

# The Effect of Canteen Service Quality on Customer Satisfaction among Second-Year Students of Labschool Kebayoran High School

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Service quality is an important factor influencing purchase satisfaction in school canteens, as it affects students' comfort, loyalty, and overall purchasing experience. This study aims to analyze the level of service quality and its influence on customer satisfaction among second-year students at the school canteen. The research employed a quantitative approach using a survey method. Data were collected through a structured questionnaire based on service quality and customer satisfaction indicators, and the responses were analyzed using descriptive statistical techniques. The results show that the majority of students perceive the canteen service positively, particularly in terms of staff friendliness, responsiveness, purchasing efficiency, cleanliness, and price suitability. Most respondents also expressed satisfaction with their purchasing experience, indicated by their willingness to continue buying from the canteen and to recommend it to other students. These findings demonstrate that good service quality contributes significantly to students' purchase satisfaction. In conclusion, improving and maintaining service quality in school canteens plays an essential role in enhancing student satisfaction and supporting a positive school environment. The results of this study can serve as a reference for canteen managers and schools to improve service practices and optimize student satisfaction.

**Keywords:** service quality, purchase satisfaction, customer satisfaction, school canteen, students

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## 1. Introduction

The rapid development of the business and economic sector has been accompanied by significant advancements in technology, which have influenced how services are managed and delivered [1]. In this context, service quality has become a crucial aspect of business operations, as it directly affects consumers' purchasing decisions and satisfaction [2]. Organizations are increasingly required to provide efficient, responsive, and customer-oriented services to remain relevant under current conditions [3].

This phenomenon is not limited to commercial enterprises but is also evident in educational institutions, particularly in supporting facilities such as school canteens. School canteens play an important role in fulfilling students' daily food and beverage needs while they are engaged in academic and non-academic activities [4]. In practice, students' comfort in using canteen facilities is not only determined by food quality and cleanliness, but also by the quality of service provided, including speed of service, staff friendliness, menu availability, and overall convenience of the facilities[5].

At Labschool Kebayoran High School, students are known to have dense and varied daily activities, extending from morning until afternoon. This high level of activity increases students' dependence on school facilities, especially the canteen. The canteen serves not only as a place for consumption but also as a space for rest and social interaction. Under such conditions, inadequate service quality may reduce students' purchasing satisfaction and negatively affect their overall experience when using the facility.

This study focuses specifically on the quality of canteen service and its relationship with customer satisfaction among second-year students at Labschool Kebayoran High School. The scope of the research is limited to students' perceptions of canteen service quality as experienced during their purchasing activities, in order to avoid overly broad interpretations beyond the context of service delivery and satisfaction.

Based on this background, the objective of this study is to analyze the effect of canteen service quality on customer satisfaction among second-year students at Labschool Kebayoran High School. The findings of this study are expected to provide useful insights for canteen management in improving service quality and better meeting students' needs and expectations.

## 2. Literature Review and Problem Statement

Service quality has been widely recognized as a critical determinant of customer satisfaction across various service settings [6]. Parasuraman et al. conceptualized service quality through the SERVQUAL model, which consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy, emphasizing the gap between customer expectations and perceived performance [7]. Previous studies have consistently shown that higher service quality positively influences customer satisfaction and loyalty, particularly in food service environments such as restaurants and cafeterias [4], [8]. Research by Zeithaml et al. demonstrated that responsiveness and assurance play dominant roles in shaping satisfaction in service-intensive settings [9]. However, some studies suggest that service quality alone may not fully explain satisfaction, as other factors such as price fairness, menu variety, and environmental cleanliness also contribute significantly [10]. These inconsistencies indicate that the relative importance of service quality dimensions may vary depending on context and customer characteristics.

Despite the extensive literature on service quality and customer satisfaction, empirical studies focusing on school canteens, particularly at the senior high school level, remain limited. Most existing research concentrates on commercial food outlets or higher education institutions, leaving a gap in understanding how service quality affects customer satisfaction among secondary school students. Furthermore, previous studies often examine service quality as a single construct without exploring its practical implications in educational support facilities. Therefore, this study addresses the following research problem: Does canteen service quality significantly influence customer satisfaction among second-year students at Labschool Kebayoran High School? Based on the literature, the hypothesis proposed is H1: Canteen service quality has a positive and significant effect on students' purchase satisfaction. By focusing on this specific context, the study seeks to fill the empirical gap and provide evidence relevant to service management within school environments.

## 3. Method

This study employed a quantitative research design using a survey approach to examine the effect of canteen service quality on students' purchase satisfaction. The research was conducted over a two-week period, from 12 May to 24 May 2025, at Labschool Kebayoran High School, located at Jl. KH. Ahmad Dahlan No.14, Kramat Pela, Kebayoran Baru, South Jakarta, Jakarta 12130.

Data were collected using a structured questionnaire administered online via Google Forms to facilitate efficient distribution and response collection. The questionnaire consisted of closed-ended statements measured using a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5). This scale was used to quantify respondents' perceptions of canteen service quality and their level of purchase satisfaction. Prior to distribution, the questionnaire items were designed to ensure clarity and relevance to the research variables.

The object of this research was the effect of canteen service quality towards customer satisfaction among second-year students at Labschool Kebayoran High School. In this study, canteen service quality was treated as the independent variable, while customer satisfaction served as the dependent variable. The population of the study comprised students from the second-year of Labschool Kebayoran High School, with the sample selected using purposive sampling. Respondents were chosen based on specific criteria, namely students who actively used the school canteen, ensuring that participants had sufficient experience to evaluate the service provided.

The collected data were analyzed using quantitative data analysis techniques. Descriptive statistics were used to summarize respondents' characteristics and overall response patterns, while inferential statistical analysis was applied to examine the effect of canteen service quality towards customer satisfaction [11]. The results of the analysis were interpreted to determine the extent to which service quality influenced students' purchase satisfaction based on their questionnaire responses.

#### 4. Results and Discussion

The research results are presented through a series of diagrams that summarize respondents' characteristics and responses in a structured and concise manner.

**Table 1.** Respondents Based On Class Category

No	Class Category	Frequency (n)	Percentage (%)
1	XI-A	7	7,0
2	XI-B	7	7,0
3	XI-C	6	6,0
4	XI-D	4	4,0
5	XI-E	6	6,0
6	XI-F	20	20,0
7	XI-G	25	25,0
8	XI-H	9	9,0
9	XI-I	16	16,0
<b>Total</b>		100	100,0

The distribution of respondents shows that students from the second-year were dominated by Class XI-G (25.0%), followed by Class XI-F (20.0%) and Class XI-I (16.0%), indicating a relatively balanced representation across classes.

**Table 2.** Level of awareness regarding service quality and customer satisfaction

No	Question	Answer			
		Yes		No	
		n	%	n	%
1	Are you familiar with the concept of service quality?	90	90,0	10	10,0
2	Are you familiar with the concept of customer satisfaction?	90	90,0	10	10,0

The response patterns shown in Table 2 demonstrate a generally high level of awareness regarding service quality, with 90.0% of respondents indicating familiarity with the concept, while only a small proportion reported limited understanding. A similar pattern is observed in respondents' understanding of satisfaction-related concepts, where the majority demonstrated adequate knowledge.

**Table 3.** Descriptive statistics of canteen service quality and customer satisfaction responses

No	Statement	Answer									
		Highly Disagree		Disagree		Neutral		Agree		Highly Agree	
		n	%	n	%	n	%	n	%	n	%
1	The canteen staff provide services in a friendly and courteous manner.	4	4,0	3	3,0	4	4,0	26	26,0	63	63,0
2	The canteen staff respond promptly to customers' needs	1	1,0	7	7,0	10	10,0	26	26,0	56	56,0
3	The purchasing process at the canteen is fast and efficient	3	3,0	14	14,0	9	9,0	16	6,0	58	58,0
4	Food and beverages sold at the canteen are served in a clean and well-organized condition	3	3,0	3	3,0	8	8,0	25	25,0	61	61,0
5	The prices of food and beverages at the canteen are consistent with the quality offered	2	2,0	8	8,0	9	9,0	23	23,0	58	58,0
6	I intend to continue purchasing food and beverages from the school canteen	2	2,0	6	6,0	11	11,0	27	27,0	54	54,0
7	I feel comfortable purchasing food and beverages at the school canteen	2	2,0	2	2,0	8	8,0	27	27,0	61	61,0
8	I would recommend the school canteen to other students	3	3,0	3	3,0	5	5,1	26	26,3	62	62,6
9	I feel that my purchasing experience at the canteen meets my expectations	1	1,0	5	5,0	8	8,0	29	29,0	57	57,0
10	I am satisfied with the services I receive at the school canteen	1	1,0	5	5,1	3	3,0	28	28,3	62	62,6

The descriptive analysis of service quality indicators reveals a dominant positive response across all dimensions assessed. Most respondents agreed or strongly agreed that canteen staff provide services in a friendly and polite manner, respond promptly to students' needs, and conduct purchase transactions in a fast and efficient way. Cleanliness and presentation of food and beverages also received strong positive evaluations, with more than half of respondents expressing strong agreement. In addition, perceptions of price fairness indicate that the majority of students considered the prices of food and beverages to be proportional to the quality received. These findings are further supported by students' behavioral intentions, where a large proportion expressed willingness to continue purchasing from the school canteen and to recommend it to their peers.

The overall satisfaction indicators show consistent results with the service quality assessment. Most respondents reported feeling comfortable when purchasing food and beverages at the school canteen, and the majority stated that their purchasing experience met their expectations. High satisfaction levels are reflected in the finding that more than 90% of respondents agreed or strongly agreed that they were satisfied with the services received. Although a small percentage of respondents expressed neutral or negative perceptions, the proportion remains limited and does not significantly alter the general trend of positive evaluation.

The findings of this study are consistent with previous studies in the service quality and customer satisfaction literature, which suggest that higher perceived service quality is associated with higher levels of customer satisfaction. Similar results have been reported in studies conducted in food service settings, where dimensions such as responsiveness, assurance, cleanliness, and price fairness play an important role in shaping satisfaction levels [12], [13], [14]. The consistency between this study and prior research supports the validity of the results, while the school canteen context provides additional empirical evidence from an educational environment that has been less explored in previous studies.

The findings of this study are consistent with recent literature on service quality and customer satisfaction, which demonstrates that higher perceived service quality is associated with greater levels of customer satisfaction in food service settings. Valentino and Ekawati (2025) found that perceived service quality positively influenced customer satisfaction in a restaurant context, reinforcing the importance of service attributes in shaping customer evaluations [15], [16]. Similarly, Wulandari et al. (2025) reported that service quality and price fairness significantly affected customer satisfaction in a cafe setting, highlighting the role of value perception alongside service performance [16]. Studies applying the SERVQUAL framework, such as Bagus et al. (2024), also confirmed that responsiveness and assurance contribute positively to customer satisfaction in the coffee industry [17]. Additional evidence from fast food and mamak restaurant studies published in 2025 further supports the positive relationship between service quality dimensions and customer satisfaction. Moreover, a systematic review by Ahmed, Al Asheq, and Pabel (2023) and a recent review in the quick service restaurant sector published in 2026 emphasized that service quality remains a key determinant of customer satisfaction across various food service contexts [18]. Overall, these findings strengthen the results of the present study and indicate that improving service quality, particularly responsiveness, assurance, cleanliness, and price fairness, is essential for enhancing customer satisfaction in food service environments.

The patterns identified in the analysis align with the theoretical framework that service quality functions as a determinant of customer satisfaction. The dominance of positive responses indicates that service performance in the school canteen meets students' expectations across multiple dimensions. Minor variations in responses may be influenced by individual preferences, differences in service encounters, or situational conditions at the time of purchase. These variations, however, remain within an acceptable range and do not contradict the overall relationship observed between service quality and satisfaction.

Based on the series of findings obtained, preliminary conclusions indicate that canteen service quality has a positive effect towards students' purchase satisfaction among second-year students of Labschool Kebayoran High School. The results provide an initial overview of the implications of service management in school support facilities and may serve as a basis for further statistical testing, validation using inferential analysis, or the formulation of recommendations for future research and service improvement.

## 5. Conclusion

This study summarizes the main findings regarding the influence of canteen service quality on customer satisfaction among second-year students at Labschool Kebayoran High School and addresses the research objective effectively. The results indicate that canteen service quality, particularly in terms of friendliness, responsiveness, and service speed, is positively associated with students' purchase satisfaction. In addition, food and beverage quality, cleanliness, comfort of the canteen environment, and price fairness contribute to a satisfactory purchasing experience. These findings support existing service quality and customer satisfaction theories, which emphasize that perceived service performance and environmental factors play an important role in shaping customer satisfaction. The results are consistent with previous studies

conducted in food service settings, although this research provides additional empirical evidence within the context of a secondary school environment, which has been less explored in earlier literature.

The patterns observed suggest that service quality in school support facilities has practical significance, as it directly affects students' comfort, satisfaction, and purchasing intentions. The findings imply that maintaining consistent service performance and ensuring alignment between price and quality are essential for sustaining student satisfaction. From a practical perspective, the results contribute to service management practices in school canteens by highlighting key service attributes that require continuous attention. From a scientific perspective, this study contributes to the expansion of service quality research within educational institutions at the senior high school level.

Despite these findings, the study has certain limitations, including the use of a single school as the research setting and a limited respondent group, which may affect the generalizability of the results. Future research is encouraged to involve a broader sample, including multiple schools, and examine additional variables such as menu variety, supporting facilities, or hygiene management in greater depth. Further studies may also apply different analytical methods to strengthen and refine the findings obtained in this research.

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