

# Improving university lunch menu on the international aspect: case study BarLaurea Leppävaara.

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## Improving university lunch menu on the international aspect: case study BarLaurea Leppävaara

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Apparently foods play an important role in people's life. People require nutrition in order to maintain their health and provide energy for their activities. Likewise, students significantly need a proper meal which provides enough required nutrition in order to help them maintain and develop their capability of learning. If universities failed to deliver attractive lunch service to their students, it might cause them to either abandon their lunch or be dissatisfied with the lunch service.

From developing university cafeteria quality, it will increase students' satisfaction as well as student retention. An attractive cafeteria will also become a pleasant space for students to improve their social need. Students therefore can have proper lunch with companies which might affect their mental health and encourage their learning ability.

Study environment in universities recently might become more diverse because of the volume of the international students. Therefore, the objective of this study is to find the possible approaches on how universities can improve their lunch service quality, significantly, focus more on developing menu diversity. BarLaurea from Laurea University of Applied Sciences was chosen for this case study.

General theory of diversity in food cultures and factors affect eating habits will be studied. Specific food cultures will be then mentioned in details based on the majority of nationalities of international students in Finland.

Qualitative research method and quantitative research method will be used in this study. The survey is applied among students from Laurea UAS Leppävaara Unit to get general satisfaction evaluation from students towards BarLaurea. Structured interview will be executed with BarLaurea's representative. Different approaches will be made according to the analyzed result.

Keywords, university cafeteria quality, students' satisfaction, menu diversity, food cultures

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## 1 Introduction

Many researches have been conducted regarding to institutional foodservice sector topic, specifically, students' satisfaction towards university cafeteria. For example, a research from Tian, Trotter, Zhang & Shao (2014) in China indicated that students apparently can be affected by foodservice operations. A good quality cafeteria will provide healthy, nutritious, and tasty foods for students which creates necessary conditions for them to maintain and develop learning ability. Moreover, the failure in delivering good quality cafeteria to students is believed to cause negative effect to the retention of students. According to Malhotra (2006), university cafeterias and restaurants are considered to be a crucial factor. Dollah, Mansor & Mohamed (2012) found that studies from Norway universities also shown that foodservice providers are asked to bring diversity in menu, fresh ingredients, health-promoting food items, and food deliciousness to students. Andaleeb & Caskey (2007) mentioned in their study that, in certain cases, food choices can be influenced by religion and ethnicity which also consequently affects customers' satisfaction. Therefore, college foodservice operations have been researching their students' satisfaction level and opinions in order to improve the quality of food services in campuses.

According to Statistic Finland (2016), the total amount of international students who study in Universities and University of Applied Sciences in Finland has been increasing from over 8,000 to over 20,000 during 2004-2015. These figures somehow illustrate that the study environment in Finland has become more multi-culture. This leads to an assumption that university cafeterias should promote diversity in food menu as well as improve food quality in order to create a pleasant and attractive atmosphere for students. This may also result in increasing university reputation and student retention.

Closer to the study case, this research is conducted on BarLaurea - an on-site cafeteria of Laurea University of Applied Sciences, Leppävaara Unit. BarLaurea is a teaching restaurant where students can actually involve in the foodservice sector. Students will have their practical working experience by learning to prepare foods for their campus. BarLaurea focuses on ecological responsibility and sustainability by providing local and organic foods. (Launis 2016)

Based on several individuals' experiences, students have had certain negative feedbacks about BarLaurea's lunch quality. Some students are not fond of BarLaurea's menu, however, they still need to have lunch since they need energy to continue studying. Others decides to have lunch at somewhere else such as Sello mall and Metropolia University of Applied Sciences. A minority even brings their own food for lunch. While cafeteria service among universities in Finland is delivered by different catering companies such as Amica, Unicafe, and Sodexo, Laurea UAS has their own foodservice provider and their staffs are mostly students from Hospitality Degree.

Whether it is a strength or a limitation for BarLaurea to improve their service satisfaction. The question was raised that how BarLaurea can impress their students not only because of food quality but also because of menu variety. Moreover, Laurea Leppävaara has an international study environment, students are come from different countries. Therefore, it would be interesting if BarLaurea can develop their menu in such a way that it offers certain international cuisines which are appropriate with their budget and capability.

Students come from various cultural backgrounds, therefore, theory of food culture and its influence to eating habits will be mentioned. Based on majority of nationalities of international students in Finland, certain food cultures will be described in details. From that, it also shows typical dishes that are served in university cafeteria among chosen countries and in Finland specifically. Further practical discussion regarding to students' satisfaction towards university cafeteria will be mentioned as well.

Conclusively, this research will target on finding what factor BarLaurea needs to improve based on students satisfaction survey. Secondly, whether students have more demands toward BarLaurea lunch options. Finally, what possible suggestions for BarLaurea to develop their lunch menu on the international aspect.

Qualitative research method and quantitative research method will be used in this study. The survey is applied among students from Laurea UAS Leppävaara Unit. It includes ten questions with both closed-ended and opened-ended questions. The main target is to get general satisfaction evaluation from students towards BarLaurea and from students' perspective, what BarLaurea can consider to improve. Structured interview will be executed with BarLaurea's representative in order to get deeper information concerning to working environment, future target, and limitation as well as possibilities in menu development.

The collected data will be analyzed and different approaches will be made. Further suggestion on how BarLaurea can improve their lunch quality as well as menu variety will be finalized. Besides, limitation in operating the suggestive solutions and of this study itself will also be concerned.

## 2 The relationship of food and culture

The word food describes those substances provide nutrients that human need in order to continuously living and growing. In other word, food is certain thing that people can eat and digest to create energy for them to live. Even though the word food can also be applied to animals, there is a difference between animals and human. Animals probably eat anything which is fundamental for their well-being, and they maintain the same eating manner in their whole life. Humans, in a different way, they consider food as a cuisine which means there are many varied ways to consume food. Humans can cook foods, therefore, it becomes a cuisine with a variety of choices and ingredients. Moreover, humans created many different utensils for cooking and eating foods. Complex eating manners are applied for complex dishes. (Kittler & Sucher 2000, 2-3)

Because humans are diverse from skin colors, characters and cultures, therefore food can also be diverse in how it is obtained, how it is prepared and served. This explanation led to the meaning of the word “food habits”. There are generally five different stages that might occur regarding to references of how food use affects humans thinking and self-actualization: physical needs for survival, social needs for security, belongingness, status, and self-realization. (Kittler & Sucher 2000, 3-4)

Food habits were obviously shown that people consider food not only as an indispensable element for their life but also as their characters and self-expression. Based on a practical research, there are basically five type of food preferences: vegetarian, healthy food, gourmet, fast food and synthetic food. (Kittler & Sucher 2000, 4)

### Role of culture in food habits

Culture is commonly defined as (mentally) assets which were built by one community or individuals. For example, it can be the values regarding to life manners, beliefs, and practices. These values will be transmitted to the young generation and this process will be continued from generation to generation. (Kittler & Sucher 2000, 5)

Ethnicity forms cultural membership. It can be explained as a majority of groups who shared the same behavior patterns such as food habits, language and religious beliefs. There can be different ethnic groups in one cultural community due to racial, regional or economic divisions. Variety occurs in each cultural group is usually defined as intraethnic variation. (Kittler & Sucher 2000, 5-6)

Acculturation happens when people from one cultural group immigrate to another majority society which has different cultural standards. Commonly, the immigrants will try to adapt

certain cultural values and practices from the new community while preserving emotionally their original culture. Specifically, the same people from the same ethnic group will stay near to each other even though they are slowly integrating to the new society. Other type of culture immigrants is called bicultural. It is when the positive cultural values and practices from both societies are preserved and embraced. Membership from the immigrated society considers the new majority culture as complementing with an individual's ethnicity. People from immigrated group can also be completely associated with the new majority culture, it is called assimilation. During the acculturation process, there is a possibility that minor immigrants might be either preserving or rejecting both ethnic identities. (Kittler & Sucher 2000, 7)

Among the cultural tradition habits (such as languages, traditional clothing, etc.) that could be changed through acculturation, eating habits are usually the last element to be concerned. People regularly consume foods at home which could be seen as their private habits. Majority culture members are not directly involving in changing the food habits since it is hidden from their observation. Studies have proven that certain traditional food habits will not prevent people from adopting new food items. It is the fact that the unavailability of native ingredients does influence the need of change. Cultural society may find more possibilities to accept tasty and common foods rather than unpopular traditional foods. However, there are some food traditions which are significant to the ethnic identity have less impacts from acculturation. For example, it does not matter where Muslims people live, they are absolutely restricted from eating pork. Chinese people might force themselves having rice for every meal. (Kittler & Sucher 2000, 7-8)

Even though food habits are usually identified by the majority of cultural group, individuals probably have different attitudes towards food habits. In certain cases, a healthy eating routine can be used to determine one's identity with the group. Others believe that they can use what they eat to influence people's opinions toward themselves. Alternatively, food habits can also express people's moral characteristics. The general values, attitudes, beliefs and practices are based on the majority patterns of one cultural group. There is no guarantee that every membership will follow these traditional values. Individual's choices are possibly affected by other factors. (Kittler & Sucher 2000, 8-10)

Overall, people eating habits are basically formed by their culture values and their food culture traditions. It is a fact that people therefore have different food preferences. Among a community group, people with different ethnic identities will eat differently.

### 3 Factors influence food habits



It is believed that individuals' food habits are affected by different factors within a culture. Researchers have been working on many operational models in order to indicate these influences and explain the relationship between these factors and food behaviors. The figure below describes briefly the factors that influence food habits. (Kittler & Sucher 2000, 10-11)

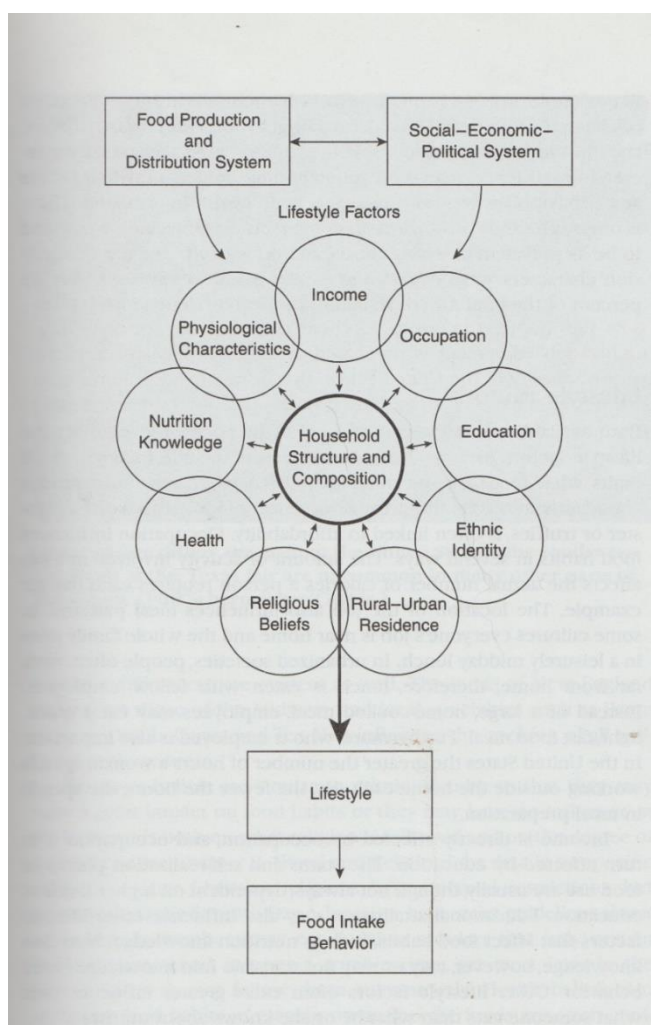


Figure 1 Factors affect food habits (Kittler & Sucher 2000)

### Societal factors

Each region and country apply different food production and distribution system which is explained by the availability of foods. Social, economic and political system might control what people can be able to purchase. Government's regulations regarding to food programs such as food subsidies for the poor and food quality control(safety standards, obligation of food labelling, etc.) can also play an important role in people's food choices of consumption. (Kittler & Sucher 2000, 10)

Researchers have found that people's food habits are plainly affected by food products advertisement. Food preferences are indeed being emotionally driven by the appeal of food brands and food packaging. In order to support this statement, researchers have made a blind food taste test among a group of people which leads to a conclusion: most of the participants have struggle to distinguish between different brands of the same food product. Food organization can based on food trends and significant eating behaviors to create impact on food habits. For example, similar-tasting flake cereals companies probably concern about nutrition beliefs and healthy factors when they publish an advertisement. (Kittler & Sucher 2000, 10-11)

### Lifestyle Factors

Besides those societal factors which control the availability of foods that can be purchased, people might also be limited from what they can afford to buy due to certain lifestyle factors. Obviously, individuals' income is the first example to be concerned. Those foods which are considered as high-class food items such as lobster or truffles may not affect one's consumed ability by its availability. Even though it is plentiful, some people still cannot able to buy because of their income. Food habits can be changed due to another perspectives of occupation. For instant, the need of nutrition and calories of each person depends on their job situation and how much work they are demanded to do every day. The busier people are, the less time they have to have meal. Especially when working location is far from home, some workers might consider to eat outside with a light and fast meal rather than a home-prepared meal. However, one's food habits also depend on their knowledge of food nutrition. In most cases it regards to education. (Kittler & Sucher 2000, 12.). For example, a person might take more efforts to force him/herself having a healthy eating routine despite the fact that they are working in a fast-food restaurant.

Even though it is stated above that income does affect what people eat, place of residence probably can also decide the ability of obtaining foods regardless how much people earn from their job. People from rural area can have bigger access to fresh ingredients than those who live in urban area. Moreover, regional differences also significantly forms the differences of eating habits. Within the same nation, food habits can be varied from North to South, East to West. (Kittler & Sucher 2000, 12-13)

Religion is believed to put a critical influence on food habits since religious beliefs are varied and each religion demands different principles regarding to what foods are allowed to be consumed. However, it is not absolutely applied to all people, in certain cases, some people are not driven by their religious beliefs. Most of Christian religions can consume foods without any restrictions. Minority of Christians, for example the Seventh-Day Adventists, strictly allow their church members to have only certain foods. Healthy element is also the fact that has

impact on food habits. Specific ingredients for specific healthy dishes such as ginseng from Asia, chicken soup from Eastern Europe and corn from American. Those food that meet the level of balancing between yin and yang or hot and cold will be more concerned. Last but not least, vegetarianism is obviously a factor that affect directly a person's food habits. (Kittler & Sucher 2000, 13)

One of the most crucial lifestyle factor that indeed needs to be mentioned is physiological characteristics. Specifically, physiological characteristics can be explained as age, gender, body and state of health. These values create the variety of food preferences. Moreover, the ability to eat and digest foods of a person also depend on it. (Kittler & Sucher 2000, 13.). Studies have shown that individual who has to suffer stress frequently can easily indicate changing in eating habits. Based on different situation and type of stress, people might eat more or eat less than usual when suffering from stress. (Bellisle 2005.)

Age in physiological characteristics has different stages where food habits changing depending on. Adolescents who are having their puberty time usually have a strong influence from advertisement and peer pressure. Therefore, their eating habits also based on these two matters. Their food preference is mostly fast foods and soft drinks despite the fact that those are unhealthy foods. Since adolescents are at their growing ages, their metabolism occurs with a high rate which mean the amount of foods they need also increases. On the contrary, older adults might have a lower requirement of food consumption because their metabolism is indeed slower. Their preference towards high calories food also decrease significantly. Elders probably suffer certain eating difficulties from their age such as incapability of chewing food or losing the interests of cooking. (Kittler & Sucher 2000, 14)

Many studies and researches have indicated that gender undoubtedly contributes to the change of food choices. The body system and metabolism between a male and female are distinguish. Moreover, influences from majority of society may create masculine and feminine eating concepts. In this case, men are commonly associated with red meat, alcohol drinks and bigger food portion while women are significantly bond with fruits, smoothies, vegetables, fish and sour dairy products. Generally, from the modern western society perspective, the impact of gender to food choices can be explained as the relationship eating habits and health consciousness, and between eating behavior and weight control. Healthy diet is usually more concerned among women than men. Males mostly consider taste and convenience as the priority in their food choices while healthy factor is usually skipped or has a lower concern. Females on the other hand tend to put more efforts on creating a healthy-diet routine since they are more thoughtful about food and health issues. (Arganini, Saba, Comitato, Virgili & Turrini 2012, 85-87)

How body image affects food habits is based on the cultural variety of its definitions. Different cultures form different standards of beauty, health and weight. While American culture believes that thinness is the fine standard of beauty, Filipinos or Latinos recognizes being overweight as a protective factor that illustrates health and an attribute of beauty. (Kittler & Sucher 2000, 14.). People often tend to suffer stress from the standard of beauty which leads them to overweight assumption. Specifically, 45 percent of women are likely haunted by being overweight even though they are not. Surprisingly, there is also 23 percent of men having the same issue. In fact, at least one-five of women who are underweight assuming that they need to have healthy-diet plan in order to avoid being overweight. Even though there is no absolutely ideal standard of healthy weight for individuals, most of people are being obsessed with staying fit. (Body image and diet 2006)

Following lifestyle factors affecting food habits, individual's state of health can decide what that person can eat. For example, people who have diabetes strictly avoid certain foods that can increase high blood sugar level. The feeling of disinterest in eating may occur among those who are sick. Some professional athletes can have a special eating diet which requires high-protein foods. (Kittler & Sucher 2000, 14-15)

Last but not least, the center point of all lifestyle factors are household structure and composition. Different types of family define different lifestyles. The family unit could be a nuclear family, a single-parent family, a couple without children, or a person living alone. The interactions of lifestyle factors occur complicatedly which results complexity of food behaviors among different households. Despite the distinction of lifestyle in each family, similar household composition can also develop similar food habits if they live under the same circumstances or they are surrounded with similar societal and lifestyle factors. (Kittler & Sucher 2000, 15)

#### 4 Food cultures

It is very important to understand certain culinary cultures from the world since the objective of this study is to develop BarLaurea in the international perspective. Most common countries that hold a majority of international students in Finland are chosen to be discussed in further details. Scandinavia is selected because of its shared culture with Finland. Besides, a deeper research towards Finnish food traditions is necessarily mentioned.

##### 4.1 Scandinavia

Scandinavia is a word represents for a group of five European countries which are Sweden, Denmark, Norway, Finland and Iceland. Majority of population in Scandinavia lives in the

warmer area of regions (Kittler & Sucher 2000, 153-154). The weather of Scandinavia is varied through geography perspective. The marine west coast climate is popular in Denmark, along the west coast of Norway and Southern part of Sweden. Location which lying from Oslo to Stockholm has a humid continental climate. Northern of Sweden receives cold winters since it is the result of Scandinavian Mountains blocking moist air to southwest. (Scandinavia 2016.). Scandinavians consider to be patient and analytical regards to communication. Personal conflicts and superficiality during conversation rarely happen since emotions are not allowed to interfere. Silence is preferred by most Finns and Swedes. Scandinavians are commonly using eye contact to communicate. However, Danes and Swedes use it more frequently compared to Finns and Norwegians. (Kittler & Sucher 2000, 157)

Food source from the sea in Scandinavia is galore while foods produced from the land are limited. Despite its disadvantage, Scandinavians still able to discover and utilize their foods availability. Cooking methods which origin from previous centuries are considered to be preserved. Dried fish, smoked fish and pickled fish are common examples. Preserved foods along with its variety of choices have a high consumption. (Kittler & Sucher 2000, 158-159)

The high usage of fish and shellfish among Scandinavians is a popular fact in the world. Codfish is usually dried and salted. Scandinavians export their dried salt codfish all over the world. Gravlas is the word for salmon marinated in dill. The name Lox is used for smoked salmon. Other fishes such as sardines and herrings are also commonly used in the regions. (Kittler & Sucher 2000, 160)

Due to the wealthy of dairy products in summer and spring, fermentation become a favorite cooking process of Scandinavians. A large amount of dairy products therefore can be stored through winter. Scandinavians also have galore of ingredients that come from the wild such as berries and mushrooms. Potatoes, cabbage, onions, apples and beets are commonly known cooking ingredients. One of the traditional dish of Scandinavians is pea soup served with pancakes. They are usually cooked for the winter season. Meat is often eaten with a combination of vegetables or other ingredients due to its limited availability. Cabbage stuffed with minced meat is still a favorite dish to Scandinavians. Sweden probably has the tastiest meatballs while Danes are popular with their meat patties fried in butter with a breadcrumbs and onions coat. (Kittler & Sucher 2000, 160)

Desserts which are served through Scandinavia are usually considered to be rich with an appropriate amount of sugar. Ingredients that are used for desserts are mostly cream, sweetened cheese and cardamom spice. Pancakes are served with jam or other varieties of fruits. Almonds and almond paste can be found in most desserts because of its high popularity. (Kittler & Sucher 2000, 160)

Besides three crucial meal times of a day, Scandinavians also consume coffee in several times through a day, for example, middle of morning, late in the afternoon or in the evening after dinner. Bread and oatmeal porridge are often eaten in the morning. Other breakfast meals can be eggs, pastries, cheese, berries or fruits and potatoes. In the winter time, Scandinavians prefer fruit soups with a garnish of topping cream. Danes eat buttered bread for lunch with a variety of topping choices such as smoked salmon, boiled potatoes, bacon, sausages and tomato. There is a common buffet meal in Sweden called Bread and Butter table. People will have plentiful choices from hot to cold dishes on the buffet table. Usually Swedes must follow their traditional eating order when having this buffet meal. Certain fish dishes can be eaten after Swedes finish their herring for the starter. Meat served with salads are the next choices. Hot dishes such as Swedish omelets and meatballs are preserved for the final course before they can enjoy their desserts. Typical Scandinavians dinner can include an appetizer, soup, entrée, vegetables, and dessert. Potatoes are highly used for dinner serving. (Kittler & Sucher 2000, 162)

For the special occasions, specifically in Christmas time, Scandinavians enjoy their traditional foods which are sweetened rice porridge with cinnamon garnish; and lutefisk is eaten with white sauce, melted butter and side dish includes potatoes together with green peas. Scandinavians believe that a person who has eaten an almond hidden in the rice porridge on Christmas Eve will be blessed through the coming year. Pork and ham are also special foods served at this time of the year. Gingerbread is obviously a typical sweet that brings Christmas' atmosphere to Scandinavians. During Christmas time, Glögg, the traditional beverage, will be consumed almost at any time of the day. Another popular festival of Scandinavia is Midsummer's Day which occurs on 24<sup>th</sup> of June. Several events for this holiday will be held to gather people. Maypoles, bonfires and feasting are the main activities. While Swedes eat fish with boiled potatoes and berries, Finns will enjoy a genuine combination of smoked salmon, dill and potatoes. (Kittler & Sucher 2000, 162-163)

## 4.2 Asia

According to statistics of international students in Finland from Project Atlas (201), most of foreign students have their origin from Russia, China, Vietnam and Nepal. Specifically, Russia holds 14,2% of total, secondly China with 10,8%, Vietnam has 6,9% and Nepal has 5,9% of total. In this section, the culinary cultures from China, Vietnam and Nepal are chosen to be discussed further.

### 4.2.1 China

China is considered to be one of the most ancient civilizations on the planet. There are fifty-six varieties of culture within this country that are formed through a 5000-year history. China has been ruled under many dynasties and because of its ancient history, most of Chinese dishes have their root from the emperor's kitchen. These cooking traditions through time have become an ordinary fact. Nevertheless, there is a majority of people who live in rural area enjoy cooking in a simple way. Farmers eat boiled rice and steamed vegetables. Besides the main cooking method for rice which is boiled rice, rice is also occasionally cooked as a steam porridge (congee) with other protein ingredients such as pork, beef or fish. Congee can be commonly eaten either for breakfast or as a light meal in the night. (Edelstein 2011, 263-264)

The bond between them and the land where they live affect their eating habits. People usually have an assumption that all Chinese eat rice as their main ingredient. In fact, a majority of northern Chinese people grows wheat which their life depends on and they rarely consume rice. Wheat became the crucial food source with various forms of eating, for example, it can be eaten as noodles, steamed bun (mantou), and dumpling (jiaozi). Wheat-flour wrappers are very popular and they are used for making wontons and spring rolls. (Edelstein 2011, 264)

Chinese cuisine uses mostly every kind of protein ingredients such as red meat, fish, shrimp and poultry. Vegetables are also preferred because of its variety. Bamboo shoots, bean sprouts, bitter melon, cabbage (bok choy and napa), water chestnuts and lotus root are the most significant vegetables found in Chinese cuisine. Many types of cooking sauce and flavorings in China are originally created from soy beans. The most common products are soy sauce, soy milk, hoisin sauce, oyster sauce and tofu (bean curd). (Kittler & Sucher 2000, 251)

Desserts is not a food preference for most Chinese, sliced fruits and sweet soups are served regularly instead (Edelstein 2011, 264). Hot tea is the most used beverage in China with its 2000-year history. Typical types of tea include green tea, black tea and oolong tea. Wine is also highly consumed in China. Unlike most wine which has originally made from grapes in Europe and other nations, Chinese wine is usually made from rice, and grains. (Kittler & Sucher 2000, 254)

The most significant matter that is needed to be concerned towards Chinese cuisine is their therapeutic use of food. Chinese people believe that a consistency of yin and yang attributes in cooking foods will bring people many healthy benefits. Therefore, it can be used to against certain diseases. China has specific categories to indicate the nature of foods which represents for yin and yang. Foods provide high calories and consist warm colors are considered to be in hot category, for example, meats, chili peppers, tomatoes, ginger, garlic, and alcohols. Those provide low calories and consist cool colors are considered to be cold category. Hot foods are indeed consumed in winter season while cold foods are eaten in summer season. Chinese also

assumed that when a person get older, their body temperature is became lower, therefore, such hot foods are more necessary. Hot beverages including hot tea are used for supporting digestion system. (Kittler & Sucher 2000, 258-259)

University cafeteria in China typically offers their students a huge variety of food selections. There are usually made-to-order food stations where students can buy different dishes with less than one dollar. Students can also choose the buffet stations with a little higher price but there is no limitation for refilling foods. Pictures below indicate some common foods at Yunnan University, China. (Kimfucius 2012)



Figure 2 : Popular breakfast: rice noodles with meat in spicy broth. (Kimfucius 2012)



Figure 3 : Typical meal with carrots and pork meat. (Kimfucius 2012)





Figure 4 : Vegetarian choice: Tofu with cucumber and stir fried egg. (Kimfucius 2012)



Figure 5 : An example of buffet meal. (Kimfucius 2012)

Basically, every meal served at University in China always includes rice. This reflects Chinese traditional food culture. Food ingredients cooked at university cafeteria are collected from fresh source. Compare to common foods in America, they are usually processed and frozen. (Kimfucius 2012)

#### 4.2.2 Vietnam

Vietnam has been through a history of being colonized by many nations over time. Therefore, its culture is certainly affected and became a mix of native traditions. Vietnamese people, however, have their own valuable traditions and beliefs which mostly regard to morality. Those can be defined as harmony, duty, honor, faithfulness, self-control, education and family attachment. (Edelstein 2011, 325)

Vietnamese geography provides the country with the wealth of fertile low-lying plains, which encouraging its agriculture industry. Therefore, Vietnam is one of the countries leading in rice production. The weather in Vietnam is mainly shown as the wet season and the dry season, particularly in southern area. However, there are still possibility of four different seasons appearing in northern part. (Edelstein 2011, 326)

As a consequence from Vietnamese history, its cuisine is significantly influenced from many cultures of those nations which were once conquered this country. It can be seen specifically in the way Vietnamese people eat food: they primarily use chopsticks, which origins from China. Many Vietnamese dishes also use curry seasoning, coconut milk, and five-spice powder which influenced from Cham and Khmer ethnicity. Europeans culture brought ice-cream, bread and pastries to Vietnamese cuisine. (Edelstein 2011, 328)

Despite its regional varieties, Vietnamese people share one fundamental ingredient which is rice. A statement from the Food and Agriculture Regional Office for Asia and the Pacific written that rice contributes 80% of the carbohydrate and 40% of the protein intake of Vietnamese diet. Besides fish sauce, which is one of the most popular Vietnamese cooking ingredient, bittersweet caramel sauce is also widely used in many savory dishes. (Edelstein 2011, 328)

Even though three regions of Vietnam share the same main ingredients, their flavors in cooking are significantly distinguish. Northern Vietnamese people prefer to use ginger and black pepper instead of chilies for spiciness. They also consume soy sauce more often compares to other regions of Vietnam. People live in central part, on the other hand, use ground chilies. They also require an appealing presentation for foods. Food portions in the central area are usually smaller than food portions in southern area. Most dishes come from Southern Vietnam have sweeter taste. Garlic, coconut milk and curries are used more often. (Edelstein 2011, 328)

Vietnam's conception of therapeutic use of foods is also related to yin and yang attributes. Yin represents for cold, humid, passive and consist feminine in essence. Yang on the other hand is a symbol for hot, luminous, active and consist masculine in essence. A typical dish must have the balance between yin and yang. Such consideration is always taken during the food preparation. Vietnamese believe that in order to remain healthiness, the harmony of yin and yang in human body must be controlled. (Edelstein 2011, 328)

Throughout history, Vietnam consumes a larger amount of seafoods rather than meats. Today, the use of chicken, pork and beef is increasing. Common vegetables can be soy, mung beans, eggplants, cucumbers, potatoes and shallots. Favorite beverages of Vietnamese people are green tea and rice wine. Vietnamese soup used for dinner is considered as a combination of vegetables, meat or seafood and herbs cooked in water. . Rice noodles are also eaten in many occasions, usually for breakfast and is known as “pho” (rice noodles soup with beef or chicken). (Edelstein 2011, 329-330)

One of the most famous Vietnamese dish is “banh mi”, commonly known as Vietnamese sandwich or baguette. It is typically French-influence bread stuffed with mayonnaise, pickled carrots and turnips, cucumber slices, coriander, and spring onions. The main protein ingredient could be jambon (French style ham) or sometimes fried egg. Banh mi can be eaten for breakfast or lunch. It is very popular in the urban area. ((Edelstein 2011, 331)



Figure 6 : International FPT University's canteen in Vietnam. (FPT University 2016)

An example for university cafeteria in Vietnam is the cafeteria (canteen is a more common word used in Vietnam) from International FPT University. Generally, students here can be able to enjoy their meal with various choices such as hot noodle soups, kebabs, sandwiches, rice plates and Western cuisine as well. Health-promoting foods are significantly considered since they want to assure the food quality is appropriate for students' nutritious diet. Besides the typical canteen, FPT University also has additional restaurants which offers international cuisine, for example, Turkish kebabs, Italian spaghettis, or American burgers. (FPT University 2016)

#### 4.2.3 Nepal

Nepal is an ancient nation which culture relies on Hinduism and Buddhism. The country is located between China and India. Agriculture industry is the main source of income for its population. Nepalese cuisine is strongly affected from religion and region. Areas influenced by Hinduism has rice and curry as the main ingredients. Rice in the middle hill region, on the other hand, became a secondary option after corn. Potatoes are mostly eaten in the west. Beef is not included in the food list of Hindus since they regard cow as a sacred animal representing Goddess of Wealth. Moreover, majority of Hindus are vegetarian. In some cases, Hindus might be allowed to eat chicken, fish, male goat and lamb. Buddhists are commonly known as vegetarian, however, they can also be omnivores. (Edelsteins 2011, 286)

Familiar spices used in Nepalese kitchen are turmeric, ginger, garlic, cumin, cinnamon, clove, and coconut and sesame seed. Beverages consumed in Nepal are spiced tea water, homemade beer (chung) and rice wine (raksi). (Edelsteins 2011, 286-287)

Nepalese people basically have two large portion of meals every day. Typical dish consists boiled rice accompanied with curried vegetables, lentils, and chutney or relish. Its original name is “dalbhat”. In the higher altitude region, corn and millet are mostly consumed. Nepalese also eat snack during the break time (in the afternoon or between two main meals). Common snacks include roasted soybeans, popped corn, and biscuits served with tea. In some occasions, there could be curried vegetables and bread. For dinner, typical dalbhat are eaten again. Depending on the geography and growing condition of each area, main ingredients used for cooking might be different. For example, buckwheat and noodles are common in the east while potatoes are fundamental food in the west. (Edelsteins 2011, 288)

Nepalese people perceive food as three different categories based on Hindu mythology. Similar to China and Vietnam, while yin and yang are two food properties, Nepal has Tamas, Rajas and Sattva. The word Tamas represents for group of foods (such as root vegetables) that is believed to cause anger, envy, dullness and insensibility. Rajas is used to called foods that bring excitement, sexual desire and other sensation of mind and body. Hot chili peppers are considered as rajas. Those foods have the quality to active harmony and nobility of the soul which cultivate wisdom, are called Sattva. For example, vegetables and fruits that are planted above ground and nourished by the sun. The explanation for these conceptions of food is the belief about influences that foods cause to individual’s emotions and characteristics. Nepalese reputed that a person can be cheerful, energetic, healthy or painful, and dull depending on what type of food they eat. (Edelsteins 2011, 287)



Figure 7 : National Nepalese dish - Dal bhat and Tarkari. (International students - Student life)

According to Calvary Chapel Bible College Nepal, students can have possibility to prepare and cook their own foods with the kitchen appliances provided by the University. Students can either go the supermarket to buy foods or enjoy their meals at the campus. Typical meal in Nepal is usually dal bhat and tarkari. Alternatively, there are also some nearby western or Indian restaurants available for students if they want to have different taste. It is suggested that having lunch on campus will significantly save costs rather than go outside. However, since most Nepalese are vegetarian, meal with meat is only served once a week on campus. Other special food ingredients for lactose-intolerance and gluten-intolerance consumers can be found easily in the market. (International students - Student life)

#### 4.3 Finland

It is necessary to take a closer look at Finnish food culture since this case study concerns to Laurea University of Finland. Even though its study environment is international attribute, lunch meal at Laurea is mostly based on Finnish typical types of food. BarLaurea represents their food culture to international students by bring Finnish traditional lunch to their menu. Specifically, on every Thursday of the week, students will have chance to taste Finnish traditional peas soup with pancakes as a desert.

Finland is the country that has food culture inspired with natural flavors which are affected from the northern area. Most of the Finnish people who grow up in the forest environment went to neighboring countries to create synergy. Finnish culinary culture, especially in Helsinki the

capital, is considerably rated as one of the globe's most appealing and trend-setting cities. Finland is proud to be the country embraced with genuine flavors that varied throughout the year. While the cold winter is still raging, Finnish people can enjoy their meat casserole with braised root vegetables to ease the cold. When the new growing season begins, steaming soups become common. Small potatoes which are in their early growing stage in summer apparently fit Finns' preference of taste. Berries and mushrooms are quite popular targets for those people who want to harvest fresh ingredients from the forest. It is believed that Finland nature provides the ability to collect healthy foods as well as significant flavors. (Kallio & Saira 2008)

Finland have had a big concern about food sustainability and other food trends such as organic ingredients and encouragement of local food suppliers. Since the market of organic foods have been increasing positively, such organic farms are considered to be enhanced over Finland. Consequently, local food organizations are also focused and widespread. Finns are the third-biggest per capita consumers of Fairtrade products in the world. Food packaging indicated water and carbon footprint is slowly become essential in Finland. (Kallio & Saira 2008)

The change of geography system has practically affected to Finland's culinary culture. Karelia in the east and the shores of the Gulf of Bothnia in the west are stated to be the origin of traditional Finnish food. Even though the differences of cuisine within the regions of Finland are considerably trivial, there are still certain specific dishes which represent the nature of food in that area. For example, Eastern area is popular with oven-baked casserole; soups considered as Western tradition; Northern of Finland introduced reindeer which is one of the most commonly known Finnish food. Nowadays, Southern people are also appreciate this popular dish. Karelian pastries have become a traditional food throughout Finland despite its regional origin. (Kallio & Saira 2008)

Lifestyle changes indeed influence eating habits of most Finns as well as their food culture. Living standard has been improved, people now can have more chances to spend their time for other activities. Therefore, cooking at home seems to be less common. Alternatively, fast-cooking method such as microwave ovens and pre-prepared foods are likely preferred. Finns can enjoy eating out in some restaurants. However, cooking can also become a pleasure since younger generations enjoyably spend their time discovering trendy foods as well as learning different recipes. Multi-cultural cuisines have been attached to Finnish foods recently. Being inspired from certain popular foods such as Japanese food, Chinese food, Italian food and other ethnic food cultures, Finnish people have creatively develop their own version of those foreign cuisines. (Kallio & Saira 2008)

The nature environment of Finland has created many advantages for Finns to collect fresh food sources. Galore of vegetables, berries, mushrooms and herbs can be found in the forests

throughout Finland. Collecting wild herbs is one of the ancient tradition that has become a food trend recently. Many restaurants located in Finland serve their customers the freshest herbs that have been picked up from their local farms. Collecting foods from the wild has been so popular that most foreigners consider this activity as an adventure. People are allowed to enjoy their adventure in any nature's local superfoods of Finland as long as they appreciate the foods and respect landowners. Most favorite foods that can be picked up from the wild are blueberries, bilberries, lingberries, chanterelles mushrooms and boletus mushrooms. Not only fruits and vegetables which can be collected from the source of nature, plentiful kinds of fish from the ocean are not exceptional. (Kallio & Saira 2008)

Finland can proudly represent as the country which has the safest food in the world since they demands very high standard for their agriculture products. Hygiene in food chain procedures is critically important. In order to insure product quality, premises and equipment are carefully cleaned and maintained, food preserved temperatures are checked frequently and essential functions are strictly controlled under special monitoring. Finland emphasizes on concerning about food allergies and intolerance, especially lactose intolerance because they consume milk mostly every day. People can easily find many food products for lactose intolerance such as low-lactose milk and lactose-free milk. There is also availability of gluten-free products which are specially used for coeliac disease customers. Food allergies and intolerance are so important and common that every restaurant in Finland have to carefully indicate food ingredients they use to deliver clear information to their customers. Lactose-free and gluten-free food choices can be seen in most restaurants. (Kallio & Saira 2008)

It is commonly known that Finnish people have food preferences related to potatoes, bread, Karelian pie, meat and sausage. Finnish people undeniably have a huge love towards potatoes. Potatoes are usually chosen as one of the main ingredients in most Finnish dishes with the variety of cooking method. For example, typical Finnish potato dishes can be boiled potatoes, smashed potatoes, roasted and smoked potatoes. They can also be used in cooking soups and making salads. (Finlandinsider 2016)

Karelian pie is Finnish tradition pie which is made from potato dough. The most popular version of this Karelian pie at the present has thin rye crust with rice filling or rice with carrots filling. It can be eaten with a garnish of butter egg on top (a mix of butter and chopped boil egg). As it is mentioned before, potatoes are Finnish's favorite ingredient, therefore there is also a version of this pie which has mashed potatoes filling. (Karelian pastry 2016)

According to a foreigner's opinion, Finnish food in fact is not the first value to be considered when he decided to travel to Finland. There are some traditional Finnish dishes which he has tasted in US and they did not leave a good impression for him. Surprisingly, when he visited



Finland, he had a chance to experience popular Finnish food which is stew meat served with mashed potatoes and it is undeniably satisfying. Reindeer meat served in Finland is considered to be the most iconic plate. He is also impressed with plentiful of food ingredients through four seasons such as game, fish, herbs, berries and vegetables. Finnish chefs have brought him combination of flavors that is innovative yet still preserves its origins. One of the most interesting fact, however not surprising, is that Finland has the highest level of coffee consumption per capita compares to other nations. Even though it is so obvious that Finland is the nation of coffee-drinkers, most Finns are rarely aware that they do drink a lot of coffee. It has become a common part of their life, he stated. (Long 2016)

Conclusively, Finland cuisine is still having its origins and traditional attribute despite the emerging of many internationalities to Finland. The advantages to collect food source from the wild have become one of the attractive values not only for Finns but also for foreigners and tourists. Finland consumes mostly milk and coffee every day. Health-promoting foods are concerned which is shown in the hygiene of food chain, organic local farms and available products for certain food intolerance consumers. Finnish food has its own simplicity, nonetheless, it still meets the nutrition requirements and healthy values.

## 5 A concerned matter: students' satisfaction of University foodservice

Most of the universities provide cafeteria foodservice for their students. It is assumed that students eat lunch at school as their only one option because of time convenience, affordable price and probably food quality. Students significantly need a proper meal which provides enough required nutrition in order to help them maintain and develop their capability of learning.

Many researchers have conducted articles and projects regarding to improve students' satisfaction towards University cafeteria. There are several situations that needed to be concerned. For example, Massa (2012) said that institutional foodservice might be failed to deliver a healthy lunch for students. Due to the lack of health-promoting food choice, students can easily give up on their intention of having a healthy diet. According to the International Food Information Council Foundation, most of American adults cannot keep their routine of eating fruits or vegetables, which also happened frequently to college students. Even though this practice is researched in America, there might be no doubt that students from other countries have also been struggling with the same matter. A practical study from Malaysian Medical University (Ganasegeran, Dubai, Qureshi, Al-abad, AM, & Aljunid 2012) shown that students might cope with many stressful situation when entering a university or college. If there is a failure in providing affordable healthy diet in University campuses, students are obviously becoming patients of unhealthy eating behaviors. Consequently, university students tend to



hold a higher percentage of fast food consumption. Massa (2012), in her article “Food for thought: a challenge of healthy eating on campus”, suggested that university cafeterias should persuade their students to have health-promoting diet by providing more availabilities of fresh ingredients for salads bar as an example. More cooperation with local farmers or local foods suppliers can not only support local economy but also have higher possibilities to serve organic and healthy foods to students. University students are desire to have healthier, tastier and more affordable food at campus cafeteria. Therefore, improvement towards university foodservice should be taken consideration to show their responsibilities to students.

Another study from Andaleeb & Caskey (2012) has claimed that the foodservice quality in colleges became a crucial matter when it affects student retention. The level of satisfaction and customer loyalty have a tight relationship. Therefore, if students find their expectation is dissatisfied, they might have a negative word-of-mouth and reconsider their college decision. Dr. Kevin Trutna, who has investigated a case from Yuba College Cafeteria (California), he stated that a valuable and pleasing college cafeteria contributes significantly to the improvement of student community. Many cases have proven cafeterias and foodservice programs are one of the most efficient strategies to keep students stay on campus. Students might not want to go back to their campus after going out to find a proper lunch/dinner. (Trutna 2009)

Foodservice at universities can be improved by increasing the professional quality level of cafeteria workers, changing and improving menu recipes, increasing varieties of food selection. A manager with good management capability is the fundamental key in order to improve the performance of foodservice system. Moreover, it is encouraged that students should be involved in foodservice management also. Results from a practical study case does indicate that university cafeteria should considerably provide more various food selection since 48% of students are dissatisfied with the food diversity, besides, in the other survey over 66% of students want their cafeteria to improve food style and taste. (Tian et al. 2014.). Andaleeb & Caskey (2012) indicated that menu variety at university cafeteria has not been considered enough. Most of the dishes are too traditional. Students wish to have diversity in menu also when the learning environment is already diverse itself. The ideal solution is that university foodservice should collect more information regards to students’ dietary needs by holding meetings with various student organizations. More vegetables and fruits should be served frequently for students’ health-promoting diet. The researchers emphasized that university cafeteria can either rotate the menu items or create certain new dishes which not only provide diversity in food selection but also encourage students having healthier eating habits. A study case from Malaysia, created by Dyana, Suki & Adeline (2014), showing proofs that among four critical factors (food quality, staff, price fairness, and ambience) which contribute to improvement of students’ satisfaction, food quality has the highest percentage of influence.

Obviously, cafeteria is asked to increase the variety of food choices and offer an appropriate price simultaneously.

According to Harjula (2014), university foodservice in Finland can be able to offer their students cheap price lunch since they have financial support from Finnish state social organization KELA. A normal price for student's lunch is approximately 1,80€ to 2,60€. University lunch in Finland commonly includes a main dish (it can be either a meat-included dish or vegetarian dish), a salad, two glasses of milk/kefir/juice, and homemade bread. Students are allowed to take different size portions, however, in some campuses, cafeteria staff will be in charge of serving food portion to students.

In this article, Harjula has interviewed a specific institutional foodservice company in order to have a deeper understanding regarding to students' lunch. Ms. Pirjo Kouvo, a chef from Sodexo Lappeenranta University of Technology, said that an appropriation of food diversity is important. A lot of international food choices were offered to students such as pizza, pasta, risotto, and curry. Occasionally, there is certain special menu which includes more expensive ingredients. In addition to create a proper menu for students, Sodexo collects recipes from global list and plan menu items for six weeks in advance. However, a student's feedback shown that they expecting a menu with more appealing foods rather than rice and potatoes every day.

In conclusion, apparently university cafeteria has been a crucial topic for many researches and studies. According to the results, most students are not completely satisfied with their foodservice quality. Specifically, food quality and food diversity are likely to be the main issue that cafeteria needs to improve in order to maintain their students' satisfaction. In fact, a high quality cafeteria does affect student retention and also help universities to gain reputation. It is still a question whether institution authorities have paid enough attention in improving university foodservice.

Based on these statements which were the results from previous practical studies, it is a motivation and supported proof for researcher to convince BarLaurea to emphasize on their menu development. Further engagement with students of this case was conducted by using survey in order to find out whether BarLaurea needs to improve their menu diversity offered to students. The result of the survey is shown respectively in section 7.

## 6 Research methodology

Research is usually defined as a scientific search for a conclusive information or on a concerned topic. It is also regarded as an investigation for a new fact of knowledge. Research is carried out to define or redefine problems, collect and evaluate data information, conduct solutions

for certain issues. Basically, there are several types of research: descriptive vs. analytical, applied vs. fundamental, quantitative vs. qualitative, conceptual vs. empirical. (Newagepublishers.). In this case, only quantitative and qualitative research are chosen to be discussed further.

Generally, according to Creswell (2014, 4), “quantitative research is an approach for testing objective theories by examining the relationship among variables”. The data is collected as statistics. On the other hand, qualitative research usually used for investigating assessment of attitudes, behaviors and opinions on an individual perspective. The data is collected by using group interviews and depth interviews. (Newagepublishers.)

Research methods are considered as techniques or methods that are used by the researcher to obtain and analyze data during the research procedures. Research methods can be divided into three groups. The first group contains those methods that are designed for collecting required data. The second group uses techniques that explain given data as statistic and thus illustrate the relationship between the data and the unknowns. The final group includes those methods that are used to evaluate the veridicality of the given results. (Newagepublishers)

Research methodology describes the scientific and systematic elements of the research operation. In other way, research methodology is “a way to systematically solve the research problem”. It is very important for researchers to understand which research methods/techniques can be applied in their study. Appropriate methods/techniques should be chosen based on the study topic and its nature. (Newagepublishers)

The two research methods that are used for this study case are quantitative method and qualitative method. Survey was used to be applied among students while interview was used for BarLaurea’s representative.

#### 6.1 Quantitative method: Survey

Quantitative design includes experimental designs and nonexperimental designs. An example for experimental design is applied behavioral analysis or single-subject experiments. This experiment will be distributed to an individual or a small group of individuals over time. Correlation design is categorized in nonexperimental research. This term can be explained that the association between two or more variables are analyzed by using correlational statistic. (Creswell 2014, 12)

Another nonexperimental research design which is commonly used is survey research. Survey research is ideally used for analyzing a numeric description of trends, attitudes and behaviors

of a group of participants (Creswell 2014, 13). There are several types for collecting data in survey method such as mail, telephone, online tools, face-to-face interviews or group administration (Creswell 2014, 157).

The crucial step in survey research procedure is designing questionnaire. Questionnaire can be conducted in many forms, for example, opened-ended questions, closed-ended questions, rating scales, and ranking tasks. Researchers must consider carefully how the questions are created in order to utilize the reliability and validity of the data. After conducting questionnaire, it is also important to arrange the order of those questions in a systematical and logical way. (Visser, Krosnick & Lavrakas, 237)

Opened-ended question is the option for collecting various answers written by respondents' thinking. On the other hand, closed-ended question is designed as a premade set of answers provided by researcher. Respondents are asked to select either one or multiple choices that were already given for the question. Rating and ranking questions are two distinguish forms of question, however, both can be used to identify respondents' considerations of multiple objects. Rating question reveals respondents' attitudes toward each object separately while ranking question allows researcher knowing respondents' preference among those objects. (Visser et al., 237-238)

In this study case, a survey question form was applied to the students of Laurea University of Applied Sciences. The survey was executed in two ways: using online link to reach respondents through the Internet; survey papers were giving to a group of students and collected immediately. Both opened-ended questions and closed-ended questions were used in this survey. Rating question was displayed in a form of ranging scale from "very poor" to "excellent" in order to measure students' satisfaction level towards certain factors of BarLaurea. The detail survey questionnaire can be found in appendix 1.

## 6.2 Qualitative method: Interview

Qualitative methods analyses data based on text and image rather than statistic information. Qualitative designs commonly include narrative research, phenomenology research, ethnography research, case studies, and ground theory. Among other existed qualitative designs, these five mentioned above are considerably popular across the social and health sciences. (Creswell 2014, 187)

Generally, qualitative methods include four typical types which are observation, analyzing texts and documents, interview and focus groups, audio and video recording. Among these methods, interview and focus groups are the most common methods used. ((Gill, Stewart, Treasure &

Chadwick 2008.). In certain cases, there can be a combination of methods used in research procedure, for instance, observation with interview (Silverman 2006, 19).

Interview in detail can be divided into three different types which are structured interview, semi-structured interview, and unstructured interview. Structured interview, as its name, describes the use of pre-create questions to interview participant. On the contrary, unstructured interview does not provide a list of questions that are made beforehand. The topic will be discussed continuously based on the previous questions that were asked. In some situations, unstructured interview might be difficult to manage since there is no limit of questions and respondents' answers might lead to different follow-up questions. Semi-structured interview is the combination of two types of interview mentioned before. Generally, there are several crucial points used for making questions during the semi-structured interview. Interviewer is allowed to develop questions in more details, however, concisely based on a determined approach. (Gill et al. 2008)

Interview research method is designed for exploring deeper understanding of concerned matters such as attitudes, experiences, beliefs and points of view. Interviews are mostly used when the study case requires specific and detail information from an individual or groups of participants. Questions that are used in interviews should be opened-ended, neutral, sensitive and understandable. These questions, significantly, should be able to illustrate the relevant aims and objectives of the study case. Interview data can be collected either by audio record or by written notes. (Gill et al. 2008)

The type of interview that is chosen for this study is structured interview. A list of interview questions was sent to BarLaurea representative beforehand. This interview aims to clarify BarLaurea's opinion towards development of cafeteria quality on international perspective and discuss about possibilities as well as limitations of this matter.

## 7 Survey result

The survey was spread to students firstly through online media for approximately 2 and a half weeks. Since the collected responses were not enough, the survey was written as a paper form and handed directly to random students at Laurea UAS Leppävaara unit. Total time for applying the survey was one month and total numbers of collected response are 36. Among the participants, the age groups were found from 19 to 23 and above 23. The table below indicates the percentage of nationalities of participants.

Nationality	Finnish	Vietnamese	Nepalese	Russian	Belgium	Filipino
Percentage	16.7%	55.5%	19,4%	2.8%	2.8%	2.8%

Number of answers	6	20	7	1	1	1
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Table 1 : Nationalities of total 36 respondents.

Participants were asked in the question number 2 “How often do you visit BarLaurea for lunch?” and in the question number 3 “What is your first factor to be considered when going to BarLaurea?”. The idea of these two questions is to show general information whether the frequency of having lunch at BarLaurea is affected by the answer of question number 3.

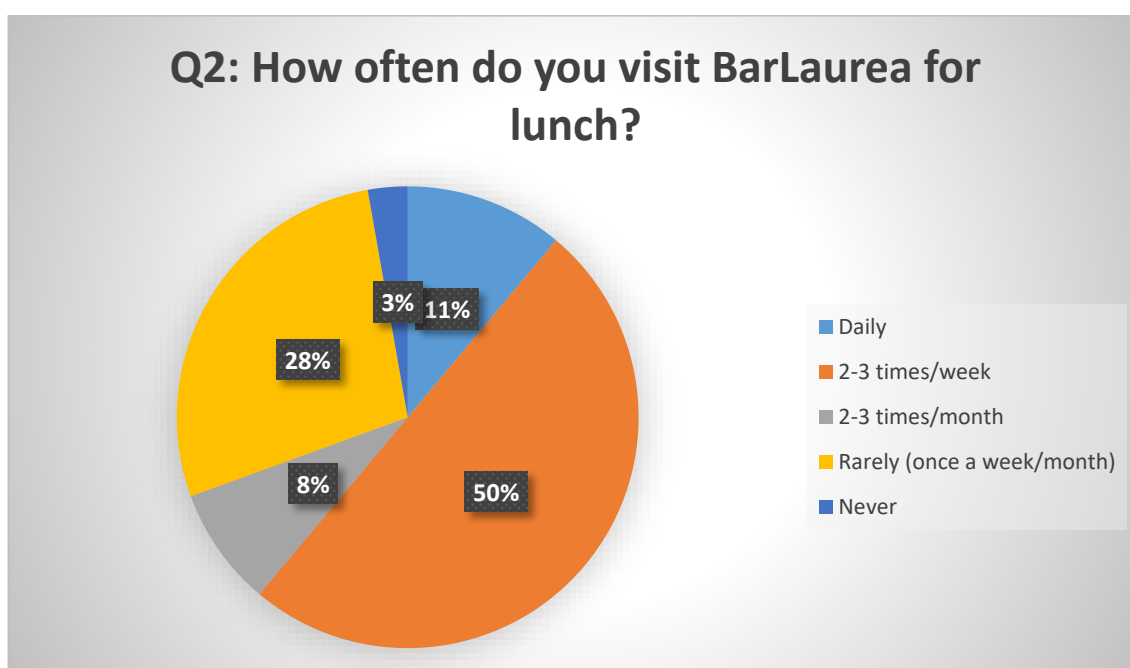


Figure 8 : Collected result for question number 2.

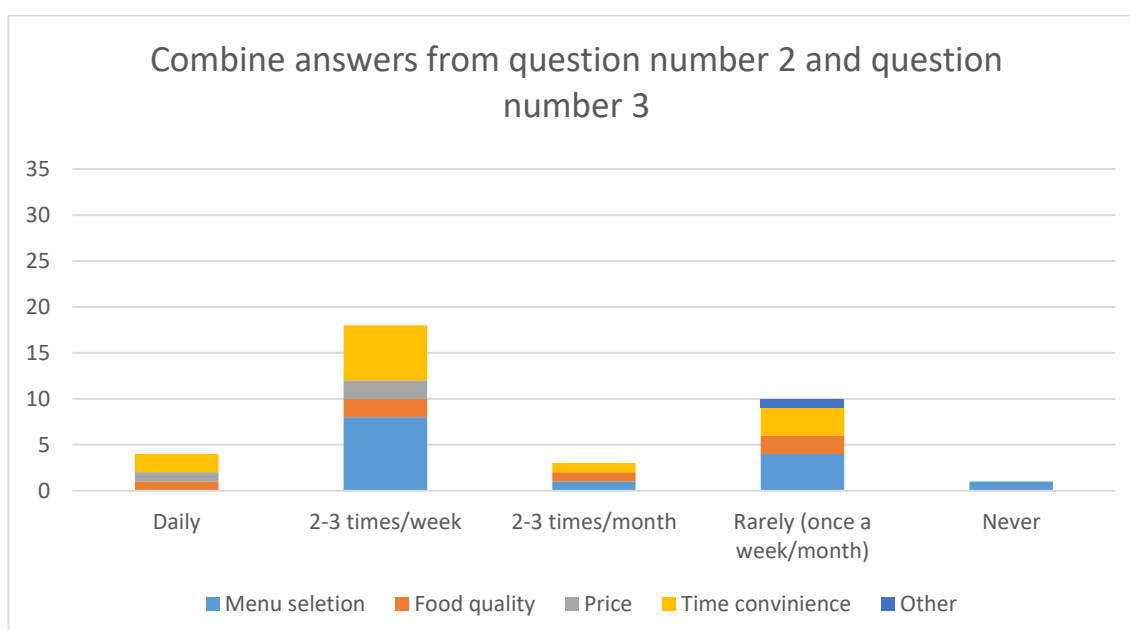


Figure 9 : Combined result of question number 2 "How often do you visit BarLaurea for lunch?" and question number 3 "What is your first factor to be considered when going to BarLaurea?".

Based on the chart above, among 4 respondents answered "Daily" for question number 2, none of them choose menu selection as the first factor to be considered when going to BarLaurea. It means that despite the high frequency of having lunch at BarLaurea, the main reason that affects them is time convenience rather than menu selection. In the next answer option of question number 2, 8 out of 18 respondents said that menu selection is the first factor to be considered when going to BarLaurea. Besides time convenience, the frequency of having lunch at BarLaurea also depends on what kind of items they offer in the menu. In the answer option "Rarely (once a week/month)" of question number 2, almost half of the respondents stated menu selection does affect their decision of going to BarLaurea. There is only one respondent who chosen "Never" in question number 2 also answered "menu selection" in question number 3. Apparently, menu selection has a crucial influence on the frequency of having lunch at BarLaurea among students. This also shows an assumption that students mostly are not attracted by BarLaurea's lunch menu. In order to clarify detail satisfaction of students towards BarLaurea, the table below illustrates the answers of question number 4 "Please rate your satisfaction level of BarLaurea".

	Very poor	Poor	Fair	Good	Excellent
<b>BarLaurea's appearance</b>	5.56%	11.11%	22.22%	44.44%	16.67%
<b>Service interaction</b>	0.00%	16.67%	44.44%	27.78%	11.11%
<b>Menu selection</b>	8.33%	55.56%	30.56%	2.78%	2.78%
<b>Food quality</b>	2.78%	16.67%	50.00%	27.78%	2.78%
<b>Food temperature</b>	0.00%	11.11%	19.44%	55.56%	13.89%
<b>Cleanliness</b>	0.00%	2.78%	11.11%	55.56%	30.56%
<b>Overall value</b>	0.00%	8.33%	58.33%	27.78%	5.56%

Table 2 : Result (calculated as percentage) of question number 4 "Please rate your satisfaction level of BarLaurea".

According to the summary of answers of question number 4, BarLaurea has high level of satisfaction regarding to "Appearance", "Food Temperature", and "Cleanliness". However, over 50% of respondents rated BarLaurea "Menu selection" at poor level and "Food quality" barely remains at fair level. This leads to 58.33% of students have fair evaluation towards "Overall value" of BarLaurea. It clearly indicates that students are not completely satisfied

with menu selection. Besides, food quality has not reached students' expectation yet since majority of students have satisfaction level of this factor from "very poor" to "fair".

Consequently, 65.71% of respondents consider "Menu selection" should be the first factor that needed to be improved, following up is "Food quality". The table below shows detailed result from question number 9 "In your opinion, what should be improve in BarLaurea on the scale 1 to 5? (1 is highly concerned)".

	1	2	3	4	5
<b>Service quality</b>	0.00%	10.00%	13.33%	36.67%	40.00%
<b>Facility</b>	9.09%	12.12%	24.24%	33.33%	21.21%
<b>Food quality</b>	20.00%	40.00%	25.71%	8.57%	5.71%
<b>Menu selection</b>	65.71%	17.14%	2.86%	14.29%	0.00%
<b>Ordering process</b>	2.78%	16.67%	36.11%	16.67%	27.78%

Table 3 : Result (calculated as percentage) of question number 9 "In your opinion, what should be improve in BarLaurea on the scale 1 to 5? (1 is highly concerned)".

Question number 5 "Have you ever gone to another place to have lunch instead of BarLaurea?" and question number 6 "If yes, what is the reason?" aim to research that whether students have other options for lunch and what is the reason behind this decision. From that, BarLaurea can consider how to improve their student retention. According to the result, 31 out of 36 respondents have had lunch at other places instead of BarLaurea. Among those, 14 respondents answered "2-3 times/week", 7 respondents answered "daily", 6 respondents answered "2-3 times/month", and 5 respondents answered "Rarely (once a week/month)". Result from question number 6 shown that 70.92% of those who went to other places to have lunch clarified their reason is because of menu diversity. Others claimed their reason is food quality, which holds 19.35%, and 9.68% is because of other reasons.



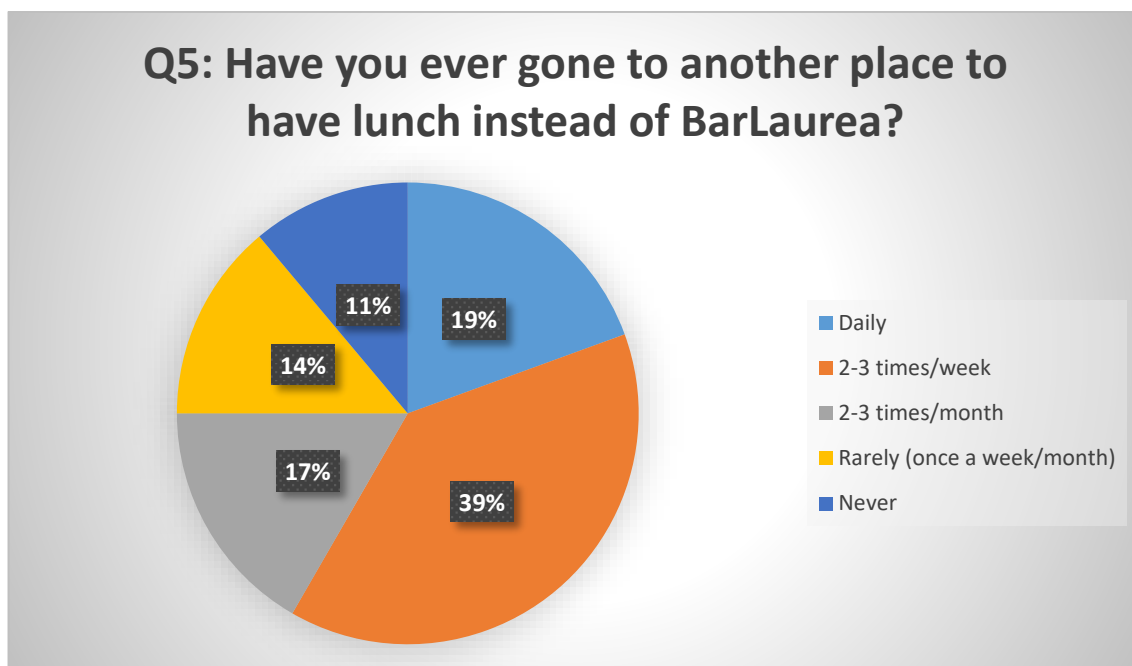


Figure 10 : Collected result for the question number 5.

From these statistics, it is obvious that students are demanding to have various menu items. This factor has a significant influence on students' choices as well as student retention. While menu selection does not satisfy students, food quality has not had enough impressive value to strongly attract students having lunch at BarLaurea. Therefore, it is easy for students to choose other places where they are satisfied with.

Question number 7 aims to collect students' opinions about other campus cafeterias where they would recommend their friends to have lunch. A comparison between BarLaurea's menu and certain places mentioned in the answers will be made. After sorting the answers, the main recommended campuses for lunch are UniCafe from Helsinki University and Sodexo from Metropolia UAS Leppävaara unit because of wide range of menu selections and good food quality. However, some suggested BarLaurea because they appreciate the hygiene there and because BarLaurea is run by students which is no catering company involved.

From these statements, it is clearly seen again menu diversity plays an important role in students' satisfaction towards campus cafeteria. The pictures below will show lunch menu from Unicafe, Sodexo, and BarLaurea in order to have general comparison and to understand why students said they have menu variety.








Popular	Rapeaksi paneerattua kalaa,	2,60 €	 M
	seesam-soijakastiketta ja	5,21 €	
	täysjyväriisiä	6,59 €	
	<i>Sis selleriä ja valkosipulia</i>		
Inspiring	Crispy fish fillet,soya sauce with		
	sesam and rice		
	<i>Inc garlic and celery</i>		
Vegetarian	Burger ja lohkoperunat	2,60 €	 L
	Burger(meat) and potato vedges	5,21 €	
		6,59 €	
Special Lunch	Soija-kasvislasagnettea	2,60 €	 L
	<i>Sis valkosipulia ja selleriä</i>	5,21 €	
	Soya-vegetarian lasagnette	6,59 €	
	<i>Inc garlic and celery</i>		
Soup	Porsaanfilee, sinappicrèmeä,	4,04 €	 G L
	pikkelöityjä kasviksia ja	6,58 €	
	uuniperunaa	7,67 €	
	<i>Sis omenaa,selleriä,valkosipulia ja sitruunaa</i>		
Sandwich	Pork fillet,mustard creme,pickled		
	vegetables and oven baked potato		
	<i>Inc apple,celery,garlic and lemon</i>		
Sweet	Mustajuurikeitto	1,33 €	 G L
	<i>Sis selleriä ja valkosipulia</i>	3,57 €	
	Black salsify soup	6,22 €	
	<i>Inc celery and garlic</i>		
Sandwich	PATONKI kalkkuna	1,84 €	 L
	Baguette with turkey	4,22 €	
		6,60 €	
Sweet	Mustikkahyve	0,55 €	 L
	Blueberry delicatessen	0,64 €	
		0,75 €	

Figure 11 : Example of lunch menu in Metropolia UAS provided by Sodexo. (Sodexo)

<div> <span>&lt;</span> <span>Mon 07.11</span> <span>Tue 08.11</span> <span>Wed 09.11</span> <span>Thu 10.11</span> <span>Fri 11.11</span> <span>&gt;</span> </div>	
€	Salmon in smetana
€	Goatcheese-tomato soup
€	Chili con Carne
€	Salmon lasagne
€	Indian banana and lentil stew
€	Mangocreme, whipped cream with ginger

Figure 12 : Example of lunch menu provided by UniCafe. (Hyvravintola)



### Menu week 42

#### Monday:

**Beef/pork/poultry/fish lunch:** Cabbage roll  
**Vegetarian lunch:** Vegetarian cabbage roll  
**Soup lunch:** Cheesy chicken soup & berry salad



#### Tuesday:

**Beef/pork/poultry/fish lunch:** Lasagne  
**Vegetarian lunch:** Mifu pasta  
**Soup lunch:** Minced meat soup and whipped porridge



#### Wednesday:

**Beef/pork/poultry/fish lunch:** Herring patty  
**Vegetarian lunch:** Vegetable stew  
**Soup lunch:** Tomato soup & bread pudding



#### Thursday:

**Beef/pork/poultry/fish lunch:** Minced meat sauce  
**Vegetarian lunch:** Cauliflower gratin  
**Soup lunch:** Pea soup & pancake



#### Friday:

**Beef/pork/poultry/fish lunch:** Pork cutlet  
**Vegetarian lunch:** Spinach patty  
**Soup lunch:** Salmon and bell pepper soup & fruit salad



 = Kelan ja valtion ravitsemusneuvottelukunnan ravitsemuskriteerien mukainen vaihtoehto  
 rasvanlaadun ja suolan määrän osalta  
 = Sydänmerkki-ateria/tuote  
 »Homemade  
 Pidätämme oikeuden muutoksiin!

Figure 13 : Example of lunch menu provided by BarLaurea. (BarLaurea)

Apparently BarLaurea has not paid much attention to menu diversity while students seem to be fond of multi-culture menu. It is proven in question number 10 “Do you prefer to have a multicultural menu in BarLaurea?”. There are 97.22% of respondents answered “Yes”. However, concerning to price value, 72.22% of respondents answered “No” when they are asked “Would you be willing to accept a higher price for different kind of lunch?”. This explained that even though BarLaurea offers multicultural menu in Flow Restaurant, not all students can afford to have lunch there since the price is 10 euros. Other respondents who said “Yes” for a different kind of lunch with higher price stated that they desire to have more food options, more salad options, and more vegetarian dishes.

In conclusion, the survey generally gives information about students’ opinions of which factor influenced their satisfaction towards campus cafeteria. Menu selection and food quality are two highly concerned factors which is not an uncommon result. Discussion from section 5 of this study has already clarified the importance and high demanding level of menu diversity

among university cafeterias. This survey helped researcher to emphasize the reason why BarLaurea should develop their menu on international aspect.

## 8 Interview result

The interview was conducted with BarLaurea Restaurant Manager - Teemu Sirainen on 27<sup>th</sup> October 2016. The interview was held at Laurea University of Applied Sciences, Leppävaara Unit. Detailed questions are attached in appendix 2.

Teemu Sirainen received an internship at BarLaurea for 6 months. After completed his internship, Teemu continued working at BarLaurea for 5 months and at the moment, he has been working as a Restaurant Manager for 1,5 years.

According to Sirainen, BarLaurea was first established as a project in 2002. The ideal of this project is to create opportunities for students to learn working in a restaurant. BarLaurea wanted to teach their students basic working tasks and relevant responsibilities at the restaurant. The result was surprisingly good since BarLaurea is now having almost 1000 customers every day. *“The basic thing it was to teach students what to do and now it became a really big thing”*, he said. Besides this objective, BarLaurea also wants to utilize the use of local and organic foods. Recently record shows BarLaurea has achieved 56% in using local and organic foods. Sirainen stated that *“in the future, we want to go further with this vision, [...], that is the main focus.”*

BarLaurea used to receive students from Hospitality Degree as workers and their job at BarLaurea is considered as a study unit. This study unit usually lasts one semester. Today, BarLaurea wants to develop its working environment in a multi-cultural way. Specifically, first year and second year Finnish students are now having internship at BarLaurea, second year students from Restaurant Entrepreneur Degree also have study unit at BarLaurea. (Sirainen 2016. Personal communication.). In general, BarLaurea wants to have a multi-cultural working environment everyday. Sirainen said that *“we have only me and our chef Ilari are the staffs of BarLaurea, other workers they are all students. It is a really nice thing to think about, for example today we have 600 customers in the lunch buffet and this business is run by the students”*.

Concerning on how BarLaurea can improve their customers' satisfaction, Sirainen stated that customers can leave feedbacks as a paper form everyday and those feedbacks will be collected and discussed in the meeting after lunch time. Basically, there are approximately 10 to 20 feedback forms collected daily. It depends mostly on food quality. For example, if there is some new item on the menu which was good, it might be only a few feedbacks were received. On

the contrary, if there is something customers are dissatisfied with, usually BarLaurea will receive 20 or more negative feedbacks. The feedback is very crucial satisfaction measurement according to BarLaurea because they want to improve food quality. Based on the customers' feedbacks, BarLaurea can manage their restaurant in certain aspects. All students and staffs need to attend the meeting so they can together discuss about those feedbacks, give opinions and find out the solutions if something needs to be changed. (Sirainen 2016. Personal communication)

BarLaurea's lunch menu is created by their own chef. The main factors that BarLaurea consider when creating menu are local and organic foods. Most of the foods served to customers are cooked with Finnish style. However, occasionally the menu can be changed according to customers' expectation. For example, BarLaurea has received many positive feedbacks for the Indian dish called "Chicken Balti" which is offered in lunch menu some days. BarLaurea mainly wants to represent Finnish food culture to their students and customers. Conclusively to the diversity of lunch menu, Sirainen explained: *"we have to check what customers want, that is the basic thing, however, our main focus is to teaching students and we want to use local and organic foods"*.

The ideal of using local and organic foods is significant, yet its cost is still more expensive than normal ingredients. Therefore, it is not easy to have 100% organic foods used in the restaurant. Furthermore, student's lunch price costs 2,60 euros which is considerably cheap. BarLaurea might not have affordable budget to have certain special ingredients. (Sirainen 2016. Personal communication)

At the moment, BarLaurea Flow Restaurant, which provides a fine three-course lunch, has their international menu theme week created by Restaurant Entrepreneur students. Sirainen stated that he wanted to have menu theme week for BarLaurea lunch buffet also, however, there still has some limitation from the students. In further discussion, he indicated:

*"In the future, I think it's possible that we make menu theme week for lunch buffet. But at the present, I want to keep only one theme day and other four days we can able to do our own things. It is a good ideal because we have a lot of customers, for example, Laurea staffs who have been working here for 20 years so I want to please them as well. [...] To represent Finnish food culture to students is a very crucial thing. Because if I go to some countries, I always want to check what are the local foods there. I know that we have a lot of international students so I really want to show them the Finnish food culture."*

Sirainen determined that lunch buffet quality is the first factor which BarLaurea has to improve. Since most of BarLaurea's workers are students, some working as internship, therefore, after 6

months there are always new group of students come to BarLaurea. Significantly, it is very difficult to maintain the food quality everyday. Besides, BarLaurea also runs different projects. Sirainen's main goal is to keep the food quality at high level as well as to be able to manage the performance of BarLaurea's projects.

## 9 Outcome

According to the analyzed survey data, it is shown that students have not been satisfied with menu selection of BarLaurea which consequently leading to the fact that some of them might prefer to have lunch at other places. While students desire to have multicultural lunch menu, BarLaurea on the other hand wants to mainly focus on representing finnish food culture. There is no negative value in this objective, however, whether it can be able to satisfy and attract all international students. Based on the survey result, some Asian students still insist to have rice in the lunch. Suggestively, in the future, BarLaurea can offer two different options on the lunch menu, one can be a selected ethnic cuisine and other can be a popular Finnish dish. BarLaurea can simultaneously represent Finnish food culture to students and offer them various choices.

On a subjective point of view, BarLaurea has a multi-culture working environment which considered to be a strength for them to develop multi-culture menu. Since most of BarLaurea's workers are students who might also be their customers, they have a greater chance to communicate and interact with their students on how to improve customers' satisfaction. There could be a class or meeting for BarLaurea to discuss about menu development. Students can have opportunity to create some simple dish yet representing different cultures. From that, BarLaurea can consider to adjust the recipes in such a way that they are appropriate with BarLaurea's criteria. Menu development can also be implemented as a competition among students. This not only creates better chance for BarLaurea to improve their menu selection but also raises students' learning willingness and encourages their creativity.

BarLaurea can focus on certain theme menus which are mostly common and easy to gain customers' satisfaction. For example, according to Foodservice Director (2010), their survey indicated that most chefs and operators are agreed that Asian is the most popular ethnic cuisine. It is stated that students are likely fond of Asian cuisine since they are quite familiar with Chinese foods, moreover, majority of customers are Asian. In their research, most chefs from Universities said that Chinese and Vietnamese food concepts are very common and have been well received. Thai cuisine also has a high stand due to its low costs and significant flavors. Nepalese dishes with an exotic curry taste have also had a lot of positive feedbacks.

Alternatively, BarLaurea can firstly consider to improve their salad bar with more appealing vegetables and various dressings. Leena Saarikko, a teacher from Finnish Language course, said

that *“There should be a separate salad bar with some cheese/chicken/salmon and nuts/seeds to attract more students”*. Another suggestion from Laurea Leppävaara’s librarian *“I think overall BarLaurea has been doing great, however, they could offer more variations of salad for students”*. Since health-promoting diet is recently become crucial, having various salad choices can be a plus point for customers’ satisfaction. Moreover, according to the survey result, most students who are willing to have higher lunch price demand to have more salad options and vegetarian foods. It shows that healthy diet might become an important concern when students accept to pay higher price.

In conclusion, people are coming from different backgrounds and cultures, therefore, eating habits and food preferences can be diverse. This can also explain why students have high demanding in menu diversity, especially in international universities. It is suggested that university cafeteria should focus more on menu diversity in order to deliver the taste of joy and to make study environment more attractive.

## 10 Limitation

Despite the ideal suggestion for BarLaurea’s menu development, there might have certain limitation for this implementation. One of the most obvious barriers is the limited budget. Discussion stated in the interview section has mentioned that the lunch price offers for students is 2,60 euros which is considerably cheap. Therefore, BarLaurea might not be able to afford operation costs. For example, cooking different ethnic cuisines might require more time, and appropriate kitchen equipment. Some special ingredients needed for special dishes might have higher price. Moreover, not all required ingredients are available or it could be tricky to obtain.

Since BarLaurea recruits their workers from students and most of them working for internship, it is quite difficult for BarLaurea to maintain their service quality. Besides, students come from different cultures which might create a gap in communication and working manner. According to Sirainen, BarLaurea has only two official staffs who are incharge of managing the restaurant as well as training students. This is considerably a limitation for BarLaurea to be able to assure 100% high level of business performance. It is suggested to have more staffs for specific responsibilities so they can easily improve their service quality, especially, focusing on menu development.

Concerning to this study itself, there are certain weaknesses that need to be considered in further development on the same topic. The survey for this research was not able to collect expected numbers of answers. It could have been applied for a longer time to receive more responses. In addition, researcher could choose to spread the survey by directly interact with the target participants which is more effective than using online media. Consequently,

nationalities among respondents are not various enough to illustrate the international aspect of this study.



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## Appendix 1 : BarLaurea's Lunch quality survey

### 1. Briefly about yourself

Nationality

Age

Gender

Type of student

### 2. How often do you visit Bar Laurea for lunch?

- ☐ Daily
- ☐ 2 - 3 times/week
- ☐ 2 - 3 times/month
- ☐ Rarely (once a week/month)
- ☐ Never

### 3. What is your first factor to be considered when going to Bar Laurea?

- ☐ Menu selection
- ☐ Food quality
- ☐ Price
- ☐ Time convinience
- ☐ Other (please specify)

### 4. Please rate your satisfaction level of Bar Laurea

	Very poor	Poor	Fair	Good	Excellent
Bar Laurea's appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service interaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Menu selection		<input type="radio"/>		<input type="radio"/>	<input type="radio"/>
Food Quality	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>
Food Temperature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	Very poor	Poor	Fair	Good	Excellent
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Have you ever gone to another place to have lunch instead of Bar Laurea?

- ☐ Daily
- ☐ 2 - 3 times/week
- ☐ 2 - 3 times/month
- ☐ Rarely (once a week/month)
- ☐ Never

6. If yes, what is the reason?

- ☐ Food quality
- ☐ Menu diversity
- ☐ Another reason

7. If you have to recommend your friends a campus to have lunch, where would you choose?

Please briefly give your reasons.

8. Would you be willing to accept a higher price for different kind of lunch? Please specify.

- ☐ No
- ☐ Yes. Please specify your expectation:

9. In your opinion, what should be improved in Bar Laurea on the scale 1 to 5? (1 is highly concerned)

Service Quality

Facility

Food Quality

Menu Selection

Ordering Process

10. Do you prefer to have a multicultural menu in Bar Laurea?

- ☐ Yes
- ☐ No

## Appendix 2: Interview questionnaires for BarLaurea's representative.

The purpose of this interview is to discuss the concerned matter with Bar Laurea staff in more details. By identifying limitations as well as possibilities for improving Bar Laurea lunch service quality, students' satisfaction can be therefore improved which contributes to the retention of students.

### Interview questionnaires:

1. Could you briefly present Bar Laurea's background history, vision and future targets?
2. Does Bar Laurea have a multi-cultural working environment?
3. Students' satisfaction towards cafeteria service quality has become a crucial factor, in which way does Bar Laurea measure their students' satisfaction?
4. How could you improve the food quality from student feedbacks?
5. What kind of source do you based on to create menu for Bar Laurea?
6. Do you desire to focus on menu variety?
7. What could be the limitation and resistance in making menu variety? (Budget, ingredient availability, etc.)
8. Besides Flow Restaurant, how could you think of concerning international food cultures in Bar Laurea lunch also?
9. From where (how) do you recruit your personnel?
10. Is there a possibility for students from Restaurant Entrepreneur Degree contribute to create lunch menu/menu concept?
11. In your experience, what could be the most important factor that Bar Laurea needs to develop and improve?