

Percepción del servicio en el comedor del CUALTOS de la Universidad de Guadalajara

Perception of the service in the dining CUALTOS of the University of Guadalajara

Adán Sinohé Sánchez Rodríguez

Universidad de Guadalajara, México

adansino@hotmail.com

Resumen

La presente investigación se centra en medir y analizar los factores que determinan las preferencias y la frecuencia de compra de los consumidores de servicios alimenticios en el comedor del CUALTOS de la Universidad de Guadalajara. Dichos factores, como la calidad de los alimentos y el servicio, deben ser tomados en cuenta para mejorar el servicio.

Es fundamental considerar las necesidades del consumidor porque estas influyen en la percepción que se tiene sobre la calidad recibida. Para conocer los detalles de la valoración se hace un análisis de los resultados.

Palabras clave: percepción del servicio, comedor universitario, valor agregado, escala de Likert, servicio preventa, servicio postventa.

Abstract

This research is focused on measure and then analyze, the determinant factors with regard to the perception of the quality of the food services from the consumers, doing a descriptive and exploratory research that allows to know the factors that affect the choice of the client, making possible the need to understand those aspects that generate to the business the possibility to increase the frequency of the shop, to improve this way those dimensions perceived unfouvariable by the consumer, from their own perception.

As well as, show those variables to measure about the needs of the consumer, which are considered like radicals to the moment of their choice, considering that are aspects that must improve the base in which the quality was perceived. So it is, very necessary to know as well as the details of the valuation of the aspects, for which this information describes in an analytic way the results, presented on graphs the status of the perception of the service.

Key words: perception of service, university cafeteria, value added, Likert scale, presale service, customer service.

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Introduction

To survive, large, medium and small enterprises should give priority to customer.¹ Currently, the customer can choose from a wide variety of products² and services.³ Deciphering your needs, and above all, to meet them has become a key situation, the service being a major factor in the food supply.

From the point of view of marketing, power has two aspects: the first is that it is a basic physiological needs (Maslow in Lamb et al., 2001). The need to eat is one of the most basic and instinctive, so it is essential for the survival of the human species. On the other hand, it is the process of production, distribution, transaction and consumption of food in an establishment or local, called service, which can not be transported (Lamb et al., 2001) or store. This makes the service is a particular element within the marketing, as it is necessary to generate a valuable consumer experience for the consumer to show loyalty to a particular brand or establishment.

This research analyzes the situation of the canteen called Food Services Laboratory (LSA) located at the University Center of Altos (CUALTOS) of the University of Guadalajara (University of Guadalajara), with the aim of creating value in the food process. This perception of value can be obtained through market research, which feeds back into the decision-making of the organization from the information obtained.

The location of CUALTOS (on the outskirts of the municipality of Tepatitlán de Morelos, Jalisco, at Km. 7.5 Carretera a Yahualica) and class schedules, difficult students and some teachers move to other places to find food.

The LSA should take advantage of this situation to improve the service it provides, since as Lamb et al point out. (2001), the consumer is often looking for new options that meet their expectations and needs. For Maslow in Lamb et al., 2001, the consumer must be valued by both the market and the organizations, because failure to do so makes you feel frustrated at not acquire what you want, therefore, to be displayed unfair to the brand.

¹ "Alguien que accede a un producto o servicio por medio de una transacción financiera u otro medio de pago". Quien compra, es el comprador y quien consume el consumidor. (Vázquez, et. al. en Kotler, 2003)

² Un producto es todo aquello que se ofrece en el mercado para satisfacer un deseo o una necesidad. (Kotler & Armstrong, 2007)

³Actividades identificables e intangibles que son el objeto principal de una transacción ideada para brindar a los clientes satisfacción de deseos o necesidades. (Stanton, Etzel, & Walker, 2004)

In order to create such value it is necessary to understand the model holding the election of a particular service by the consumer. This allows the purchasing decision is channeled in the market and make the business more profitable.

Reference to the results obtained by this study may seek alternatives to improve service and, where appropriate, offer more alternatives consumer products offered by the LSA, making sure that the food is prepared hygienically and are healthy.

RESEARCH OBJECTIVES

General objective

Identify the perception of consumers regarding the service offered by the LSA in CUALTOS UdeG.

Specific objectives

- Know the number of members of the university community (students, teachers and administrators) who buy food in the LSA CUALTOS UdeG.
- Measure the frequency of consumer buying of LSA CUALTOS UdeG.
- Analyze service perception by consumers of the LSA in CUALTOS UdeG.

Research questions

- What is the percentage of persons belonging to the university community (students, teachers and administrators) who buy in the LSA CUALTOS UdeG?
- How often consumers buy food in the LSA CUALTOS UdeG?
- What are the aspects to be measured and analyzed with respect to the service perception by consumers of the LSA in CUALTOS UdeG?
- What aspects in the perception of service are best evaluated by consumers LSA in CUALTOS UdeG?

Theoretical framework

Currently consumers are increasingly demanding. Their consumption habits arise from the desire to acquire or consume a service or product. The objective of consuming is to get the highest possible degree of satisfaction; however, engage the consumer within a service model is complicated because of its intangibility (Lamb et al., 2001).

In order to understand more clearly the possible ways to connect with consumers, you need to use factors that are recognized by people when they purchase a service.

Zeithaml and Bitner (2002) indicate that there are 5 dimensions that may explain a complete experience for a consumer service, which are:

- *Tangibles*: appearance of the facilities, equipment, personnel and communication materials.
- *Reliability*: the ability to provide the service at the promised time, in a timely manner and at the first opportunity.
- *Responsiveness*: willingness to help customers quickly.
- *Security*: the technical expertise to assist customers and gain their trust and credibility (includes transparency in financial transactions with the client).
- *Empathy*: the individualized attention for the interests of customers.

After observing the five points we can say that a full service experience must contain elements that allow you to generate consumer tangibility and psychological elements that motivate him to generate brand loyalty.

In the case of LSA it is essential to identify elements that can integrate this model:

- *Tangibles*: decoration and hygiene are indispensable elements in this dimension.
- *Reliability*: is understood in terms of efficiency and speed of service.
- *Responsiveness and empathy*: is identified by the kindness and attention to consumers.
- *Security*: in the case of LSA, technical security is verified by the ratio of value for money, ie, the integration of the season and the variety of dishes compared to the price that consumers are willing to pay.

By identifying these factors can establish a better connection between the technical and operational processes required to generate value, through the inclusion of improvements along the supply chain service, integrating what Porter defined as "value added "inside his" value chain "(Kotler and Keller, 2006).

In order to create a complete model of value creation it is necessary to know what this concept means for the consumer. That way you can target the strategic actions of the LSA that motivate the current and potential market to go to that establishment of continuous and grounded way.

It is therefore essential to know the quality of the taste of food and also the perceived value thereof, for example, hygiene, kindness and attention in service. Customers are the ones who set the tone according to your needs, so make specifications on products and services they provide.

Another interesting regarding consumer behavior aspect is that while this time enjoy the company of other consumers who have had a positive experience, feel the desire to repeat the experience (Keller and Kotler, 2006). Because it must take care of the internal environment of the Laboratory of Food Services for this type of situation is conducive.

Since these factors may determine the assiduity of consumers, it is important to measure and analyze.

Research Hypothesis

Within the model of service value is the physical evidence. This is important in order to generate consumer loyalty in this business variable. After the administration of the LSA said it had made a number of improvements in cleaning and maintenance of facilities, it is assumed that the best evaluated variable is the "hygiene", which serves as the basis for the approach of hypotheses:

- The "Hygiene" is the best evaluated with the "kindness and attention to service" dimension.
- The "Hygiene" is a better assessed that the "Fast service" variable.
- The "Hygiene" is a better assessed that the "decoration" variable.
- "prices" are a dimension equal good service assessed that the "hygiene".
- The "Hygiene" is a better assessed that "Variety of food" variable.
- The "Hygiene" is a better assessed that "Seasoning food" variable.

Methodology

Type and general study design

Taking into account the needs of the study, we chose a descriptive and exploratory research. On the one hand parameters of behavioral analysis of the variables used in the study they were established and, on the other tests were performed to test the hypotheses raised in the research objectives.

The type of design was quantitative with a cross-sectional study, and variables are handled numerically to generate statistics and graphs which demonstrate and display better behavior under investigation at a point in time.

Universe study, selection and sample size

The study was conducted with the population of the University Center of Altos (CUALTOS), taking into account students, full-time teachers and managers.

It was not included in the universe of reference to administrative workers or part-time teachers (subject), nor to academic technicians; their work schedules do not make potential consumers of the Laboratory of Food Services.

According to the above, the figures are: 3,605 students, 102 full-time professors,⁴ and 85 managers ⁵ (37 of whom they are also teachers).

The type of sample used is simple random with finite population and stratified system in order to ensure the representativeness of each educational program for students in the university center, as well as teachers and administrators, nursing overlap teachers also play a as manager.

A confidence level of 95% and 5% standard error margin was used; being unknown population variance, the system Maximum possible variability (MVP) with a proportional variance of 25%, that is, the proportion of subjects who attend the Laboratory of Food Services is equal to the proportion of subjects was used to not attend, each ratio of 0.5, and according to the function of the expected value of the variance for proportions distributions E (δ^2) = pq

⁴ 2do. Informe de Actividades, Dra. I. Leticia Leal Moya, 2014-2015; Centro Universitario de los Altos, Universidad de Guadalajara

⁵ Directorio del Personal Directivo del Centro Universitario de los Altos, consultado en <http://www.cualtos.udg.mx/directorio> el día 01 de junio de 2015.

This has a total of 470 surveys (365 students and 105 teachers and administrators). Each layer is conditioned by their representation in the population of CUALTOS, and adds five additional sample for protection% to nonresponse rate (TNR) and validation when processing the database.

Materials and methods for data collection

Once established the sample proceeded to the implementation of the survey, which consisted of 11 questions that meet the operational definitions of the variables to be measured.

In the questionnaire there were seven questions that analyze the dimensions of the perceived value added service and use a metric Likert scale to interpret a quantitative factor to qualitative perception; It integrates the scale of 1 to 7, with 1 being the lowest score and 7 as the highest rating. The survey was conducted via online questionnaire system of Google Drive platform, sending the link to the survey via email and Facebook academic groups for each of the races. For sending the survey to teachers and directors of administrative support CUALTOS Secretariat it was requested. Rising dates of the surveys were:

- Students: from 22 June to 3 July 2015.
- Teachers and managers: from 06 to 13 July 2015.

Once the data is collected, we proceeded to download the database processed in the Google Drive platform and prepared to perform validation thereof.

Analysis of the results

Among the most important results can be seen that 91.7% of respondents have used at least occasionally in the LSA, it said much the same proportion both students (92.0%) and teachers and principals (90.5%); however, ask about the frequency of purchase less satisfactory results because there was a fairly significant margin (24.8%) of people who only buy very sporadically, which means that the service experience was inadequate and fidelity not generated by the consumer.

Additionally, the average consumption frequency is 1 to 2 times per week (31.8% of people who buy or have bought does this often), so the influx of customers is not as attractive to generate continuous flows of equity .

On the other hand, with respect to the positioning of the brand, the LSA is better known as "cafeteria" (79.4% of the people identified in this way) or "dining" (23.4% identifies as well), while only 11.5% of the university community identifies it by its original name. This indicates that there is no clear connection between the identity of the place and the university identity that the community should feel belong to that school.

As already indicated, in the aspect of the assessment and perception of service seven variables that support the model of marketing mix in services were used, and are additionally which according to historical information indicating the administration area LSA they have had more complications or complaints from consumers. The results of these evaluations were as follows:⁶

The best evaluated variable among the seven was "Friendliness and attention to service" with an average score of 5.75 (8.22), followed by the "Hygiene" with an average assessment of 5.61 (8.01), then the "Price" with 5.12 (7.31) and average rating.

Subsequently four variables that are below the rating of five (seven on a scale of 1 to 10) were taken, and the results were:

The "decoration" was evaluated with 4.86 (6.94) on average, the "Fast service" with 4.77 (6.82), the variable "Sazón on saucers" was rated 4.22 (6.02), and finally there is the "variety of dishes" with an average of 4.12 (5.88, the only dimension below the minimum passing score of 6, according to consumer opinion).

Hypothesis testing

As stated in the methodology section, in order to test the hypotheses raised in the theoretical framework, the model Hypothesis Test Mean Difference will be used; and this result generates statistical Z_c that is contrasted against the theoretical statistical sampling Z_t resulting to identify the degree of error or confidence level of hypothesis testing in Table Normal Distribution, which in the case that concerns this study will use 95% level of reliability in testing, this is $\alpha = 0.05$.

⁶ idem.

This is defined considering that five of the seven variables have a very approximate a normal distribution behavior, and that according to the Central Limit Theorem, the other two variables will approach this behavior as increase the sample. Thus, defining the various tests we have to:

- *Test 1. Hygiene and fast service*

$$H_0: \bar{x}_1 \geq \bar{x}_2$$

$$H_0: \bar{x}_1 < \bar{x}_2$$

Where:

\bar{x}_1 It is the average consumer rating on "Hygiene".

\bar{x}_2 It is the average consumer rating on "Fast service".

This test is a queue of assessing the null hypothesis and nonexistence of equality in such an approach, also verified that the statistical Z_c falls within the zone of acceptance, so that the statistical accuracy of the null hypothesis which states that the "Hygiene" is a better condition evaluated by consumers validates that the "Fast service".

- *Test 2. Hygiene and friendliness of the service*

$$H_0: \bar{x}_1 = \bar{x}_3$$

$$H_0: \bar{x}_1 = \bar{x}_3$$

Where:

\bar{x}_1 It is the average consumer rating on "Hygiene".

\bar{x}_2 It is the average consumer rating on "Friendliness in service".

This test is two-tailed and want the null hypothesis for the existence of equality, to evaluate the statistical Z_c acceptance analyzes that lies within the area, it is statistically validated the null hypothesis that the "Friendliness in service" is an equally good condition evaluated by consumers that the "Hygiene".

- **Test 3. Hygiene and Decoration**

$$H_0: \bar{x}_1 \geq \bar{x}_4$$

$$H_0: \bar{x}_1 < \bar{x}_4$$

Where:

\bar{x}_1 It is the average consumer rating on "Hygiene".

\bar{x}_3 It is the average consumer rating on "Decoration".

To test the null hypothesis that the "Hygiene" is a condition best evaluated by consumers that the "decoration" of the LSA, we find that the statistical Z_c It is positioned in the area of acceptance, so this approach is statistically valid.

- **Test 4. Hygiene and Prices**

$$H_0: \bar{x}_1 = \bar{x}_5$$

$$H_0: \bar{x}_1 = \bar{x}_5$$

Where:

\bar{x}_1 It is the average consumer rating on "Hygiene".

\bar{x}_4 It is the average consumer rating on "Prices".

In the case of the "Price" the null hypothesis that were very similar in their perception to the evaluation of the "Hygiene" it was defined, however, as can be analyzed, the statistical Z_c is located outside the zone of acceptance, so statistically the argument is rejected and the alternative hypothesis is accepted, being that the "prices" are not as well assessed that "hygiene". However, it is not established whether this ratio is lower or higher, so when analyzing averages evaluation of both dimensions can see that prices have a rating of almost half a point (0.49) below the "Hygiene".

- **Proof 5. Hygiene and Food Variety**

$$H_0: \bar{x}_1 \geq \bar{x}_6$$

$$H_0: \bar{x}_1 < \bar{x}_6$$

Where:

\bar{x}_1 It is the average consumer rating on "Hygiene".

\bar{x}_5 It is the average consumer rating on "Variety of foods".

In the case that the "Hygiene" and "Variety of food" LSA, is obtained compared to the statistical Z_c It is positioned in the area of acceptance with a very high value, so it can accept the null hypothesis that the "Variety of food" is one of the worst variables evaluated by consumers.

- **Test 6. Hygiene and Food Seasoning**

$$H_0: \bar{x}_1 \geq \bar{x}_6$$

$$H_0: \bar{x}_1 < \bar{x}_6$$

Where:

\bar{x}_1 It is the average consumer rating on "Hygiene".

\bar{x}_6 It is the average consumer rating on "Food Seasoning".

Finally, the "Seasoning food" is coupled with "Variety of food" one of the worst dimensions evaluated by analyzing the distance of statistical Z_c area rejection, and being far away from the "Hygiene" which is contrastation variable used.

As can be verified in the tests above assumptions, in short the "Hygiene" and "Care and friendliness of the service" are the best evaluated variables, prices presupposed equally well received, but the study indicates that refutes that hypothesis, and that the "Variety of food" is displayed and the "seasoning food" are the worst evaluated variables.

This does not mean that the LSA has not made efforts to improve both aspects but by the consumer are not perceived such changes (if any), and as could be analyzed in the theoretical framework, customer perception of service it is the fundamental part of the experience of consumption. therefore fidelity process purchase.

Conclusions, recommendations and limitations of the study

The results obtained in this study show an understanding of the dimensions model of service, contrasting the assumptions made in the methodology section through the seven variables set out in the research instrument.

From this, it can be seen that the factor Responsiveness and Empathy described by variable "Kindness and Care Service" is the best evaluated by the LSA, and that is statistically equally well assessed the "Hygiene", which corresponds to the factor of intangible elements; another of its variables, "decoration" is not as well tested as the above variables.

On the other hand, the dimensions of reliability described by the "Fast service" and the Security composed of the variables "Price", "Sazon food" and "Variety of food" are elements not evaluated as positively as the "Attention and friendliness of the service". One interesting thing to note in testing hypothesis is that the "price", although considered fair by the LSA in terms of cost efficiency, is not well valued by consumers, which could possibly refer to the term of the relationship between They are disbursing spending for the product they receive, and therefore is presumed that the price is above the satisfaction received by the service.

One can see that the "Seasoning food" and "Variety of food" are the worst evaluated variables, and by questioning consumers about their reaction consumption to a positive change in these areas a considerable increase in frequency is observed assistance and consumption in the LSA.

The importance of the results obtained in this paper is that assesses the concrete perception of the current and potential market LSA in order to make decisions and make changes to target areas of opportunity detected and obtain the loyalty from customers.

Among the most important is the budget limitations, since being this an establishment that depends on the university budget and its own revenues, should plan strategically the modifications made. All this in order to create more organizational efficiency and greater profitability.

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ANEXOS

ANEXO A. Cuestionario de Percepción del Servicio del LSA del CUALTOS de la UdeG.

Laboratorio de Servicios Alimenticios

La presente encuesta permite conocer su percepción y sugerencias acerca de la calidad y servicio del Laboratorio de Servicios Alimenticios del Centro Universitario de los Altos. Agradecemos el tiempo que dedica a responderla.

Carrera (en el caso de alumnos)

Nombramiento (en el caso de profesores y/o directivos)

Semestre (en el caso de alumnos)

Departamento (en el caso de profesores y/o directivos)

Municipio de Origen (LISTADO)

Género (masculino o femenino)

Edad

1. ¿Compras o has comprado algún alimento en el LSA? *

- Sí (favor de continuar)
- No (favor de pasar a la pregunta 6)

2. ¿Cómo identificas o conoces al Laboratorio de Servicios Alimenticios (LSA)? *

(Elige al menos una opción)

- Laboratorio de Servicios Alimenticios (LSA)
- Comedor
- Cafetería
- Otro:

3. ¿Qué tan frecuentemente compras en el LSA?

- Diariamente
- 3 a 4 veces por semana
- 1 a 2 veces por semana

- 1 vez por quincena
- 1 vez al mes
- Rara vez

En una escala del 1 al 7, ¿cómo evaluarías al LSA en los siguientes puntos?

El número 1 tiene la menor calificación y el 7 la mayor calificación.

4. Higiene

- 1
- 2
- 3
- 4
- 5
- 6
- 7

5- Rapidez en el servicio

- 1
- 2
- 3
- 4
- 5
- 6
- 7

6. Amabilidad y atención en el servicio

- 1
- 2
- 3
- 4
- 5

6

7

7. Decoración

1

2

3

4

5

6

7

8. Precios

1

2

3

4

5

6

7

9. Variedad de platillos

1

2

3

4

5

6

7

10. Sazón en los platillos

- 1
- 2
- 3
- 4
- 5
- 6
- 7

11. ¿Tiene algún tipo de sugerencia o recomendación adicional?

Por favor, anote su comentario (opcional).