

CAMPUS DINING: WHAT QUALITY FACTORS AFFECT STUDENT SATISFACTION AND RETENTION?

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ABSTRACT

This study explores dimensions of quality with regards to campus food service and examines its link with overall satisfaction and retention of students. Based on findings of the survey conducted at a Midwestern university, food service quality consists of four dimensions: Service Satisfaction, Food Diversity, Value, and Facility Satisfaction. Results show that student satisfaction with campus dining services is affected by Food Diversity, Value and Facility Satisfaction while Retention is dependent on Service Satisfaction. Thus, Service Satisfaction comprised of speed of service, hours of service, and friendliness of staff is of paramount importance when it comes to campus dining services.

Keywords: *Food Service, Quality, Satisfaction, Retention*