



Research Brief

Results of Crafton Hills College Cafeteria Point of Service Evaluation Results Spring 2015

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Purpose of Brief

This brief illustrates the results from the Spring 2015 Cafeteria Point of Service Evaluation results.

Summary of Findings

- 32 respondents completed the survey.
- 94% of respondents completing the survey are students.
- 6% of the respondents completing the survey are classified/confidential staff.
- 88% of respondents feel that services provided by the cafeteria were either excellent or good.
- 94% of respondents feel the people who helped them were friendly, would utilize the cafeteria in the future, and were satisfied with their visit.
- Compliment from student – “The staff is always professional, the cafeteria is always fresh smelling and clean, thank you”.

Overview

In Spring of 2015, The Crafton Hills College Cafeteria administered a Point of Service (POS) evaluation to gain “customer satisfaction” feedback. From April 27th through May 1st, 2015, cafeteria users had the opportunity to fill out the POS brief about their experience at the cafeteria. A limitation to the survey was that respondents may have completed the survey twice if they used the cafeteria more than once when the survey was being administered, and the survey was only administered for one week.

Methodology

The POS evaluation included one four-point Likert scale question on overall levels of service, ranging from *Excellent* to *Poor*; six statements regarding different aspects of the cafeteria on a four-point Likert scale, ranging from Strongly Agree to Strongly Disagree; and three open-ended questions. Following the Likert scale questions, the first open-ended question invited recommendations for service-related improvements. The second open-ended question allowed for suggestions for the cafeteria in general. The third open-ended question allowed for any additional comments or questions.

Findings

The Point of Service (POS) evaluation was completed by 32 respondents. The majority of respondents were students. (N=30), followed by classified/confidential staff (N=2). None of the respondents identified themselves as managers/administrators, part-time faculty, or campus visitors.

Table 1 illustrates how respondents felt about the cafeteria’s level of service. Overall, 88% of respondents felt that services provided by the cafeteria were either excellent or good.

Table 2 shows respondents’ level of agreement with various statements regarding the cafeteria. Ninety-four percent either agreed or strongly agreed that the people who helped them were friendly, that they would utilize the cafeteria in the future, and that they were satisfied with their visit. Moreover, 93% of respondents either agreed or strongly agreed that the people who helped them were courteous. Respondents were less likely to agree that the cafeteria is high quality service (84%) and that they would recommend the service to a friend or fellow student (78%); However, the percentage who agreed were above 75%.

Table 1: The number and percent of respondents who rated the cafeteria as having excellent service	Excellent		Good		Fair		Poor		Total	
	N	%	N	%	N	%	N	%	N	%
Overall the level of service provided	19	60	9	28	2	6	2	6	32	100

Table 2: The number and percent of respondents who agree or disagree with the following statements:	Strongly Agree		Agree		Disagree		Strongly Disagree		Total	
	N	%	N	%	N	%	N	%	N	%
This is a high quality service	16	50	11	34	5	16	0	0	32	100
I would recommend this service to a friend or fellow student	18	56	7	22	4	13	3	10	32	100
The people who helped me today were courteous	24	77	5	16	0	0	2	6	31	100
The people who helped me today were friendly	26	81	4	13	2	6	0	0	32	100
The cafeteria is a service I would utilize in the future	21	68	8	26	1	3	1	3	31	100
In general, I am satisfied with my visit to the Cafeteria today	21	66	8	25	1	3	2	6	32	100

Respondents' Comments on Open-Ended Questions

When given the opportunity to leave additional comments, questions, or concerns, about 75% of respondents chose to do so. When asked to give service related improvements, respondents' recommendations fit into the following categories: food choices (N=14); prices (N=3); staff (N=3); hours of operation (N=2); and power outlets (N=2).

Comments broken down by category:

Food Choices

- A more healthy and diabetic friendly menu.
- Adding a variety of hot food, more snacks.
- Bring the grill back.
- Good product.
- I know funds are tight but if there no an actual fresh meal fried grilled back would be great.
- I would like more real food. But the people are so nice.
- More food.
- More variety with the food. Bring back the burgers and fries.
- New food items for new selections.
- Please, more soup.
- Provide a wider selection of goods.
- Real food.
- The food.
- To be better and with more choices to choose from.

Prices

- Better packaging and food to make food not expensive as a student.
- Cheaper food.
- The prices of some food is too high the options are limited.

Staff

- More workers for fresh food.
- The lady with black hair is rude. I asked for a fork and she gave me one, but told me to bring my own.
- The lady with the black hair is very rude. I asked for a fork and she gave it to me but told me to bring a packet next time.

Hours of Operation

- Keeping cafeteria open past 3:30 would be greatly appreciated.
- Please leave the cafeteria stay open longer. I'm here all day.

Power Outlets

- More outlets/extension cords/cheaper foods.
- Plus and more plugs to charge phone.

When respondents were asked to provide other general suggestions, 56% of respondents provided comments. The answers fit into the following categories: food (N=12); prices (N=2), staff (N=2) and Miscellaneous (N=2).

Comments broken down by category:

Food

- Bring back grill.
- Burgers and fries.
- Buy sandwich that are not completely bread, too much bread.
- Food, extension cord.
- Get restaurant.
- Less vending machines.
- More hot foods.
- More nutritional food.
- Nutritious food, non-processed and a little less cheaper like a \$3.00 chicken sandwich with lettuce, tomato, and cheese.
- Please provide more non meat items.
- Return the grill.
- The food.

Prices

- Lower the price of the fountain drinks.
- More cheaper and more fresh, not the company.

Staff

- The older blonde lady is nice and respectful and always smiles.
- The older lady with blondish hair was very nice and is always smiling.

Miscellaneous

- Make a bigger cafeteria.
- The cafeteria is well run. I wish it was open late.

When respondents were provided an opportunity to provide additional comments, 47% responded. The responses fit into the following categories: food (N=6), compliments (N=5), prices (N=2), and miscellaneous (N=1).

Food

- Better food and nicer workers.
- Get food.
- More burgers and fries
- More healthy food.
- Real food, please.
- The food should be better.
- They should be careful with the sandwiches because my tomato was raw, it had mold, so threw it away, it sucked.

Compliments

- 😊
- I love the lady with the blonde hair.
- Staff is very friendly and helpful.
- Staff very friendly, doing well.
- The staff is always professional and the cafeteria is always fresh smelling and clean, thank you.

Prices

- Thank you for your services. Overall, I'm thankful for the option human nature to want more just note we have what we have and it's all good \$5.45 dollars feels like too much.
- You have a CalWORKs office on campus, but don't accept food stamps might want to fix that.

Miscellaneous

- Open all day, even for night class students.

Any questions regarding this brief can be directed to the Office of Institutional Effectiveness, Research and Planning at (909) 389-3331 or you may send an email to cgundersen@craftonhills.edu.