

Project Introduction

A Study on the Service Quality and Satisfaction of Outsourced School Lunches in Senior High and Vocational Schools in Taoyuan City



As modern households shift from single to dual incomes, parents have less time to prepare lunches for their children. To ease this burden, schools have introduced nutritious lunch programs.

Our group studied the development of institutional catering, related policies, and current practices in Taoyuan's senior high and vocational schools. Through a questionnaire, we gathered students' opinions on outsourced catering services and analyzed the results using the IPA matrix. Based on food quality, service quality, and customer satisfaction, we offered suggestions for improving outsourced school lunches in Taoyuan.



Based on the motivation and IPA analysis, we propose the following suggestions:

1. Expand dish variety to offer more choices and meet diverse customer preferences.
2. Improve customer service through better staff training and response handling.
3. Use healthier ingredients to enhance the overall nutritional value.
4. Enhance the hygiene standards during lunch service to further improve the dining experience.

