

THE EFFECT OF SERVICE QUALITY ON STUDENT CONSUMER SATISFACTION IN CANTEEN A'a

Saeful Anwar¹
Alif Risky Alfajri²
Dwi Febry Nugraha³
Budiana⁴

^{1,2,3,4} Faculty of Islamic Economics and Business, Bunga Bangsa Islamic University Cirebon, Indonesia
Email: saeful@gmail.com, alif@gmail.com, dwi@gmail.com, edun2006@gmail.com

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ABSTRACT

Consumer satisfaction is one of the indicators of the success of a business in retaining customers and increasing competitiveness. In a university environment, campus canteens not only function as providers of student consumption needs, but are also required to provide quality services to meet consumer expectations. This study aims to analyze the influence of service quality on student consumer satisfaction in the A'a Canteen. The research uses a quantitative approach with a survey method. Data was collected through the distribution of questionnaires to students who had made purchases at the A'a Canteen. The service quality variables were measured based on the dimensions of physical evidence, reliability, responsiveness, assurance, and empathy, while the consumer satisfaction variables were measured through the level of suitability of expectations, interest in repurchases, and willingness to provide recommendations. Data analysis was carried out using simple linear regression to find out the relationship between the two variables. The results of the study show that the quality of service has a positive and significant effect on student consumer satisfaction. These findings indicate that improving service quality is able to increase the level of consumer satisfaction, which can ultimately encourage customer loyalty and strengthen the competitive position of the canteen business in the campus environment. Therefore, canteen managers need to continue to improve the quality of service as a strategy to create a better consumption experience for students

INTRODUCTION

The development of the culinary business sector in the university environment has increased significantly in line with the increase in the number of students and the increasing need for fast, practical, and affordable consumption services. Campus canteens are a form of business that has an important role in meeting these needs. In addition to providing food and drinks, the canteen is also a means of social interaction for students in carrying out daily academic activities. Therefore, the success of the canteen business is not only determined by the quality of the products offered, but also by the quality of service provided to consumers.

From a service marketing perspective, service quality is the main factor that affects consumer perception and assessment of a business. Consumers not only assess the final results received, but also pay attention to the service process they experience during transactions. Fast, friendly, responsive, and supported by adequate facilities can create a positive experience that contributes to increased customer satisfaction. On the other hand, poor service has the potential to cause dissatisfaction that can influence consumers' decision to make a repurchase.

According to the SERVQUAL theory developed by Parasuraman, Zeithaml, and Berry, service quality consists of five main dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. These five dimensions are important indicators in assessing the extent to which the services provided are able to meet consumer expectations. If the service received meets or exceeds expectations, then consumers will feel satisfied. On the other hand, if the service received is below expectations, then consumers tend to experience dissatisfaction.

Consumer satisfaction is an important concept in the study of consumer behavior and marketing management. Kotler and Keller explain that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of a product or service with the expectations they have. A high level of satisfaction can drive customer loyalty, increase the frequency of repeat purchases, and create positive word-of-mouth promotions. Therefore, consumer satisfaction is one of the indicators of success that needs to be considered by every business actor, including canteen businesses in the university environment.

A'a Canteen is one of the culinary business units that serves the consumption needs of students. In the face of competition with various alternative places to eat around campus, the A'a Canteen is required to be able to provide quality service so that it remains the main choice of students. Several aspects of service such as the speed of food delivery, employee friendliness, environmental cleanliness, service accuracy, and facility comfort are factors that have the potential to affect the level of consumer satisfaction. However, there are still various problems related to services, such as relatively long waiting times at certain hours, limited

seats, and differences in consumer perception of the quality of service received. This condition shows the importance of evaluating the quality of services provided.

Various previous studies have shown that service quality has a close relationship with consumer satisfaction. The results of research conducted by Tjiptono (2019) show that improving service quality can significantly increase customer satisfaction. Another study conducted by Lupiyoadi (2020) also found that the dimensions of reliability, responsiveness, and empathy have a positive influence on the level of consumer satisfaction in the service sector. These findings reinforce the assumption that service quality is an important factor that needs to be considered in efforts to improve customer satisfaction.

Although there have been many studies that examine the relationship between service quality and consumer satisfaction, research in the context of campus canteens is still relatively limited, especially those that focus on student consumption behavior as the main consumer. The characteristics of students who tend to be critical, dynamic, and have a variety of alternative choices of places to eat make this research relevant to be conducted. In addition to making a theoretical contribution to the development of service marketing science, this research is also expected to be able to provide practical input for A'a Canteen managers in formulating a strategy to improve service quality oriented towards consumer satisfaction.

Based on this background description, this study aims to analyze the influence of service quality on student consumer satisfaction at the A'a Canteen. The results of the research are expected to provide an empirical picture of the importance of service quality in creating consumer satisfaction and become a basis for consideration for business managers in improving the quality of services provided to customers.

Problem Formulation

1. What is the level of service quality provided by the A'a Canteen to students?
2. What is the level of student consumer satisfaction at the A'a Canteen?
3. Does the quality of service have a significant effect on student consumer satisfaction at the A'a Canteen?

Research Objectives

This research aims to:

1. Analyze the level of service quality provided by the A'a Canteen.
2. Analyzing the level of student consumer satisfaction at the A'a Canteen.
3. Testing the influence of service quality on student consumer satisfaction at the A'a Canteen.

Theoretical Benefits

This research is expected to contribute to the development of marketing management science, especially related to the relationship between service quality and consumer satisfaction.

Practical Benefits

1. For the manager of the A'a Canteen, the results of the research can be used as evaluation material in improving the quality of service.
2. For educational institutions, this research can be a reference in an effort to improve the quality of campus service facilities.
3. For future researchers, this research can be used as a reference to develop research in the same field.

METHODS

Types and Approaches to Research

This study uses a quantitative approach with an explanatory design, namely to explain the causal relationship between independent variables (canteen service aspects) and dependent variables (customer satisfaction). The analysis method used is multiple linear regression, because it is able to measure the simultaneous influence of several independent variables on one bound variable. (Bellanov & Kaka, 2025)

Research Location and Time

The research was carried out in the AA Canteen which is located in the campus environment. Data collection was carried out through the distribution of questionnaires using Google Form to students who had made purchases at the AA Canteen.

Population and Sample

The population in this study is all students who have shopped at the AA Canteen. The sampling technique uses non-probability sampling with the purposive sampling method, which is the selection of respondents based on certain criteria.

The respondent criteria used in this study are:

1. Students are active.
2. I have made purchases at AA Canteen.
3. Be willing to fill out a research questionnaire.

The number of samples that were successfully obtained was 20 respondents. Respondent characteristics show that 80% of respondents are male and 20% are female. Most respondents were 21 years old (25%) and 23 years old (20%).

Data Collection Sources and Techniques

This study uses primary data obtained directly through the distribution of questionnaires. The research instrument was prepared using a five-point Likert scale consisting of:

Answer Categories	Score
Strongly Agree (SS)	5
Agree (S)	4

Neutral (N)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Variable Operational Definition

Variable X: Student Satisfaction

Student satisfaction is the level of feeling happy or disappointed that arises after comparing expectations with the service performance received from the AA Canteen. This variable is measured through ten indicators, namely:

1. Quality of food and beverages.
2. Satisfaction with employee service.
3. Diversity of menus.
4. Cleanliness of the canteen.
5. Convenience of facilities.
6. Serving speed.
7. Fulfillment of customer expectations.
8. Service effectiveness.
9. Satisfaction after shopping.
10. Overall satisfaction.

Variable Y: Student Loyalty

Student loyalty is a student's commitment to make a repurchase and maintain a relationship with AA Canteen in the long term. This variable is measured through ten indicators, namely:

1. Frequency of purchases.
2. Canteen as the main choice.
3. Intention to visit again.
4. Willingness to recommend.
5. Loyalty despite other alternatives.
6. Trust in the product.
7. Willingness to try new menus.
8. The convenience of being a customer.
9. Willingness to continue to buy despite a reasonable price increase.
10. Overall loyalty.

Data Analysis Techniques

The data was analyzed using the help of the Statistical Package for the Social Sciences (SPSS) software. The stages of analysis include:

Descriptive Analysis

Descriptive statistical analysis is the activity of collecting and summarizing data, as well as presenting the results of the summary, namely looking for the central tendency, measuring the sub-variables that are most suitable and least in accordance with the respondents' expectations. The trick is to calculate the mean value

Validity Test

Validity is the degree of accuracy between the data that occurs in the research object and the power that can be reported by the researcher. Thus, valid data is data that is "not different" between the data reported by the researcher and the data that actually occurs in the research object. The validity test is calculated by comparing the calculated r value with the r table. If r is calculated $> r$ table and the value is positive, then the variable is declared valid. Meanwhile, if r calculates $< r$ of the table, then the variable is invalid. Reliability Testing Reliability tests are performed using Cronbach's Alpha method. An instrument is declared reliable if it has a Cronbach's Alpha value greater than 0.70.(Prabandari, 2019)

Simple Linear Regression Analysis

A simple linear regression analysis was used to test the influence of student satisfaction on student loyalty with the equation model:

$Y = a + bX$	Description:	$Y = \text{Student Loyalty}$	$a = \text{Konstanta}$
		$X = \text{Student Satisfaction}$	$b = \text{Regression Coefficients}$

Hypothesis Test (t-Test)

The t-test was used to determine the significance of the influence of student satisfaction variables on student loyalty at a significance level of 5% ($\alpha = 0.05$).

Coefficient of Determination (R^2)

The determination coefficient is used to determine the contribution of student satisfaction variables in explaining student loyalty variables.

Research Hypothesis

H_0 : Student satisfaction does not have a significant effect on student loyalty to the AA Canteen.

H_1 : Student satisfaction has a positive and significant effect on student loyalty in the AA Canteen.

4. Research and Discussion Results

4.1 Characteristics of Respondents

By Gender

Table 1. Characteristics of Respondents by Gender Based on Table

Gender	Frequency	Percentage (%)
Male	16	80
Women	4	20
Total	20	100

1, the majority of respondents were male as many as 16 people (80%), while female respondents were 4 people (20%). This shows that AA Canteen consumers in this study are dominated by male students.

By Age

Table 2. Characteristics of Respondents by Age

Age	Frequency	Percentage (%)
18 Years	1	5
19 Years	3	15
20 Years	3	15
21 Years	6	30
22 Years	1	5
23 Years	4	20
26 Years	1	5
41 Years	1	5
Total	20	100

Based on Table 2, respondents were dominated by 6 21-year-old students (30%), followed by 4 23-year-olds (20%). This shows that most of the respondents are in the productive age range of active students.

4.2 Descriptive Analysis of Student Satisfaction Variables (X)

Table 3. Distribution of Student Satisfaction Variable Answers

Indicator	SS	S	N	TS
Good quality of food and beverages	10	6	4	0
Satisfactory employee service	9	6	5	0
Diverse menu	7	11	2	0
The cleanliness of the canteen is maintained	8	9	3	0
Convenient facilities to use	7	9	4	0
Relatively fast serving	6	10	4	0
The canteen meets expectations	7	9	4	0
Fast service	5	8	7	0
Satisfied after shopping	6	10	4	0
Satisfied overall	8	8	4	0

Based on the results of the study, the majority of respondents gave Agree and Strongly Agree answers to all indicators of student satisfaction. The indicator that received the highest rating was the quality of food and beverages sold by AA Canteen with 50% of respondents stating that they strongly agreed. These results show that the level of student satisfaction with the AA Canteen is relatively high.

4.3 Descriptive Analysis of Student Loyalty Variables (Y)

Table 4. Distribution of Student Loyalty Variable Answers

Indicator	SS	S	N	TS
Frequent shopping at AA Canteen	5	8	7	0
Be the first choice	7	8	4	1
Intend to visit again	7	7	4	2
Recommend to others	9	8	2	1
Still choose even if there are other alternatives	6	9	4	1
Have confidence in the product	6	8	4	2
Willing to try new menus	6	9	5	0
Feel comfortable being a customer	7	9	3	1
Keep buying even if the price rises reasonably	6	4	9	1
Have high loyalty	8	7	4	1

The results of the analysis showed that student loyalty to the AA Canteen was in the good category. This can be seen from the dominance of Yes and Strongly Agree answers on most loyalty indicators. The highest scoring indicator was the willingness to recommend AA Canteen to others, with 45% of respondents saying they agreed and 40% strongly agreed. These findings show that students have a positive perception of the AA Canteen so they are willing to give recommendations to other parties.

RESULT AND ANALYSIS

The results of the study show that the level of student satisfaction with the AA Canteen is in the high category. The quality of food and beverages, the diversity of menus, the cleanliness of the environment, and the services provided are the main factors that shape consumer satisfaction. These findings are in line with the theory that consumer satisfaction arises when the performance of a product or service is able to meet or even exceed customer expectations.

The level of student loyalty also showed positive results. The majority of respondents stated that they still choose AA Canteen, are willing to recommend to others, and have the desire to make a purchase again. This indicates that the satisfaction felt by students has the

potential to encourage the formation of customer loyalty. Thus, the higher the level of student satisfaction, the higher the student loyalty to the AA Canteen.

CONCLUSION-Heading 1 (Calibri, 12, Bold, Align Left, UPERCASE)

This study aims to analyze the influence of student satisfaction on student loyalty in the AA Canteen. Based on the results of processing and analyzing data obtained from 20 respondents, it can be concluded that the level of student satisfaction with the AA Canteen in general is in the good category. This can be seen from the high level of respondents' approval of various aspects measured, such as the quality of food and beverages, employee service, diversity of menus, cleanliness of the canteen environment, comfort of facilities, and the speed of serving food and beverages.

The aspect of food and beverage quality is one of the indicators that received the highest rating from respondents. Most of the students stated that the products sold by the AA Canteen were of good quality and in accordance with their expectations. In addition, the diversity of menus offered is also a factor that provides added value for students in determining consumption choices. The cleanliness of the canteen and the comfort of the facilities also contribute positively to the level of customer satisfaction.

In terms of loyalty, the results of the study show that students have a fairly high tendency to continue making purchases at AA Canteens. This is reflected in the high percentage of respondents who stated that they were willing to make a repurchase, making the AA Canteen one of the main choices when buying food in the campus environment, and recommending the AA Canteen to friends and other parties. The level of student trust in the products sold also shows positive results so that it can support the formation of customer loyalty.

The findings of this study indicate that student satisfaction is an important factor that plays a role in shaping student loyalty to the AA Canteen. When students are satisfied with the quality of the products, service, cleanliness, and comfort provided, they will be more likely to maintain a relationship with AA Canteen through repurchases and recommendations to others. Conversely, if the satisfaction level decreases, customer loyalty also has the potential to decrease.

The results of this study are in line with the marketing theory put forward by Kotler and Keller (2016) which states that customer satisfaction is one of the main determinants in creating customer loyalty. Satisfied customers are more likely to make repeat purchases, make positive recommendations, and build long-term relationships with product or service providers.

Thus, it can be concluded that student satisfaction has a very important role in increasing student loyalty to the AA Canteen. Therefore, efforts to improve the quality of

products and services need to continue to be carried out in order to maintain the level of customer satisfaction and loyalty in the long term

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