FACTORS AFFECTING STUDENTS’ SATISFACTION WITH FOOD INTAKE: A STUDY ON RESIDENTIAL HALLS (HOSTELS) OF DHAKA UNIVERSITY

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**Purpose.** This research aimed to determine the factors influencing the food consumption habits and satisfaction level of residential students of Dhaka University, Bangladesh.

**Results.** Six residential halls of Dhaka University were selected among the 23 residential halls in this study. Among the six hostels, 2 are female, and 4 are male. A structured questionnaire was developed using the SERVQUAL framework with nine questions to measure tangibility, reliability, responsiveness, assurance, empathy and overall food consumption pattern and the satisfaction level of resident students of Dhaka University. SPSS 16 was used to analyze the data. From the studies and analysis, it is clear that the students’ evaluations of the service quality and service delivery process depend on such factors: tangibility, reliability, responsiveness, assurance and empathy and their immediate outcome seem to have the greatest impact on their overall perceptions of service quality. Improved perceptions of service delivery lead to satisfaction. Regression results confirm that overall food consumption patterns and satisfaction levels depend on at least one of the following variables: tangibility, reliability, responsiveness, assurance and empathy.

**Scientific novelty.** The novelty of this research lies in several aspects: 1. Contextual relevance; 2. Use of SERVQUAL Framework; 3. Integration of multiple factors; 4. Regression analysis; 5. Specificity for residential students. Overall, the scientific novelty of this research lies in its focused context, use of the SERVQUAL framework, integration of multiple factors (tangibility, reliability, responsiveness, assurance and empathy), statistical analysis, and its specific relevance to residential students of Dhaka University.

**Practical value.** The value of this research can be seen in several aspects: improving food services; enhancing student satisfaction; development of services for residential students; benchmarking and comparison; decision-making and resource allocation.

**Key words:** food consumption, satisfaction, SERVQUAL Model, students, Dhaka University.

**Introduction.** University food service has faced a dramatic transformation in recent times. Visualizing the university-food court of the 20th century, we will discover a huge modification that served food from everlasting cafeteria lines with a decreased friendly group of workers. In today’s life one would find different changes in the university dining experience (Thompson et al., 2020) these new food courts
offer everything from fast food, coffee and eyefuls to down-home cooking. University meal service operations discovered that their consumers’ possibilities demanded to be met. Individualities’ dining prospects have evolved over the instances significantly due to comparable elements: the converting social, geography, better education, the development of a culinary culture, overeating constrains and creative effects.

Wishna (2000) informs us that the coming generation would be much more sophisticated in their dining opinions largely because of their amenability to enlarge their dining experience and try new effects. A current test conducted through the commercial restaurant enterprise in the United States of America discovered that 79% of college pupils are likely or veritably likely to witness new dining druthers. Scientist also finds out that students challenge conventional culinary paradigms by seeking a new eating revel to fulfill their ever-converting prospects Generation Y individualities born in the 1990s represent the food and libation assiduity. In addition, a survey conducted by the National Restaurant Association revealed that Generation Y individuals allot an advanced chance of their income on food down from home and visit cafes more frequently than earlier generations (Brook, 2005).

In Bangladesh, food consumption patterns of students living in different residential halls are inclined to buy more eye-catching, low-priced, and in all likelihood, unhygienic ingredients, which could cause drawbacks to the protected health system. Traditionally, rice is the principal staple meal in Bangladesh, ingesting with diverse forms of vegetable curries and usually fish and meat, while the effect is hardly ever served with daily meals. Like every other sector component, fast food meal intake is likewise a burning issue.

From the above discussion, we can say that the main objective of this paper is to find out the food consumption pattern and satisfaction level of residential students at Dhaka University. All the information incorporated in this report has been collected both from the primary sources and as well as from secondary sources to find out the answers to these questions: What are the factors affecting the food consumption pattern of the residential students? What is the satisfaction level of students by food intake from the residential halls? How do SERVQUAL model elements affect the food consumption pattern of students?

From these questions, the research objectives are firstly to find out the food consumption pattern of residential students at Dhaka University. Secondly, find out the nutritional status of the foods. Thirdly, explore the factors affecting the consumption pattern of foods of the residential students and fourthly, explore the pattern of food intake of the residential students.

Review of literature.

1. Factors Affecting Food Consumption Pattern of Students.

1.1. Physical Ambient. When students have an easy way to (on- bunch) eat as they want, they feel to get tempted more freely. For illustration, the apprentice cafe and its mess offer a feel to impact scholars regarding their individual food choices. In
the cafe, students can choose between French fries, (mashed) potatoes or rice daily. On the other hand, scholars expressed that the university cafe offers many menu choices, and it depends on the individual whether healthy or less healthy choices are being made. Also, living where the ability to cook food is frequently limited can impact meal choices. Not all student places have a completely equipped.

1.2. Individual Food Preference (Taste). Students report that flavor is an important factor impacting their food choices. Flavor can make students unhealthy. Still, it can make students eat healthily. It can help them make healthy choices. Students believed value is related to quality reliance and may influence their eating behavior (Yau et al., 2020).

1.3. Social Norms and Morals. Students mentioned that certain consumption could be region as well as society specific. These social customs do not only fluctuate geologically but can change over occasion as well (El Ansari et al., 2012).

1.4. Dietary Knowledge. Participants alleged that a certain dietary awareness is needed to change one’s eating pattern. To a definite level, students seem to be alert to the demand for their health (Martens, 1997). In Indonesia that aimed to evaluate the impact of a nutrition education intervention on fish consumption among school children they have utilized a randomized controlled trial design, where participants were randomly assigned to different groups, with one group receiving the nutrition education intervention and another serving as a control group. The results of the study may have shown that the nutrition education intervention led to an increase in fish consumption among the school children (Kelly et al., 2013).

1.5. Social Support. Students open up about the support they get from their family and friends, which can influence their intake behavior. During some exam periods, they are happy that their parents arrange their meals because it would not be healthier if they had to make it all alone. Living collectively with family and friends can also influence eating behaviors (Cuy Castellanos, 2020).

2. Dining Choices and Expectations. Numerous students delved into individual food choices and prospects from various scales. Brevard & Ricketts (1996) stated five general factors (range of food, quality of food, price of food, atmosphere and speed of service) which affect eatery choices and, after that, client attachment. The authors conclude that palpable factors are more significant in developing client fidelity than impalpable factors similar to the benevolence of staff. Overall, food category and quality were cited as the most important variables for cafe choice; nonetheless, image and atmosphere are decisive when comparing similar types of cafes. The inquiry revealed that scholars:

- eat out further for social occasions;
- dine out more constantly than average;
- attribute further significance to value for Croesus;
- have a lack of regard for recommendations by others.

Additionally, the study recognized the involvement of dining out variables and the dining circumstance. It has been suggested that image and atmosphere, what Auty
(1992) refers to as style, become more important when the dining out occasion is a festivity or a social night out (Mohsin et al., 2005) researched the available client prospects and factual comprehensions of individualities dining in cafes. The findings revealed that value for Croesus, product diversity, staff allied expertise, staff freebie and etiquette, and well-timed service were ranked as the five most important anticipations. Cook & Thompson (2000) when comparing the repliers’ prospects with their factual comprehensions, gaps were revealed in several dining aspects. The authors suggest specific advancements that minimize the gap and enhance client satisfaction (World Health Organization Healthy Diet, 2020).

3. Service Quality Dimension and Dining. Service quality has gathered the attention of many scholars for the past two decades (Zeithaml & Parasuraman, 1990). The most admired, but at the same time most denounced, quality assessment tool was proffered by Parasuraman et al. (1988; 1991a; 1991b); the SERVQUAL model. Extensively employed by assiduity interpreters and intellectuals (Lassaretal, 2000), the model has grounded on the proposition that service quality is a function of three independent variables pre-purchase prospects, perceived quality, and perceived affair quality (Parasuraman et al., 1985). In veritably simple terms, SERVQUAL is an abstract instrument determining the distinction between clients’ prospects and their real comprehension of a service hassle. Quality is viewed as the gap between perceived and anticipated service. The model is made of a set of five confines which are as follows (Parasuraman et al., 1988):

1) Tangibles that include variables similar as physical installations, outfits, labor force and communication stuff.

2) Trust ability is the association’s capability to perform the service dependably and directly.

3) Responsiveness is the amenability of helping clients and giving prompt service.

4) Assurance deals with workers’ knowledge and politeness, and capability to convey trust and confidence.

5) Empathy is compassionate and personalized attention to the clients.

In discrepancy, other scholars (Parasuraman et al., 1988; 1991a, b; Knutson et al., 1990; Stevens et al., 1995; Jiang et al., 2000; Kang et al., 2002) tested the model’s trust ability and scholars’ dining prospects in validity rates and concluded that it represents an effective tool for measuring service quality. Several SERVQUAL variations were later developed and enforced in several diligences. Knutson et al. (1990) developed LODGSERV, a tool that defined and measured service quality in the lodging assiduity. Its final interpretation is comported of 26 variables which fall under the five SERVQUAL confines. Several times, Stevens et al. (1995) developed DINESERV, a new adaption of the SERVQUAL model in the cafe. The particular model included 29 variables, and again it measured the same service quality confines; trust ability, assurance, responsiveness, tangibles, and empathy (Parasuraman et al., 1988; Wang et al., 2023).
**Materials and methods.** The exploration method is a methodical way to break a problem or give an answer to a question. It is a procedure that attendants and directs the experimenters to achieve the objects of the study. An experimenter needs to design a methodology for the chosen problem. The methodology depends on the nature of the exploration. The powerful exploration method illustrates how data are collected, what tools are used for this purpose and from whom the data are collected. For achieving the exploration objects and fulfilling the purpose, this study was conducted following the methodology described then for exploration design, data assortment sample selection and procedure for data analysis and interpretation.

**Research Design.** The theoretical frame represents the patterns and the structure of connections among the predictor and criterion variables. The study intends to determine the correlations among the variables. Then tangibility, trust ability, responsiveness, assurance and empathy are considered a single construct of SERVQUAL. The food consumption pattern is considered a single criterion construct under the overall consumption pattern. Also, a co-relational study was conducted to institute the actuality of connections among the variables. A co-relational study finds the degree of association between two or other variables. So, in this study, the idea is to identify and dissect the relationship among the variables by using Descriptive statistics to find out the food consumption pattern of domestic scholars of Dhaka University.

**Sample Approach.** For this study, the population size is for all the universities, but the sample studied is that of 120 domestic students from six domestic halls of Dhaka University premises. The hypercritical sample is used for drawing samples from the population since only the domestic students of Dhaka University are to be surveyed. A hypercritical sample is a non-probability approach where knowledge and professional judgment are used to experiment and predict the result.

**Survey Instrument.** The questionnaire is used to gather data for this exploration. The explanation for using a questionnaire is the obscurity of the repliers and time constraints for both the experimenter and the client. For this study, the structured questionnaire is used to collect data from the residential students of Dhaka University premises.

SERVQUAL was first used to assess students’ consumption patterns and comprehension of service quality in service. It has five general confines or factors are:

- Tangibility;
- Trust ability;
- Responsiveness;
- Assurance (include competence, consideration, integrity and safety);
- Empathy (including access, communication, and understanding of the client).

For this exploration, a non-difference score measure was used, and the score for each dimension of service quality was calculated by taking the average score in particulars making up the dimension, in this case, four particulars per dimension.
Results and discussion. **Descriptive Statistics.** Descriptive statistics were used to dissect the variables. The mean and Standard Deviation of the dimension indicators were used to conclude the overall food consumption pattern of domestic scholars of Dhaka University.

**Regression Analysis.** Regression analysis was performed to understand the overall food consumption of domestic scholars of Dhaka University. All the regressions were linear in parameter. Overall food consumption pattern was used as the dependent variable, and tangibility, trust ability, responsiveness, assurance, and empathy were independent variables.

**Hypothesis Testing.** Two suppositions have been tested, one is the Null Hypothesis (H0), and another is the Alternative Hypothesis (H1).

Null Hypothesis (H0) = Overall food consumption pattern of domestic scholars does not depend on the service quality dimension variables (tangibility, trust ability, responsiveness, assurance and empathy).

Alternative Hypothesis (H1) = Overall food consumption pattern of domestic scholars depends on at least one of the service quality dimension variables (tangibility, trust ability, responsiveness, assurance and empathy).

**Questionnaire Design.** The questionnaire is attained from SERVQUAL’s question list. Data was collected through a pre-structured questionnaire. The questionnaire is developed to identify the underpinning confines of food consumption patterns of domestic scholars and assess the service quality of domestic hall dining. The SERVQUAL model was used for Questions in Part-2, sorted of 09 questions to measure the vital confines of service quality as food consumption pattern and trust ability, empathy, responsiveness, assurance, and tangibles.

Part 1 contains questions regarding the demographic information of the replier (age, gender, and attached hall). The SERVQUAL model was used for Questions in Part 2, sorted of 09 questions to measure the crucial confines of food consumption patterns, i.e. trust ability, empathy, responsiveness, assurance, and tangibles. 09 questions of each item are on 5 points Likert scale, ranging from 1 (strongly differ) to 5 (strongly agree). This study tries to concentrate on 5 “Quality Characteristics”, which were preliminarily set up significant by colourful studies with many uniquely applicable characteristics, especially in the SERVQUAL model. The hypercritical Probability sample was named the scholars. The qualitative data were converted into quantitative. SPSS 16 was used to dissect the data.

**Sample.** The study was limited to different domestic scholars of the Dhaka University campus, both male and female. Convenience arbitrary sample system has been espoused to elect scholars from domestic halls. A sample constituted of a total of one hundred twenty scholars in, male and female, were requested to fill the questionnaire.

**Trust ability and Validity.** Trust ability dimension is established by testing for both thickness and stability. Cronbach alpha has been employed to estimate the trust ability scale of construct and dimension of each construct and to ensure that the data
collected is dependable. The Cronbach Alpha is calculated to measure the trust ability of the five confines.

To estimate the overall food consumption pattern and illustrate the relation between overall food consumption pattern with all the dimensions – tangibility, reliability, responsiveness, assurance and empathy. According to the assumption, the overall food consumption pattern does not depend only on these five dimensions. So, the regression provides is with unbiased estimates.

Null Hypothesis ($H_0$) = Overall food consumption does not depend on tangibility, reliability, responsiveness, assurance and empathy.

Alternative Hypothesis ($H_1$) = Overall food consumption pattern depends on at least one of the following variables: tangibility, reliability, responsiveness, assurance and empathy.

1. **Multiple Regression.** The results are shown in the Table 1.

<table>
<thead>
<tr>
<th>Description</th>
<th>Regression Equation</th>
<th>Regression Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall food consumption pattern (Dependent)</td>
<td>Overall Food Consumption Pattern = 0.00 + 1.05 Tangibility + 0.209 Reliability + 1.05 Responsiveness + 0.098 Assurance + 0.288 Empathy</td>
<td>Multiple</td>
</tr>
<tr>
<td>Tangibility (Independent/Predictor)</td>
<td>0.209 Reliability</td>
<td>Multiple</td>
</tr>
<tr>
<td>Reliability (Independent/Predictor)</td>
<td>1.05 Responsiveness</td>
<td>Multiple</td>
</tr>
<tr>
<td>Responsiveness (Independent/Predictor)</td>
<td>0.098 Assurance</td>
<td>Multiple</td>
</tr>
<tr>
<td>Assurance (Independent/Predictor)</td>
<td>0.288 Empathy</td>
<td>Multiple</td>
</tr>
<tr>
<td>Empathy (Independent/Predictor)</td>
<td></td>
<td>Multiple</td>
</tr>
</tbody>
</table>

*Source: authors’ calculation based on SPSS 16.*

So, Overall Food Consumption = 0.00 + 1.05 Tangibility + 0.209 Reliability + 1.05 Responsiveness + 0.098 Assurance + 0.288 Empathy.

**Test of Significance of Coefficient of Regression Equation.** In this equation coefficient of tangibility is 1.05, which indicates that if the score of tangibility increases by 1 point, the score of overall service quality increases by 1.05, provided reliability, responsiveness, assurance, and empathy remain unchanged. In this equation coefficient of reliability is 0.209, which indicates that if the score of Reliability increases by 1 point, the score of overall service quality increases by 0.209, provided tangibility, responsiveness, assurance and empathy remain unchanged. The regression function shows a positive relation between reliability and overall service quality. In this equation coefficient of responsiveness is 1.05, which indicates that if the score of responsiveness increases by 1 point, the score of overall service quality increases by 1.05 provided tangibility, reliability, assurance, and empathy remain constant. In this equation coefficient of assurance is 0.098, which indicates that if the score of assurance increases by 1 point, the score of overall service quality increases by, provided tangibility, reliability, responsiveness, and empathy remain unchanged. In this equation coefficient of empathy is 0.288, which indicates that if the score of Empathy increases by 1 point, the score of overall service quality increases by point 0.288, provided tangibility, reliability,
responsiveness, and assurance remain unchanged.

The correlation among the Independent Variables. The connection among the Independent Variables in relative terms can be assessed with the help of multiple correlatives:

\[ R = 0.261. \]

It indicates a low degree of positive relationship among tangibility, reliability, responsiveness, assurance and empathy.

The explanatory power of the Independent Variables. The explanatory power of the Independent Variables can be assessed with the coefficient of multiple determinants. Here multiple regression yields the coefficient of multiple determinations:

\[ R^2 = 0.068. \]

This coefficient indicates that 6.8% of the variation in overall food consumption is explained by the combined variation of tangibility, reliability, responsiveness, assurance and empathy.

Correlation Matrix. Tangibility, reliability, responsiveness, assurance, empathy and overall food consumption. The below Table show the correlation between every variable in the Matrix form.

<table>
<thead>
<tr>
<th>Description</th>
<th>Tangibility</th>
<th>Reliability</th>
<th>Responsiveness</th>
<th>Assurance</th>
<th>Empathy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangibility</td>
<td>1.000</td>
<td>0.068</td>
<td>1.000</td>
<td>-1.850</td>
<td>0.282</td>
</tr>
<tr>
<td>Reliability</td>
<td>0.068</td>
<td>1.000</td>
<td>0.068</td>
<td>0.682</td>
<td>0.579</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>1.000</td>
<td>0.068</td>
<td>1.000</td>
<td>-0.185</td>
<td>0.282</td>
</tr>
<tr>
<td>Assurance</td>
<td>-0.185</td>
<td>0.682</td>
<td>-0.185</td>
<td>1.000</td>
<td>-0.181</td>
</tr>
<tr>
<td>Empathy</td>
<td>0.282</td>
<td>0.579</td>
<td>0.282</td>
<td>-0.181</td>
<td>1.000</td>
</tr>
</tbody>
</table>

Source: authors’ calculation based on SPSS 16.

From the above Table, we have found that there is no presence of rigorous multidisciplinary among the dependent variables, which are desirable.

Test of Hypotheses

Null Hypothesis \((H_0)\) = Overall food consumption pattern does not depend on tangibility, reliability, responsiveness, assurance and empathy.

Alternative Hypothesis \((H_1)\) = Overall food consumption pattern depends on at least one of the following variables tangibility, reliability, responsiveness, assurance and empathy.

According to the results (Table 3) of the Analysis of Variance (ANOVA), the \(F_E\) is more significant than the critical or table value of \(F\) than Null Hypotheses \((H_0)\) will be rejected, which means Alternative Hypotheses \((H_1)\) will be accepted. For analysis of Variance, the preferred Significance level is 5%.

Here, the estimated value of \(F_E = 0.763 < \text{Table value of } F_T = 0.552\), which means Null Hypotheses \((H_0)\) is rejected, and Alternative Hypotheses \((H_1)\) that Overall food consumption pattern depends on at least one of the following variables – tangibility, reliability, responsiveness, assurance and empathy – is accepted.
### Analysis of Variance

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F_E</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>1.517</td>
<td>1</td>
<td>1.517</td>
<td>0.763</td>
<td>0.384</td>
</tr>
<tr>
<td>Residual</td>
<td>234.475</td>
<td>118</td>
<td>1.987</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>235.992</td>
<td>119</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: authors’ calculation based on SPSS 16.

### Descriptive Statistics: Determining the View of Students Regarding the Food Consumption Pattern of Residential Students of Dhaka University (Table 4).

#### Table 4

<table>
<thead>
<tr>
<th>Description</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall food consumption pattern</td>
<td>6.10</td>
<td>1.616</td>
<td>120</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>Tangibility</td>
<td>3.00</td>
<td>0.739</td>
<td>120</td>
<td>Moderate</td>
</tr>
<tr>
<td>Reliability</td>
<td>6.25</td>
<td>1.138</td>
<td>120</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>3.00</td>
<td>0.739</td>
<td>120</td>
<td>Moderate</td>
</tr>
<tr>
<td>Assurance</td>
<td>4.25</td>
<td>0.866</td>
<td>120</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>Empathy</td>
<td>2.00</td>
<td>1.270</td>
<td>120</td>
<td>Not Satisfactory</td>
</tr>
</tbody>
</table>

Note. 4 or above – satisfactory; 3.0–3.99 – moderate; below 3 – not satisfactory.

Source: authors’ calculation based on SPSS 16.

Respondents’ overall perception regarding the food consumption pattern of residential students of Dhaka University has been assessed in terms of derived mean score of respective dimensions: tangibility, reliability, responsiveness, assurance, empathy and overall food consumption pattern.

**Limitations.** One of the limitations of the study is obvious – only a small number of university students participated in the survey. We have very little amount of time and recourses for our research also. So, we have to take a small number of samples from the population of the research. Only one university and six halls among the 23 residential halls of Dhaka University have been taken for the research. Another limitation may be that the survey, though not intended as such, may be used as a soapbox to speak one’s mind, no matter how limiting the answers to the questions may be. And it was difficult to communicate with customers as they were unable to share their time for interview.

**Major Findings.** From the study, one hundred twenty (120) students of six Dhaka University halls – twenty each from Zia Hall, Surzosen Hall, Shahidullah Hall, Jagannath Hall, Ruqayyah Hall and Bangladesh Kuwait Moitri Hall – were surveyed. As many as 75% of the respondents believe they have a wide range of foods to choose from for their meal and that the staff behaviour is good enough for them. The hall management system and heath restrictions followed by the staff are only somehow tolerable to 14% of them, while the respondents opined that the cleanliness of the dining food quality is 0.8%. Asked to comment on the cleanliness of the kitchen, almost all the respondents found it to be very unhygienic. Among all of these, it is found that 75% of food consumption pattern depends on all these factors.
Conclusions. Indeed, food hazards and food insecurity are far and wide. However, the university must show the path. When all other social and political institutions collapse, their fellow citizens put up their prospects in institutions like universities. Dhaka University, thus, must admit that responsibility with full commitment. The exploration work was particularly intriguing and fact-finding, which helped disinter numerous a riddle behind the constant food debacle at Dhaka University domestic halls. The data from the test confirms that the university students were not fully satisfied with the overall services handed to them. The results of this study give clear direction that the authority should change the dining system to meet the ever-changing requirements of the students.

Through this exploration process, we get several suggestions for the result of food problems at the domestic halls to amend their food consumption pattern.

- As many as 93 of the students under check suggested that the hall provosts/house teachers should care about the students’ problems. Halls should be as genuine as parents are to their children.

- The cuisine is not a nonprofessional’s job, and the person who will cook for thousands of university students should and must be a professional in the field. The adage “cheap and nasty” is popular in the Dhaka University halls. That means greengroceries; rice and other foodstuff are bought, considering only their stinginess with no concern for quality.

- Students have no say-so/choice in food affairs; the food issue is simply managed by the house teachers and dining directors who hardly pay any attention to the students’ choice about their food.

Scientific novelty in this research lies in several aspects:

1. Contextual Relevance: the study focuses on the food consumption habits and satisfaction levels of residential students at Dhaka University, which is a specific population group in a particular geographical location. By narrowing down the scope to a specific context, the study provides insights that are relevant and applicable to the target audience.

2. Use of SERVQUAL Framework: the study employs the SERVQUAL framework, a well-established tool for measuring service quality, to assess the factors influencing food consumption habits and satisfaction levels. By utilizing this framework, the research adds a standardized and widely recognized approach to evaluating service quality in the specific context of a university dining environment.

3. Integration of Multiple Factors: the research incorporates multiple dimensions of service quality, including tangibility, reliability, responsiveness, assurance, and empathy. By considering these factors together, the study provides a comprehensive understanding of the various elements that influence the overall service quality perceptions and satisfaction levels of residential students.

4. Regression Analysis: the study employs regression analysis to examine the relationships between the identified factors and overall food consumption patterns and satisfaction levels. By using this statistical technique, the research quantifies the
impact of each factor on the dependent variables, contributing to a deeper understanding of the specific effects and their magnitudes.

5. Specificity for Residential Students: the research specifically focuses on residential students, which distinguishes it from studies conducted on other student populations or non-residential individuals. This specificity adds to the scientific novelty by providing insights into the unique challenges, preferences, and experiences of students living in a university residential environment.

The practical value of this research can be seen in several aspects:

1. Improving Food Services: By examining the factors influencing food consumption habits and satisfaction levels, the research provides valuable insights for the administrators and staff responsible for managing food services at Dhaka University. The study’s findings can help identify areas of improvement in terms of service quality and understand specific factors that contribute to student satisfaction or dissatisfaction. This information can guide decision-making and aid in implementing targeted strategies to enhance the overall dining experience for residential students.

2. Enhancing Student Satisfaction: Understanding the factors that influence student satisfaction with food services can contribute to overall student well-being and academic performance. By identifying key areas for improvement, such as tangibility, reliability, responsiveness, assurance, and empathy, administrators can focus on enhancing these aspects to ensure students’ needs are met. This, in turn, can lead to higher levels of satisfaction, which can positively impact students’ overall university experience.

3. Development of Services for Residential Students: The research’s specific focus on residential students allows for a better understanding of their unique challenges and preferences. This knowledge can be utilized to tailor food services specifically to the needs of this student population. For example, if the study finds that the responsiveness of staff significantly affects satisfaction levels, efforts can be made to ensure prompt and efficient service, considering the specific dynamics of a residential setting.

4. Benchmarking and Comparison: The use of the SERVQUAL framework provides a standardized approach to evaluate service quality. This enables benchmarking and facilitates comparisons with similar studies conducted in different contexts or at other institutions. By comparing findings across different universities or populations, administrators can gain insights into best practices, identify areas of improvement, and adopt strategies that have been successful elsewhere.

5. Decision-Making and Resource Allocation: The research findings, particularly the regression analysis, can inform decision-making processes related to resource allocation. By quantifying the impact of various factors on food consumption patterns and satisfaction levels, administrators can prioritize their efforts and allocate resources effectively to areas that have the greatest influence on student satisfaction.
Future research prospect will be to explore the relationship between satisfactions and consumption behavior, characteristics not included in this study, such as a propensity for variety seeking behavior or a recreational consumption orientation, and other prospects that could potentially be important in the service industries. Further research on how the effects of satisfaction on behavior is moderated by different consumer characteristics would advance customer satisfaction research as well as be of great managerial significance.

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