

Hungry for change: a uOttawa dining hall satisfaction questionnaire

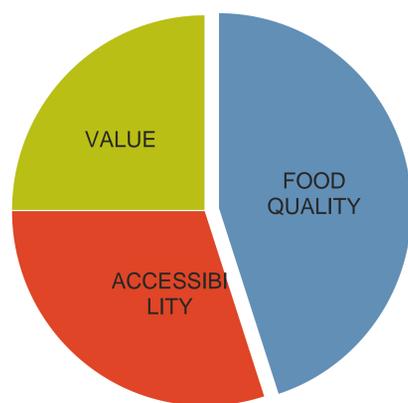
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Introduction

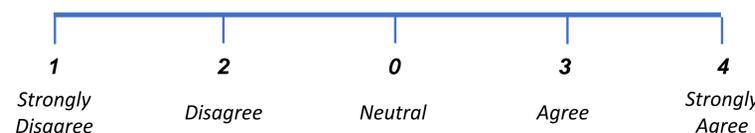
- Researchers developed a 27-item questionnaire in Winter 2015 to examine students' attitudes of the University of Ottawa Food Services.
- Funded by mandatory meal plans, the University of Ottawa opened the doors of its new 24-Hour "All-you-care-to-eat" Dining Hall in Fall 2015 (El-Bouzaidi & MacMillan, 2015).
- Complaints emerged on social media regarding several aspects of the Dining Hall.
- Food Services introduced new Dining Hall rules.
- Complaints persisted, mainly regarding food quality, accessibility, and value.
- Based on these dimensions, researchers refined their previous questionnaire to assess student customer satisfaction of the new Dining Hall (Kwun, 2011; Andaleeb et al., 2007).



1. The Dining Hall serves high-quality food.
2. I can always find something that I would like to eat.
3. The food in the Dining Hall meets my expectations.
4. I can use the Dining Hall however I want.
5. I have a hard time finding a place to sit in the Dining Hall.
6. Going to the Dining Hall is good value for my money.

TEST ITEM	IS THE DIMENSION MEASURED BY THIS ITEM?		
	Essential	Useful but not Essential	Not Necessary
1. The Dining Hall serves high-quality food.	2	1	0
2. I can always find something that I would like to eat.	2	1	0
3. The food in the Dining Hall meets my expectations.	2	1	0
4. I can use the Dining Hall however I want.	2	1	0
5. I have a hard time finding a place to sit in the Dining Hall.	2	1	0
6. Going to the Dining Hall is good value for my money.	2	1	0

5-Point Likert Scale



Methodology

- Researchers conducted an extensive literature review of customer satisfaction surveys, institutional food services, meal plans, and university (Kim et al., 2009)
- Adapted from the researchers' previous questionnaire, the current questionnaire focuses on the new University of Ottawa Dining Hall.
- Based on the dimensions of:
 - Food Quality: freshness of the food and the use of quality ingredients
 - Accessibility & Availability: user-friendliness
 - Value: perceived worth of the food and the Dining Hall experience
- The questionnaire is intended to sufficiently and reliably assess students' satisfaction with the Dining Hall and identify its successes and problem areas.
- Validity was assessed with preliminary content validation by a panel of experts.

Results

Results from preliminary content validation show that the instrument is ready for administration.



Discussion

- Researchers encountered difficulties reconciling length with content validity.
- Experts determined that Items 4 and 5 need improvement.
- The questionnaire should be made accessible in both languages and computerized before administration to the undergraduate student population at the University of Ottawa.
- Once validated and administered, it will be a useful tool in accurately identifying areas that need refinement, as well as those which are successful.
- When periodically administered, results from the questionnaire can track students' reactions to the Dining Hall's changes.

References

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