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).

<table>
<thead>
<tr>
<th>TEST ITEM</th>
<th>IS THE DIMENSION MEASURED BY THIS ITEM?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Dining Hall serves high-quality food.</td>
<td>Essential</td>
</tr>
<tr>
<td>2. I can always find something that I would like to eat.</td>
<td>Useful but not Essential</td>
</tr>
<tr>
<td>3. The food in the Dining Hall meets my expectations.</td>
<td>Not Necessary</td>
</tr>
<tr>
<td>4. I can use the Dining Hall however I want.</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>5. I have a hard time finding a place to sit in the Dining Hall.</td>
<td>Neutral</td>
</tr>
<tr>
<td>6. Going to the Dining Hall is good value for my money.</td>
<td>Disagree</td>
</tr>
</tbody>
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5-Point Likert Scale

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

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.

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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