the morning snack period may help ensure more uniform customer experiences throughout the day.

Difference in the Service Quality When Grouped According to Length of Patronage

Table 4f. Difference in the Service Quality When Grouped According to Length of Patronage.

Length of Patronage	n	Test Statistics (H)	P-value	Decision for Ho	Interpretation
Less than 6 months	19	3.475	0.324	Failed to Reject Ho	Not Significant
6 months–1 year	35				
2–3 years	36				
More than 3 years	50				
Total	140				

Table 4f presents the difference in perceived service quality of business canteens when respondents were grouped according to their length of patronage. The Kruskal–Wallis H test yielded a test statistic of ($H = 3.475$, $p = .324$). Since the p-value was greater than the .05 level of significance, the null hypothesis was failed to rejected. This indicates that there was no statistically significant difference in perceived service quality among respondents with different lengths of patronage.

The result suggests that respondents who had been purchasing from the business canteens for different lengths of time generally had similar perceptions of service quality. Whether respondents had been patrons for less than six months, six months to one year, two to three years, or more than three years, their evaluations of the canteens' tangibles, reliability, responsiveness, assurance, and empathy did not differ significantly. This may indicate that the canteens provided a relatively consistent service experience to both newer and long-term customers.

The finding further suggests that length of patronage was not a significant factor associated with respondents' perceptions of service quality. Long-term patrons did not necessarily perceive the service quality differently from newer customers. This may imply that continued patronage did not substantially alter consumers' overall evaluation of the service provided by the business canteens.

Lin and Lai (2026) found that standardized dining operations, reliable service delivery, and consistent food quality contribute to uniform perceptions of service quality among both new and long-term customers. Similarly, Amoozegar et al. (2025) reported that customers' evaluations of service quality are influenced more by actual service performance than by the duration of their relationship with the establishment, emphasizing the importance of reliability, assurance, and responsiveness in shaping positive perceptions. Moreover, Ahmad et al. (2024) noted that customers generally base their service quality assessments on their overall service experiences and the consistency with which their expectations are met rather than on how long they have been patronizing a business. These findings support the present result that length of patronage did not significantly affect respondents' perceptions of service quality, suggesting that the business canteens have successfully maintained consistent service standards that provide comparable experiences for both recent and long-standing customers.

Difference in the Customers' Satisfaction When Grouped According to Sex

Table 5a. Difference in the Customers' Satisfaction When Grouped According to Sex.

Sex	n	Test Statistics (U)	P-value	Decision for Ho	Interpretation
Male	51	2185.500	0.716	Failed to Reject Ho	Not Significant
Female	89				
Total	140				

Table 5a presents the difference in consumers' satisfaction with business canteens when respondents were grouped according to sex. The Mann–Whitney U test yielded a test statistic of ($U = 2,185.50$, $p = .716$). Since the p-value was greater than the .05 level of significance, the null hypothesis was failed to be rejected. This indicates that there was no statistically significant difference in consumers' satisfaction between male and female respondents.

The result suggests that male and female respondents generally had similar levels of satisfaction with the business canteens. Despite differences in sex, respondents appeared to evaluate their experiences similarly in terms of food quality, price fairness, service efficiency, cleanliness, and overall satisfaction. This may indicate that the canteens provided a relatively consistent customer experience that was perceived similarly by both male and female consumers.

The finding further suggests that sex was not a significant factor associated with differences in consumers' satisfaction. Male and female respondents did not differ significantly in their overall evaluations of the products and services provided by the business canteens. Thus, the favorable satisfaction levels observed in the study appear to be relatively consistent across the two sex groups.

Amoozegar et al. (2025) found that customer satisfaction in restaurant settings is primarily driven by service quality, food quality, pricing, and trust, with both male and female customers demonstrating similar satisfaction levels when these factors are effectively delivered. Likewise, Lin and Lai (2026) reported that users of dining services generally evaluate their experiences based on operational efficiency, food safety, and service reliability rather than personal demographic attributes, resulting in comparable satisfaction levels across different customer groups. Furthermore, Ahmad et al. (2024) observed that customers tend to express similar satisfaction when businesses consistently meet expectations regarding service efficiency, value for money, and overall dining

experience. These findings support the present result that male and female respondents were similarly satisfied with the business canteens, suggesting that the canteens successfully provided quality food, fair pricing, efficient service, and satisfactory dining conditions that met the expectations of consumers regardless of sex.

Difference in the Customers' Satisfaction When Grouped According to Age

Table 5b. Difference in the Customers' Satisfaction When Group According to Age.

Age	n	Test Statistic (H)	p-value	Decision for Ho	Interpretation
20 years old and below	65	4.217	0.377	Failed to Reject Ho	Not Significant
21-30	38				
31-40	26				
41-50	6				
51 and above	5				
Total	140				

Table 5b presents the difference in consumers' satisfaction with business canteens when respondents were grouped according to age. The Kruskal–Wallis H test yielded a test statistic of ($H = 4.217$, $p = .377$). Since the p-value was greater than the .05 level of significance, the null hypothesis was failed to be rejected. This indicates that there was no statistically significant difference in consumers' satisfaction among the different age groups.

The result suggests that respondents across the different age groups generally reported similar levels of satisfaction with the business canteens. Regardless of whether respondents were 20 years old and below, 21–30, 31–40, 41–50, or 51 years old and above, their evaluations of food quality, price fairness, service efficiency, cleanliness, and overall satisfaction did not differ significantly. This indicates that the canteens' products and services were generally perceived favorably across different age groups.

The finding further suggests that age was not a significant factor associated with differences in consumers' satisfaction. Younger and older consumers appeared to have relatively similar evaluations of their experiences with the business canteens. This may indicate that the canteens were able to provide products and services that generally met the expectations of consumers regardless of age.

Hao, Li, and Wu (2026) found that students and other dining service users from different age groups demonstrated comparable satisfaction levels when food quality, responsiveness, and service efficiency were consistently maintained. Similarly, Lin and Lai (2026) reported that customers of campus dining services evaluated their experiences positively regardless of demographic differences when establishments provided reliable services, safe food, and satisfactory dining environments. Moreover, Abdulrab and Hezam (2024) emphasized that customer satisfaction is primarily shaped by service quality dimensions such as tangibles, reliability, responsiveness, assurance, and empathy, which can generate favorable perceptions across diverse customer groups when delivered consistently. These findings support the present result that age did not significantly influence consumers' satisfaction with business canteens, suggesting that the canteens successfully provided quality food products, fair pricing, efficient service, and satisfactory dining experiences that met the expectations of customers across different age categories.

Difference in the Customers' Satisfaction When Grouped According to Frequency of Canteen Use

Table 5c. Difference in the Customers' Satisfaction When Group According to Frequency of Canteen Use.

Frequency of Canteen Use	n	Test Statistic (H)	P-Value	Decision for Ho	Interpretation
Daily	46	17.485	<.001	Reject Ho	Significant
3-5 times per week	35				



1-2 times per week	30				
Rarely	29				
Total	140				

Table 5c presents the difference in consumers' satisfaction with business canteens when respondents were grouped according to frequency of canteen use. The Kruskal–Wallis H test yielded a test statistic of ($H = 17.485$, $p < .001$). Since the p -value was less than the .05 level of significance, the null hypothesis was rejected. This indicates that there was a statistically significant difference in consumers' satisfaction among the different frequency-of-canteen-use groups.

The result suggests that respondents who used the canteen daily, 3–5 times per week, 1–2 times per week, or rarely reported different levels of satisfaction with the business canteens. This indicates that the frequency with which consumers used the canteen was associated with variations in their satisfaction with the products and services provided. Differences may be related to consumers' experiences with food quality, price fairness, service efficiency, cleanliness, and other aspects of canteen operations.

The finding further suggests that frequency of canteen use was a significant factor associated with differences in consumers' satisfaction. Consumers who visited the canteen more or less frequently may have developed different perceptions based on the extent and consistency of their experiences with the canteen's products and services.

Cetin and Divanoğlu (2024) found that repeat customers tend to develop more detailed and stable evaluations of service performance because their satisfaction is based on accumulated experiences across multiple service encounters. Likewise, Amoozegar et al. (2025) reported that customers who patronize food service establishments more frequently are better able to assess consistency in food quality, pricing, service efficiency, and overall customer experience, resulting in variations in satisfaction levels among customer groups.

Pairwise Comparisons Between Frequency of Canteen Use

Table 5c.1. Pairwise Comparisons Between Frequency of Canteen Use.

Frequency of Canteen Use		Test Statistic	P-value	Interpretation
Daily	3-5 times per week	11.109	0.222	Not Significant
	1-2 times per week	29.414	.002	Significant
	Rarely	35.243	<.001	Significant
3-5 times per week	1-2 times per week	18.305	.070	Not Significant
	Rarely	24.133	.018	Significant
1-2 times per week	Rarely	5.829	.581	Not Significant

Following the significant result obtained from the Kruskal–Wallis H test, a pairwise comparison was conducted to determine which specific groups differed significantly in their level of consumers' satisfaction. The post hoc analysis provides a more detailed understanding of how the frequency of canteen use influences customers'

satisfaction with the products and services provided by the business canteens.

The results revealed that respondents who used the canteen daily differed significantly from those who visited the canteen one to two times per week (*Test Statistic* = 29.414, $p = .002$) and those who rarely used the canteen (*Test Statistic* = 35.243, $p < .001$). Likewise, respondents who visited the canteen three to five times per week differed significantly from those who rarely patronized the canteen (*Test Statistic* = 24.133, $p = .018$). These findings indicate that consumers who visited the canteen more frequently exhibited levels of satisfaction that were significantly different from those of less frequent users. Frequent patronage provides customers with repeated opportunities to experience the canteen's food quality, pricing, service efficiency, cleanliness, and overall customer service, enabling them to develop more comprehensive evaluations of the services provided.

Conversely, no significant differences were found between respondents who used the canteen daily and those who visited three to five times per week ($p = .222$), between those who visited three to five times per week and one to two times per week ($p = .070$), and between respondents who visited one to two times per week and those who rarely used the canteen ($p = .581$). These findings suggest that respondents within these respective groups generally shared comparable levels of satisfaction with the business canteens. Although differences in the frequency of patronage existed, these were not sufficiently large to produce statistically different satisfaction levels among these particular group comparisons.

This implies that the pairwise comparison demonstrates that the significant difference identified by the Kruskal–Wallis H test was primarily attributable to respondents with contrasting levels of canteen utilization, particularly between daily users and less frequent patrons, as well as between respondents who visited three to five times per week and those who rarely used the canteen. These findings highlight the importance of maintaining consistently high standards of food quality and customer service, particularly for regular customers whose repeated interactions enable them to evaluate service performance more comprehensively. Ensuring consistently positive experiences across all customer groups may further enhance consumer satisfaction and encourage sustained patronage of the business canteens.

The finding that daily users and other frequent patrons differed significantly from less frequent canteen users in their level of satisfaction is supported by recent studies showing that satisfaction is influenced by the frequency and consistency of customer experiences. Hao, Li, and Wu (2026) found that regular customers develop more comprehensive evaluations of dining services because they repeatedly experience food quality, service efficiency, cleanliness, and staff performance across different situations. Likewise, Lin and Lai (2026) reported that customers who frequently use dining facilities are more capable of assessing the consistency of service delivery, making their satisfaction judgments more informed than those of occasional patrons.

Difference in the Customers' Satisfaction When Grouped According to Average Spending per Visit

Table 5d. Difference in the Customers' Satisfaction When Group According to Average Spending per Visit.

Average Spending per Visit	n	Test Statistic (H)	P-Value	Decision for Ho	Interpretation
Less than ₱50	68	2.412	0.660	Failed to Reject Ho	Not Significant
₱51–₱100	54				
₱101–₱150	11				
₱151–₱200	5				
More than ₱200	2				
Total	140				

Table 5d presents the difference in consumers' satisfaction with business canteens when respondents are grouped according to their average spending per visit. The results yielded a Kruskal–Wallis H statistic of ($H = 2.412$ $p = 0.660$), which is greater than the 0.05 level of significance. Consequently, the null hypothesis was failed to be rejected, indicating no significant difference in consumers' satisfaction when respondents were grouped according to their average spending per visit.

The absence of a statistically significant difference indicates that consumers' level of satisfaction was not influenced by their purchasing expenditure. Whether respondents spent less than ₱50 or more than ₱200 per visit, they generally evaluated the canteens similarly in terms of food quality, price fairness, service efficiency, cleanliness, and overall satisfaction. This finding suggests that the business canteens were able to provide products and services that satisfied customers across different spending levels. The consistently high ratings obtained for the various dimensions of consumers' satisfaction further imply that favorable customer experiences were based primarily on the quality of service received rather than the monetary value of each transaction.

The findings imply that average spending per visit does not significantly influence consumers' satisfaction, leading to the failure to reject the null hypothesis. This indicates that respondents, regardless of their level of expenditure, experienced comparable levels of satisfaction with the products and services provided by the business canteens. The results further suggest that the canteens have successfully maintained consistent service quality and customer satisfaction across consumers with different purchasing capacities, thereby reinforcing fairness, inclusivity, and customer-oriented service delivery.

The finding that there was no significant difference in consumers' satisfaction when respondents were grouped according to their average spending per visit ($p = 0.660$) is supported by recent studies indicating that customer satisfaction is influenced more by the quality of service and overall dining experience than by the amount spent during a transaction. Kim and Lee (2023) found that satisfaction in food service establishments is largely determined by perceived value, food quality, and service performance, regardless of customers' spending levels.

Difference in the Customers' Satisfaction When Grouped According to Typical Meal Purchased

Table 5e. Difference in the Customers' Satisfaction When Group According to Typical Meal Purchased.

Typical Meal Purchased	n	Test Statistic (H)	p-value	Decision for Ho	Interpretation
Breakfast	19	13.643	0.009	Reject Ho	Significant
Morning Snack	91				
Lunch	21				
Afternoon Snack	8				
Dinner	1				
Total	140				

Table 5e presents the difference in consumers' satisfaction with business canteens when respondents are grouped according to their typical meal purchased. The results yielded a Kruskal–Wallis H statistic of ($H = 13.643$, $p = 0.009$), which is lower than the 0.05 level of significance. Consequently, the null hypothesis was rejected, indicating a significant difference in consumers' satisfaction when respondents were grouped according to their typical meal purchased. This finding suggests that respondents' level of satisfaction varied according to the type of meal they commonly purchased from the business canteens.

The significant difference indicates that consumers' satisfaction is influenced by the meal period during which they usually patronize the canteen. Customers purchasing breakfast, morning snacks, lunch, afternoon snacks, or dinner may experience different operational conditions, such as customer volume, food availability, service speed, waiting time, and personnel workload. These factors may affect customers' overall dining experiences and consequently influence their satisfaction with food quality, price fairness, service efficiency, cleanliness, and the canteen's overall performance. Since service encounters naturally vary throughout the day, consumers purchasing different meal types may develop distinct perceptions regarding the quality of products and services received.

The findings demonstrate that the typical meal purchased significantly influences consumers' satisfaction, leading to the rejection of the null hypothesis. This indicates that customers' satisfaction differs according to the meal period in which they commonly patronize the business canteens. However, while the Kruskal–Wallis H test confirms that significant differences exist among the meal categories, it does not identify the specific groups

between which these differences occur. Therefore, a post hoc pairwise comparison was conducted to determine which meal categories differed significantly in terms of consumers' satisfaction.

The finding that there was a significant difference in consumers' satisfaction when respondents were grouped according to their typical meal purchased ($p = 0.009$) is supported by recent studies indicating that customer satisfaction in food service establishments can vary across meal periods due to differences in operational conditions and service encounters. Hao, Li, and Wu (2026) found that customer satisfaction is influenced by factors such as waiting time, service responsiveness, food availability, and overall dining experience, which may vary depending on the time of service and customer volume. Similarly, Lin and Lai (2026) reported that fluctuations in dining demand, facility utilization, and service efficiency across different meal periods significantly affect customers' perceptions and satisfaction with dining services.

Pairwise Comparisons Between Typical Meal Purchased

Table 5e.1. Pairwise Comparisons Between Typical Meal Purchased

Typical Meal Purchased		Test Statistic	p-value	Interpretation
Breakfast	Morning Snack	-21.704	.034	Significant
	Lunch	6.632	.605	Not Significant
	Afternoon Snack	8.632	.613	Not Significant
	Dinner	-34.868	.402	Not Significant
Morning Snacks	Lunch	28.335	.004	Significant
	Afternoon Snack	30.335	.042	Significant
	Dinner	-13.165	.747	Not Significant
Lunch	Afternoon Snack	2.000	.905	Not Significant
	Dinner	-41.500	.317	Not Significant
Afternoon Snacks	Dinner	-43.500	.312	Not Significant

Following the significant result obtained from the Kruskal–Wallis H test, a pairwise comparison was conducted to determine which specific meal categories differed significantly in terms of consumers' satisfaction. The results revealed that respondents who typically purchased breakfast differed significantly from those who commonly purchased morning snacks ($Test Statistic = -21.704, p = .034$). Likewise, respondents who typically purchased morning snacks differed significantly from those who usually purchased lunch ($Test Statistic = 28.335, p = .004$) and afternoon snacks ($Test Statistic = 30.335, p = .042$). These findings indicate that consumers' level of satisfaction varied across these meal categories, suggesting that the dining experiences associated with breakfast, morning snacks, lunch, and afternoon snacks were not perceived uniformly by the respondents.

No significant differences were found between respondents who typically purchased breakfast and lunch ($p = .605$), breakfast and afternoon snacks ($p = .613$), breakfast and dinner ($p = .402$), morning snacks and dinner ($p = .747$), lunch and afternoon snacks ($p = .905$), lunch and dinner ($p = .317$), and afternoon snacks and dinner ($p = .312$). These findings indicate that consumers within these meal categories generally shared similar levels of satisfaction with the business canteens. The absence of significant differences across most comparisons suggests that the canteens were generally successful in maintaining satisfactory service quality throughout much of their operating hours.

This implies that the pairwise comparison demonstrates that the significant difference identified by the Kruskal–Wallis H test was primarily attributable to respondents who typically purchased morning snacks, whose satisfaction differed significantly from those purchasing breakfast, lunch, and afternoon snacks. The remaining meal categories exhibited statistically comparable levels of satisfaction. These findings suggest that while the business canteens generally provide consistently satisfactory services across different meal periods, particular attention should be given to maintaining service quality during the morning snack period, when customer demand is highest and operational challenges are likely to be greatest. Strengthening operational efficiency during this peak period may contribute to more consistent consumer satisfaction across all meal categories.

The finding that consumers who typically purchased morning snacks differed significantly from those who commonly purchased breakfast, lunch, and afternoon snacks in their level of satisfaction is supported by recent studies indicating that satisfaction levels may vary across meal periods due to differences in customer traffic, service speed, food availability, and operational efficiency. Lin and Lai (2026) found that dining service satisfaction is influenced by fluctuations in demand and service conditions throughout the day, with peak periods often presenting greater operational challenges that affect customers' dining experiences. Similarly, Hao et al. (2026) reported that variations in responsiveness, waiting time, and service efficiency across meal periods can lead to differences in customer satisfaction, particularly during high-demand service hours.

Difference in the Customers' Satisfaction When Group According to Length of Patronage

Table 5f. Difference in the Customers' Satisfaction When Group According to Length of Patronage.

Length of Patronage	n	Test Statistics (H)	p-value	Decision for H_0	Interpretation
Less than 6 months	19	5.399	0.145	Failed to Reject H_0	Not Significant
6 months–1 year	35				
2–3 years	36				
More than 3 years	50				
Total	140				

Table 5f presents the difference in consumers' satisfaction with business canteens when respondents are grouped according to their length of patronage. The results yielded a Kruskal–Wallis H statistic of ($H = 5.399$ $p =$ of 0.145), which is greater than the 0.05 level of significance. Consequently, the null hypothesis was failed to be rejected, indicating no significant difference in consumers' satisfaction when respondents were grouped according to their length of patronage. This finding suggests that respondents expressed comparable levels of satisfaction with the business canteens regardless of how long they had been purchasing from them.

The absence of a statistically significant difference indicates that the duration of consumers' patronage did not substantially influence their level of satisfaction. Whether respondents had been patronizing the canteen for less than six months or for more than three years, they generally reported similar levels of satisfaction with respect

to food quality, price fairness, service efficiency, cleanliness, and overall satisfaction. This finding suggests that the business canteens have consistently delivered satisfactory products and services over time, enabling both new and long-term customers to experience comparable levels of satisfaction. The consistently high ratings obtained in the previous analysis of consumers' satisfaction further support this result, indicating that positive customer experiences have been sustained regardless of the length of consumers' association with the canteens.

The findings implies that length of patronage does not significantly influence consumers' satisfaction, leading to the failure to reject the null hypothesis. This indicates that the business canteens have consistently provided satisfactory products and services to customers regardless of how long they have been patronizing the establishment. The findings further suggest that the canteens' ability to sustain quality service over time has contributed to maintaining uniformly positive customer experiences among both recent and long-term patrons.

The finding that there was no significant difference in consumers' satisfaction when respondents were grouped according to their length of patronage ($p = 0.145$) is supported by recent studies suggesting that customer satisfaction is influenced more by the consistency of service delivery than by the duration of customers' relationship with a business. Amoozegar et al. (2025) found that customers consistently report similar levels of satisfaction when food quality, service efficiency, and value for money are maintained regardless of how long they have patronized an establishment. Similarly, Lin and Lai (2026) reported that standardized service procedures, reliable operations, and consistent food quality contribute to stable customer satisfaction among both new and long-term patrons of dining facilities.

Relationship Between Service Quality and Customer Satisfaction

Table 6. Relationship Between Service Quality and Customer Satisfaction.

Variable	Test Statistics (r_s)	P-value	Decision for H_0	Interpretation
Service Quality vs Customer Satisfaction	0.722**	<.001	Reject H_0	Significant

Table 6 presents the relationship between service quality and consumers' satisfaction in business canteens. The results revealed a Spearman rank-order correlation coefficient ($r_s = 0.722$ $p = .001$), which is lower than the 0.05 level of significance. Consequently, the null hypothesis was rejected, indicating a significant relationship between service quality and consumers' satisfaction. The positive correlation coefficient indicates a positive relationship between the two variables, while the magnitude of the coefficient suggests a strong association. This finding implies that higher levels of perceived service quality are associated with higher levels of consumers' satisfaction in business canteens.

This implies that the strong positive relationship indicates that improvements in service quality are closely associated with increases in consumers' satisfaction. Respondents who perceived the canteens to perform well in terms of tangibles, reliability, responsiveness, assurance, and empathy likewise reported higher levels of satisfaction with food quality, price fairness, service efficiency, cleanliness, and overall service. This finding suggests that consumers evaluate their overall satisfaction based largely on the quality of services they experience throughout the service encounter. When customers perceive that canteen personnel are competent, responsive, courteous, and attentive, and when the physical environment and operational processes meet their expectations, they are more likely to express favorable levels of satisfaction. The results indicate that consumers' satisfaction is not solely influenced by the products offered but also by the overall quality of service delivery. This emphasizes the importance of maintaining excellence across all dimensions of service quality, as customers evaluate their experiences holistically rather than focusing on a single aspect of the service encounter.

Arli, van Esch, and Weaven (2024) emphasized that superior service quality contributes directly to customer satisfaction and loyalty, as consumers tend to evaluate their overall experience based on both the quality of products and the quality-of-service encounters. Likewise, Abdulrab and Hezam (2024) highlighted that the

SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy collectively influence customers' perceptions and satisfaction, demonstrating that consumers assess service experiences holistically rather than focusing on a single service attribute. These findings support the present result that higher levels of perceived service quality are associated with higher levels of consumer satisfaction, suggesting that maintaining excellence in service delivery, employee performance, food safety, responsiveness, and customer care plays a crucial role in enhancing customers' overall satisfaction with business canteens.

CONCLUSIONS

Based on the findings of the study, the following conclusions were drawn:

The respondents generally perceived the service quality of the business school canteens as very high across the SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy. This indicates that the consumers generally viewed the canteens as providing favorable physical facilities, dependable services, responsive personnel, assurance in service delivery, and appropriate attention to consumers' needs.

Consumer satisfaction with the business school canteens was also very high. Among the satisfaction dimensions, price fairness received the highest rating, followed by service efficiency, food quality, cleanliness, and overall satisfaction. These findings indicate that affordability and perceived value, efficient service, food quality, and sanitary conditions were important aspects of the consumers' favorable evaluations of the canteen services.

Significant differences in perceived service quality were found when respondents were grouped according to sex, frequency of canteen use, and typical meal purchased. In particular, the pairwise comparisons showed that daily canteen users differed significantly from consumers who used the canteen three to five times per week, one to two times per week, and rarely. Differences were also observed across selected meal-purchase groups, with morning snack consumers showing significant differences from lunch and afternoon snack consumers. These findings indicate that consumers' service-quality evaluations may vary according to their frequency and timing of canteen use.

No statistically significant differences in perceived service quality were found according to age and length of patronage. This suggests that consumers from different age groups and with different durations of patronage generally reported comparable perceptions of the quality of services provided by the business school canteens.

Consumer satisfaction differed significantly according to frequency of canteen use and typical meal purchased. The result indicates that consumers with different patterns of canteen use and different meal-purchase preferences did not report identical levels of satisfaction. This may reflect differences in the service encounters experienced during different periods of canteen operation and among consumers with varying levels of exposure to the canteen.

No statistically significant differences in consumer satisfaction were found according to sex, age, and length of patronage. Thus, these characteristics were not associated with statistically significant variations in the respondents' satisfaction with the business school canteen services.

A statistically significant positive relationship existed between perceived service quality and consumer satisfaction. The finding indicates that consumers who reported more favorable perceptions of service quality also tended to report higher levels of satisfaction. However, because the study employed a descriptive-correlational design, the result establishes an association between the variables and does not demonstrate that service quality directly causes consumer satisfaction.

Overall, the findings demonstrate that the business school canteens were perceived favorably by their consumers; however, the significant differences associated with frequency of use and typical meal purchased indicate areas that warrant closer attention. Canteen administrators and personnel may particularly focus on maintaining consistent service quality during frequently patronized periods, ensuring adequate food availability, managing waiting time, maintaining cleanliness, and providing responsive service across different meal periods.

Continuous assessment of consumer feedback may help sustain favorable service experiences and address variations in consumer perceptions.

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Soli Deo Gloria!

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