

## **Survey Results on Consumer Satisfaction with the Canteens of Korkyt Ata Kyzylorda University**

In March 2025, a survey was conducted among 3,441 respondents—including students, graduate students, faculty, and staff—to evaluate the quality of service in the university's dining halls. The questions covered food quality, service level, cleanliness, prices, operating hours, and overall satisfaction.

**Frequency of Dining Hall Visits:** 62% of respondents visit the dining hall daily, indicating that the majority rely on it for their meals. 15% visit several times a week, suggesting mixed eating habits. 14% visit rarely, preferring to bring food from home or eat outside the university. 5% never visit the dining halls, which may be due to personal preferences or dissatisfaction with the service.

Analysis: The high percentage of daily visitors shows accessibility and demand for the dining halls. However, the considerable number of rare visitors warrants further investigation into their reasons and possible service improvements.

**Satisfaction with Food Quality:** 48% rated the food quality as “very good,” highlighting taste and freshness. 30% considered it “good,” but noted areas for improvement. 18% rated the quality as “satisfactory,” indicating some shortcomings. 4% gave “poor” or “very poor” ratings, pointing to serious issues.

Analysis: Overall, food quality is positively perceived, yet almost a quarter of respondents note deficiencies, suggesting a need to enhance preparation standards and freshness.

**Service and Cleanliness:** 75% positively assessed the service level, praising the politeness and efficiency of staff. Only 44% rated the cleanliness of dining halls as “very good,” with the rest reporting average or low cleanliness.

Analysis: Although service is well-rated, cleanliness is a concern that directly impacts visitors' overall impression and health, requiring attention.

**Pricing and Menu Variety:** 27% consider prices to be high, which may limit dining hall visits. 29% expressed a desire for more diverse menu options.

Analysis: Price and menu variety are key factors influencing customer loyalty. The university should consider adjusting prices and expanding menu offerings.

**Satisfaction with Operating Hours:** 84% of respondents are satisfied with the dining halls' schedule. 4% feel that operating hours should be extended or made more flexible.

Analysis: The operating hours generally meet needs, but some groups require more flexibility, such as opening in the evenings or on weekends.

### **Recommendations and Conclusions**

- Expand and update the menu — 29%
- Reduce prices — 27%
- Improve food quality — 19%
- Enhance service level — 12%
- Increase cleanliness — 8%
- Extend operating hours — 5%

**Conclusion:** The university's dining halls provide a reasonably high level of service but have room for improvement. The main areas for focus are improving food quality and variety, optimizing prices, maintaining sanitary standards, and enhancing service. Implementing these changes will increase comfort and health for students and improve their overall university experience.