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of Technology**

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EXPECTED FOOD SERVICES OUTPUTS IN AN OUTSOURCED CATERING OUTLET: A STUDENT PERSPECTIVE

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Introduction

- The level of satisfaction
- Student protest against a service
- Service that is contracted out (outsourced)
- In particular catering
- Student as a customer



Literature Review

- Outsourcing: As the strategic use of outside resources to perform activities traditionally handled by internal staff and resources(Handfield,2006).
- Bolat and Yilmaz(2009) investigated the impact of outsourcing as well as the relationship between outsourcing and organisational performance and found that organisational performance had increased after outsourcing
- As a result of lack of sufficient finance to cover costs, many institutions have resorted to increased outsourcing (Wertz,2000)
- However, many organisations are not reaping the desired benefits from outsourcing : due to limited research available (Krause ...2005)



Literature Review

- As such the decision to outsource an activity could have profound implications for stakeholders level of satisfaction and financial viability (Krause et al, 2005)
- It is dictated by the disparity between the customers expectations and perception of the service as rendered by the organisation (Brown and Bitner,2007: 32)
- Satisfaction refers to a person's feeling of pleasure resulting from comparing a product's perceived performance to expectations. If the performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. Satisfaction is thus a personal view of the customer (Brown & Bitner, 2007).



Theoretical evidence

This Literature teaches us that:

- Service quality is one of the most important features that have an effect on satisfaction (Peer & Mpinganjira, 2011: 298)
- Customer's expectations and perceptions of the service, determine the level of satisfaction of the customer (Whitlock, 2010).
- In order to earn the customer's satisfaction, the organisation should consider the customer's expectations by designing and rendering excellent services to meet those expectations (Peer & Mpinganjira 2011)



Service Quality Dimensions

- Service quality dimensions are determinants to assess service quality (Zeithaml, et al 1990: 21 - 22). There are used to assess the service quality across the five dimensions, namely,
 - Tangibles,
 - Reliability,
 - Responsiveness,
 - Attitude and Empathy.



Methodology

This was a Quantitative Research (self administrated structure questionnaire)

- *Population and Sample sizes*
 - Total of 233 – (Male 120 + Females)of seven on campus residences
 - 1858 – 233 is 13% at least (10% of the study population)

In Keeping with the population and the sampling design) (Malholtra, 2009)

- Study population and sample(SPS) – The data were analyzed using descriptive and simple inferential statistics (field 2009)



Findings

- The general impression is that residence students at Tshwane University of Technology using the catering outlet prefer that catering outlet assert that :
- Food service reliability of the system are most important than: attitude, empathy, responsiveness of staff.
- This may arise because students have unrealistic expectations of what will transpire during their time at university; it may also arise because of misunderstandings associated with the information provided by the institution about its culture or because the institution is simply unaware of the students' expectations.
- University lectures and service providers may make erroneous assumptions about students' needs, as universities tend to provide information to students based on the institutions' expectations, not those of the student (Pithers & Holland 2007)



Recommendations

- The outlet manager should consider , implementing new processes and strategies to ensure student satisfaction of food service.
- The appearance of meals and changes to menu should be done by providing a weekly meal plan.
- A consistency customer survey should be conducted at least once a month.
- Catering staff should consult with the university to find the best time to serve meals as times could be clashing with academic time table.
- The portion served should be in line with benchmarking on National standards.
- Managers should compliment staff on their attitude, empathy and responsiveness as encouragement works well.



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Future Research Directions

- *An investigation into the levels of dissatisfaction among students relating to outsourcing and insourcing of services at the University.*



END OF PRESENTATION

Thank you

