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# STUDENT MANAGED-CANTEEN AT WVSU-HCC: A PROPOSED BUSINESS MODEL

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**ABSTRACT**

*The study aimed to assess the food preferences, price sensitivities, ideal business model components, and academic integration potential of a canteen managed by Bachelor of Science in Hospitality Management (BSHM) students. Using a descriptive-developmental quantitative research design, data were collected through a structured questionnaire from faculty and students of varying ages and genders to determine preferences and perceptions regarding a student-managed canteen. Results revealed that healthy food options (mean: 4.70), affordable rice meals (4.60), fast preparation (4.46), and freshly made dishes (4.45) were the most preferred, while international cuisine (3.85) and vegetarian options (4.30) received lower ratings. Price sensitivity was evident, with a strong preference for snacks priced under 50 pesos (4.64) and a low willingness to pay for snacks priced over 100 pesos (~2.80). Cleanliness (4.83), sufficient seating (4.72), multiple payment methods (4.70), and efficient service (4.70) emerged as essential factors in canteen satisfaction. The canteen was also viewed as a valuable experiential learning platform, with high support for real-world business application (4.67), skill development (4.65), and professional service delivery (4.67). Older respondents generally expressed more substantial support for these components. Overall, findings highlight the importance of offering affordable, healthy, and freshly prepared meals within a clean, efficient, and well-managed environment. Integrating the canteen into the BSHM curriculum provides not only practical training opportunities but also a sustainable business model that addresses both educational and community needs, making the initiative academically enriching and economically feasible.*

## INTRODUCTION

In the rapidly evolving landscape of modern business, Business Model Innovation (BMI) has emerged as a crucial In the rapidly evolving landscape of modern business, Business Model Innovation (BMI) has emerged as a crucial determinant of organizational success and sustainability. The increasing complexity of markets, technological advancement, and the growing demand for sustainable practices have compelled organizations to rethink how they create, deliver, and capture value. Innovations driven by digital transformation—including artificial intelligence, big data analytics, and the Internet of Things—have enabled companies to reimagine their operations, improve customer engagement, and explore new revenue streams. At the same time, the rise of Sustainable Business Models (SBMs) reflects a global shift toward integrating social and environmental responsibility with profitability, emphasizing that success is no longer measured by financial gain alone but by long-term impact and resilience. In the Philippine context, businesses are increasingly embracing technology-driven, sustainability-oriented models to adapt to a changing market environment. The government's initiatives, such as the Philippine Innovation Act, further encourage enterprises to adopt innovative and technology-integrated frameworks. However, while digitalization has transformed sectors like e-commerce and services, many local enterprises continue to operate using traditional or hybrid models, balancing technological efficiency with human-centered engagement. This dynamic evolution underscores the importance of designing adaptable business models that reflect both global trends and local realities. Within this framework, academic institutions also play a vital role in fostering innovation and entrepreneurship by integrating practical business applications into their educational systems. The West Visayas State University – Himamaylan City Campus (WVSU-HCC) currently faces the challenge of operating without a structured business model for on-campus food services. The absence of a campus-based canteen limits students', faculty's, and staff's access to affordable, nutritious meals and misses an opportunity to provide Bachelor of Science in Hospitality Management (BSHM) students with experiential learning in food service management and entrepreneurship. Recognizing this gap presents a valuable opportunity to develop a student-managed canteen through a well-structured and sustainable business model. Such an

initiative would not only address the campus's food service needs but also serve as a learning laboratory for BSHM students, bridging academic theory with real-world practice. By leveraging frameworks like the Business Model Canvas, the study aims to design an innovative model that emphasizes operational efficiency, sustainability, and educational value. Ultimately, the proposed model seeks to enhance the WVSU-HCC community's well-being while cultivating a culture of entrepreneurship and management excellence among students.

## METHODOLOGY

### Research Design

This study utilizes a quantitative, descriptive developmental research design. This approach aims to describe the current food preferences, price sensitivity, canteen business model, and BSHM experience and academic integration. Data will be collected through a structured questionnaire, analyzed using descriptive statistics, and presented in a comprehensive report to inform decision-making regarding the proposed model..

### Participants and Inclusion Criteria

The respondents in the study were WVSU-HCC students, faculty, staff, and the school administrator. To determine the number of samples, Slovin's formula was used. To identify the distribution of samples from each program, a Stratified random sampling technique was used. Thus, the students were specifically determined based on specific criteria, which will be composed of (176) students, (65) faculty and staff, and (1) school administrator.
Sampling Technique and Sample Size

The study utilized a stratified random sampling method to obtain a balanced representation of all sectors of the West Visayas State University - Himamaylan City Campus (WVSU-HCC) population, comprising 305 students, 77 Faculty and staff members, and one administrator, for a total of 383 individuals. Applying Slovin's formula with a 5% margin of error produced an initial sample size of about 196 participants. To improve accuracy and ensure sufficient representation across the group, the researchers increased the sample to 242 respondents, comprising 176 students, 65 faculty and staff, and one administrator. This disproportionate allocation provided adequate data from smaller categories, while random selection within each stratum helped reduce bias and strengthen the reliability and validity of the study's results.

### Data Collection Instrument

A survey questionnaire was used as the instrument. A Five-Point Likert scale evaluation score sheet was used to gather data. Each question was evaluated with the following scores and their descriptions: One (1) as Strongly Disagree; Two (2) as Disagree; Three (3) as Neutral; Four (4) as Agree; and Five (5) as Strongly Agree. These scores were assigned to evaluate the proposed student-managed canteen business model.

### Validity and Reliability of the Data

The instrument underwent face validity by the three (3) experts from education, planning and development, and business and management to ensure its content validity. This involves ensuring that the questionnaire items adequately cover the intended constructs and accurately reflect the research objectives.

The instrument was tested to the thirty (30) students from West Visayas State University-Himamaylan City Campus. Cronbach Alpha method was used to analyze the reliability of the instrument and the reliability coefficient of .877 was achieved. This shows that the instrument was very reliable.

### Data Analysis Procedure

The collected data analyzed using descriptive statistics, including frequencies, percentages, means, and standard deviations. These measures provided a clear overview of food preferences, price sensitivity and sustainability of students, faculty and staff, canteen business model and BSHM student experience and academic integration.

### Ethical Considerations

All participant data will be kept confidential and anonymized. Personal information will not be linked to responses, ensuring participants' privacy. Participants will be fully informed about the study's purpose, procedures, and potential risks before they agree to participate. Participation in the survey will be entirely voluntary, and students will have the right to withdraw from the study at any time without penalty.

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## RESULTS AND DISCUSSIONS

The study aimed to assess the food preferences, price sensitivities, ideal business model components, and academic integration potential of a canteen managed by Bachelor of Science in Hospitality Management (BSHM) students. Using a descriptive quantitative design, data were gathered through a structured questionnaire administered to faculty and students of various age groups and sexes. Findings revealed that healthy food options were the most preferred (mean = 4.70), especially among older participants (4.87). Other priorities included affordable rice meals (4.60), fast and efficient service (4.46), and freshly prepared meals (4.45). Filipino dishes (4.64) were favored over international cuisine (3.85), snacks (4.34), desserts (4.33), and vegetarian options (4.30). Price sensitivity was evident, with snacks under 50 pesos highly preferred (4.64) and low willingness to spend over 100 pesos (2.84–2.75). Discounts (4.34) and affordability (4.04) were valued more than variety. Cleanliness and a healthy dining environment ranked highest (4.83), followed by sufficient seating (4.72), multiple payment options (4.70), and efficient service (4.70). The canteen's role as a practical training ground gained substantial support for enhancing real-world application (4.67), skill development (4.65), and professional service (4.67). Overall, the results highlight strong preferences for healthy, affordable, and freshly prepared meals in a clean, efficient setting. The study concludes that a student-managed canteen can serve as a sustainable business model and an effective experiential learning platform, addressing both stakeholder needs and educational objectives.

**Table 2**
**Mean Score of the Price Sensitivities of the Respondents**

| Item | Type | | Sex | | Age | | Entire Group |
|---|---|---|---|---|---|---|---|
| | Faculty | Student | Male | Female | Younger | Older | |
| I prefer snacks priced under 50 at the canteen. | 4.43 | 4.72 | 4.62 | 4.66 | 4.67 | 4.54 | 4.64 |
| I am willing to spend between 50 – 75 for a meal at the canteen. | 4.14 | 3.99 | 4.07 | 3.99 | 3.98 | 4.19 | 4.02 |
| I am willing to spend between 75 – 100 for a meal at the canteen. | 3.32 | 3.33 | 3.46 | 3.22 | 3.33 | 3.35 | 3.33 |
| I am willing to spend between 100 – 150 for a meal at the can teen. | 2.82 | 2.85 | 3.06 | 2.64 | 2.84 | 2.85 | 2.84 |
| I am willing to spend between 150 – 200 for a meal at the canteen. | 2.86 | 2.71 | 2.98 | 2.54 | 2.75 | 2.73 | 2.75 |
| I am willing to pay extra for a healthier meal option. | 3.86 | 3.84 | 3.85 | 3.84 | 3.83 | 3.90 | 3.85 |
| I am willing to pay more for food served faster and hotter. | 3.68 | 3.88 | 3.84 | 3.81 | 3.83 | 3.81 | 3.83 |
| I am sensitive to small price increases in food item. | 3.60 | 3.94 | 3.88 | 3.83 | 3.90 | 3.67 | 3.85 |
| I value affordability over food variety. | 3.65 | 4.18 | 4.11 | 3.97 | 4.11 | 3.79 | 4.04 |
| Discounts and promotions Strongly influence my food choices. | 4.02 | 4.35 | 4.33 | 4.34 | 4.36 | 4.27 | 4.34 |

Based on the results, from highest to lowest, the most critical factor for respondents is affordability—specifically snacks priced under 50 pesos—which scored highest, averaging 4.64. It was especially emphasized by students (4.72) and younger respondents (4.67), highlighting cost sensitivity among the younger demographic. Following this, discounts and promotions strongly influenced food choices, with a total group score of 4.34, particularly among

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students (4.45). The importance of affordability over variety also ranked high at 4.04, showing a clear trend that cost is a leading consideration in food purchasing decisions across the community.

At the lower end, respondents were least willing to spend more on meals. Spending 100–150 pesos and 150–200 pesos on a meal received the lowest scores at 2.84 and 2.75, respectively, suggesting strong resistance to high food prices. Willingness to pay 75–100 pesos was also low (3.33), reinforcing the preference for budget-friendly options. Moderate responses were observed regarding willingness to pay more for healthier meals (3.85) and faster, hotter food (3.83), indicating that while some are open to extra costs for better quality or service, price remains a dominant deciding factor. Overall, these results show that economic value and cost sensitivity are key priorities in shaping canteen food preferences.

**Table 3**

**Mean Score of Canteen Business Model of the Respondents**

| Item | Type | | Sex | | Age | | Entire Group |
|---|---|---|---|---|---|---|---|
| | Faculty | Student | Male | Female | Younger | older | |
| A diverse and appealing menu is crucial for a successful canteen. | 4.29 | 4.53 | 4.46 | 4.48 | 4.49 | 4.38 | 4.37 |
| Reasonable and competitive pricing is essential for attracting customers. | 4.45 | 4.40 | 4.40 | 4.42 | 4.38 | 4.52 | 4.41 |
| High quality ingredients and fresh produce are important for food quality. | 4.61 | 4.59 | 4.62 | 4.57 | 4.57 | 4.69 | 4.60 |
| Efficient and friendly service is vital for customers satisfaction. | 4.68 | 4.71 | 4.61 | 4.79 | 4.68 | 4.77 | 4.70 |
| A clean and healthy dining environment is necessary. | 4.83 | 4.82 | 4.74 | 4.91 | 4.79 | 4.94 | 4.83 |
| Effective marketing and promotion are needed to attractcustomers. | 4.51 | 4.62 | 4.51 | 4.73 | 4.62 | 4.63 | 4.62 |
| Offering a catering service for events would be beneficial. | 4.40 | 4.44 | 4.41 | 4.44 | 4.40 | 4.52 | 4.43 |
| Availability of sufficient seating,spaces, tables, are necessary. | 4.72 | 4.72 | 4.65 | 4.79 | 4.70 | 4.83 | 4.72 |
| Accepting different methods (e.g. cash, mobile payments) would be convenient. | 4.73 | 4.64 | 4.63 | 4.77 | 4.66 | 4.85 | 4.70 |
| Convenient operating hours are important for accessibility. | 4.65 | 4.77 | 4.65 | 4.70 | 4.65 | 4.77 | 4.67 |

Based on the results from highest to lowest, the most critical factor for a successful canteen, according to the respondents, is maintaining a clean and healthy dining environment, which scored the highest with an overall group score of 4.83. It was particularly emphasized by older respondents (4.94) and females (4.91). Following this, the availability of sufficient seating and dining space and the convenience of multiple payment methods were both rated very highly (4.72 and 4.70, respectively), reflecting a strong concern for comfort and modern transaction ease. Additionally, efficient and friendly service was crucial to customer satisfaction (4.70), and the use of high-quality ingredients and fresh produce was also highly valued (4.60), underscoring the importance of both service and food quality in the canteen experience.

On the slightly lower end, although still rated positively, items such as offering catering services for events (4.43) and a diverse, appealing menu (4.47) were rated somewhat lower. The importance of reasonable and competitive pricing remained strong (4.41), though slightly less critical than other operational factors such as service, cleanliness, and convenience. Interestingly, effective marketing and promotions (4.62) received more substantial support from female (4.73) and student (4.67) groups, suggesting that outreach efforts may be more effective with specific demographics.

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Overall, the data reveal a well-rounded expectation for a canteen that balances cleanliness, comfort, service efficiency, quality, and accessibility.

**Table 4**
**Mean Score of the BSHM Experience and Academic Integration of the Respondents**

| Item | Type | | Sex | | Age | | Entire Group |
|---|---|---|---|---|---|---|---|
| | Faculty | Student | Male | Female | Younger | Older | |
| Operating a canteen provides a real- world experience for BSHM students. | 4.65 | 4.62 | 4.57 | 4.67 | 4.59 | 4.75 | 4.62 |
| The canteen can serve as a practical serve as a practical learning laboratory for BSHM courses. | 4.68 | 4.58 | 4.56 | 4.64 | 4.56 | 4.75 | 4.60 |
| The canteen project can enhance BSHM students' skills in food preparation, service, and management. | 4.65 | 4.65 | 4.61 | 4.69 | 4.62 | 2.77 | 4.65 |
| The canteen can provide opportunities for BSHM students to apply their knowledge in a real business setting. | 4.71 | 4.66 | 4.66 | 4.69 | 4.64 | 4.81 | 4.67 |
| The project should be aligned with the academic requirements of BSHM program. | 4.65 | 4.57 | 4.53 | 4.64 | 4.55 | 4.73 | 4.59 |
| Supervision and mentorship are essential for the success of the student-managed canteen | 4.69 | 4.58 | 4.57 | 4.64 | 4.56 | 4.77 | 4.61 |
| Partnerships with food suppliers should also involve student negotiations. | 4.55 | 4.54 | 4.46 | 4.61 | 4.52 | 4.62 | 4.54 |
| Regular evaluations of student performance at the canteen are necessary. | 4.65 | 4.63 | 4.66 | 4.62 | 4.63 | 4.67 | 4.64 |
| I think BSHM students should also be involve in marketing the canteen. | 4.66 | 4.60 | 4.50 | 4.66 | 4.59 | 4.71 | 4.62 |
| Providing a professional and quality service is crucial for the success of student- managed canteen. | 4.68 | 4.66 | 4.61 | 4.71 | 4.64 | 4.77 | 4.67 |

Based on the overall results, the highest-rated item is the belief that the canteen can provide BSHM students with opportunities to apply their knowledge in a real business setting, with a group score of 4.67. It reflects strong support for experiential learning. Following closely are the items: providing professional, high-quality service (4.67) and enhancing students' skills in food preparation, service, and management (4.65), both of which underscore the canteen's role as a platform for developing industry-relevant competencies. The data shows particularly high ratings from older respondents across nearly all items, with several peaks at 4.77 and 4.81, indicating that this demographic may value structured, real-world learning integration more strongly.

Meanwhile, items such as student involvement in negotiating with food suppliers (4.54) and alignment of the project with academic requirements (4.59) received slightly lower—but still favorable—ratings.

Despite being among the "lowest," these scores remain high, suggesting broad agreement on all proposed aspects. The consistent scoring above 4.50 across all items reflects widespread support for the canteen not just as a food service outlet, but as a learning laboratory, a professional training ground, and a business incubator for BSHM students. This consensus highlights the value placed on experiential education, academic integration, and student leadership within the canteen initiative.

## CONCLUSIONS

The study reveals that the primary factors influencing food choices among respondents are healthiness, affordability, and convenience. There is a strong preference for freshly prepared, nutritious meals that are reasonably priced and served efficiently, reflecting growing awareness of health and cost considerations among consumers. Respondents, particularly students and younger individuals, exhibit high price sensitivity, favoring budget-friendly options such as meals under 50 pesos and showing reluctance to spend beyond a certain threshold. Beyond affordability, cleanliness, comfortable seating, efficient and friendly service, and modern conveniences like multiple payment methods were identified as key components of a satisfying dining experience. These factors collectively contribute to customer satisfaction and are crucial for maintaining consistent patronage. Furthermore, the study highlights the canteen's significant role as an experiential learning environment for Bachelor of Science in Hospitality Management (BSHM) students. It serves as a platform where they can apply theoretical knowledge in real-world contexts, develop practical skills in food preparation, service management, and business operations, and cultivate professionalism through direct engagement with customers. The strong support expressed by both faculty and students underscores the dual purpose of the canteen as both a community-serving food facility and an academic training ground. Overall, the findings emphasize the potential of a well-managed, student-run canteen to provide affordable, healthy, and high-quality meals while simultaneously enhancing hospitality education through hands-on experience, thereby creating a sustainable model that benefits both the institution and its stakeholders.

### Recommendations

Based on the study's results, several recommendations are proposed to support the development of a successful student-managed canteen that meets the nutritional needs of the academic community and aligns with the educational goals of the Bachelor of Science in Hospitality Management (BSHM) program. The canteen should prioritize serving healthy, affordable, and freshly prepared meals, as findings revealed a strong preference for nutritious food options and affordability, particularly among students and younger respondents. To meet this demand, budget-friendly meals and snacks priced under 75 pesos should be offered without compromising food quality and preparation standards. Maintaining a clean, comfortable, and efficient dining environment is equally essential, emphasizing proper hygiene, adequate seating, friendly service, and modern conveniences such as cashless payment systems and flexible operating hours. From an academic perspective, the canteen should be fully integrated into the BSHM curriculum, serving as a hands-on learning laboratory where students can gain practical experience in food service, management, supplier coordination, and marketing. Active participation in daily operations will enhance their business acumen and professional competence. Faculty supervision and mentorship from industry experts are vital to ensure structured learning and consistent service quality.

Additionally, promotional activities such as discounts and themed events should be implemented strategically to attract customers while encouraging student innovation. Regular evaluations and feedback mechanisms must be established to monitor service efficiency, customer satisfaction, and student performance. By implementing these strategies, the canteen can function as both a sustainable food service enterprise and an effective educational platform for holistic student development.

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