Student Satisfaction Report of the Jazzman’s Café located in the Marvin K. Peterson Library

Michael Charry
Spring 2007
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Executive Summary

A sample of the student body was surveyed at the University of New Haven in order to obtain a current perspective of the Jazzman’s Café, which is located in the Marvin K. Peterson Library.

The survey was distributed, in person, to one hundred ten students found on the main floor of library, over a sixteen day period. The survey was made up of twenty two items and consisted of demographic inquiries, satisfaction statements, and six open ended questions.

Analysis of the data showed that 85.8% of students stated overall satisfaction with the Café. In addition, the majority of students (at or above 78%) were also satisfied with the hours of operation, beverage selection, availability of seating, and cleanliness of the Café.

On the other hand, a fair amount of students (at or below 35%) claimed that they were dissatisfied with the prices of the beverages and snacks, as well as the selection of snacks that are available.

A unique aspect of this study is that it contained two benchmarks from a previous study done in the fall of 2006. A comparison of the studies showed that library usage has increased over time, and that students enjoy having a coffee stand in the library almost exactly as much, with a slight decrease in the current study.
Recommendations for improving the Jazzman's Café to better meet the needs of the students that arose from this study include; increasing the variety of snacks that are offered, as well as making the nutrition facts available for the items that are sold at the Café.
**Introduction**

The purpose of this project is to provide the University Librarian, Hanko Dobi, with pertinent and up-to-date information on the student body's perspective of the Jazzman's Café. Hanko Dobi has expressed the value in keeping abreast in students' perceptions of the many aspects of the library in order to successfully continue meeting the needs of its patrons.

The Jazzman's Café, located in the Marvin K. Peterson Library at the University of New Haven is a coffee shop open five days a week and serves an assortment of hot and cold drinks as well as baked goods.

The tool designed to collect data from the student body was an in-depth survey, which covered a number of different dimensions. In general, the survey focused on collecting demographic information, gauging student satisfaction and student usage of the Jazzman’s Café, or lack thereof.

Upon completion of the data collection and analysis stages, a discussion of the results and recommendations were then made for the future state of the Café.
Methodology

The survey used in this project was originally created by the graduate assistant and was later revised with the help and suggestions from Hanko Dobi. Upon completion, this draft was piloted to four students who then gave feedback to the graduate assistant on areas of the survey that were confusing. Adjustments were then made accordingly, followed by preparations for implementation.

The content of the survey includes four demographic questions, two questions regarding the usage of the library and café, nine café satisfaction statements in likert format, and three open ended questions. Additionally, there are three open ended questions for students who stated that they do not frequent the café at all. The survey also contains the Jazzman’s Café menu, which includes the hours of operation for students to use as a reference (please refer to Appendix II).

The survey was distributed in person, via the graduate assistant, to students that were found on the main floor of the Marvin K. Peterson Library between the dates of May 1st and May 16th. In order to get an accurate representation of the student body that frequented the library, the survey was administered during the morning, afternoon and night. In total, 110 students were surveyed for the project.
Results

The following results pertain to questions 1 through 6 of the Jazzman’s Café Survey; please refer to Appendix I on pages 31-32 for the exact statements asked.

One hundred ten students were surveyed for this study. Every participant was found, in person, on the main floor of the library. Of the total number of participants, seventy-three were undergraduates and thirty-seven were graduates (refer to figure 1).

In terms of student tenure, thirty-six students have attended the University of New Haven for one to two semesters, sixteen students have attended for two to three semesters, eighteen have attended for three to four semesters, eighteen have attended for five to six semesters, and twenty-two have attended for more than six semesters (refer to figure 2).

One hundred three students that completed the survey identified themselves as full-time students, with seven as part-time (refer to figure 3). Sixty-two students reported commuting to school, while forty-three reported living on campus (refer to figure 4). Five students did not give a response to this question.

According to the findings, seventy-three of the students reported using the library three times or more every week, twenty-one use the library about once a week, nine use the library every other week, three use the library once a
month, and four use the library only once a semester (refer to figure 5). No student reported never having used the library.

Of the students surveyed, fifteen reported frequenting the Jazzman’s Café in the library three times or more every week, twenty-seven frequent the Café about once a week, ten frequent the Café every other week, twenty-one frequent the Café once a month, eight frequent the Café once a semester, and twenty-nine have never frequented the Café at all (refer to figure 6).
Figure 1.

Student Type

![Pie chart showing student type distribution with a larger portion for undergraduate students.]

Figure 2.

Student Tenure

![Bar chart showing the number of students by semester tenure.]

- 1-2 semesters: 40 students
- 2-3 semesters: 15 students
- 3-4 semesters: 15 students
- 5-6 semesters: 15 students
- More than 6 semesters: 20 students
Figure 3.

Student Enrollment

Figure 4.

Commut vs. Live on Campus
Figure 5.

Library Usage

![Bar chart showing library usage frequency]

Figure 6.

Jazzman's Café Usage

![Bar chart showing Jazzman's Café usage frequency]
The following results pertain to questions 10 through 19 of the Jazzman’s Café Survey, which can be found in Appendix I on pages 31-32. The exact statements for each question are also stated below.

“I enjoy having a coffee stand (Jazzman’s Café) in the library.”

Of the students that responded to this statement, 41.7% stated that they strongly agreed, 44% stated that they agreed, 6% stated that they disagreed, 8.3% stated that they strongly disagreed (refer to figure 7).

Figure 7.
"I am satisfied with the hours of operation at the Café."

Of the students that responded to this statement, 24.4% stated that they strongly agreed, 57.3% stated that they agreed, 17.1% stated that they disagreed, 1.2% stated that they strongly disagreed (refer to figure 8).

Figure 8.

Hours of Operation

![Pie chart showing distribution of responses to the statement about hours of operation. The chart shows 24.4% strongly agree, 57.3% agree, 17.1% disagree, and 1.2% strongly disagree.]
"I am satisfied with the selection of beverages that are offered."

Of the students that responded to this statement, 19.3% stated that they strongly agreed, 59% stated that they agreed, 16.9% stated that they disagreed, 4.8% stated that they strongly disagreed (refer to figure 9).

Figure 9.

Beverage Selection
"The beverages offered are priced fairly."

Of the students that responded to this statement, 13.3% stated that they strongly agreed, 44.6% stated that they agreed, 30.1% stated that they disagreed, 12% stated that they strongly disagreed (refer to figure 10).

Figure 10. Beverage Prices
“I am satisfied with the selection of snacks that are offered at the Café.”

Of the students that responded to this statement, 15.9% stated that they strongly agreed, 36.6% stated that they agreed, 39% stated that they disagreed, 8.5% stated that they strongly disagreed (refer to figure 11).

**Figure 11.**

**Snack Selection**
"The snacks offered are priced fairly."

Of the students that responded to this statement, 13.4% stated that they strongly agreed, 51.2% stated that they agreed, 22% stated that they disagreed, 13.4% stated that they strongly disagreed (refer to figure 12).

Figure 12.

Snack Prices
"I am satisfied with the seating that is available at the Café."

Of the students that responded to this statement, 26.5% stated that they strongly agreed, 62.7% stated that they agreed, 9.6% stated that they disagreed, 1.2% stated that they strongly disagreed (refer to figure 13).

**Figure 13**

![Seating Pie Chart]

Legend:
- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
"I would like the nutrition facts for the items sold at the Café made available to me."

Of the students that responded to this statement, 36.3% stated that they strongly agreed, 41.3% stated that they agreed, 22.5% stated that they disagreed (refer to figure 14). No students strongly disagreed with this statement.

Figure 14.

Nutrition Facts
"I am satisfied with the level of cleanliness at the Café."

Of the students that responded to this statement, 41% stated that they strongly agreed, 57.8% stated that they agreed, 1.2% stated that they disagreed (refer to figure 15). No students strongly disagreed with this statement.

**Figure 15.**

![Cleanliness Pie Chart]

- **Strongly Agree**
- **Agree**
- **Disagree**
"Overall, I am satisfied with the Jazzman's Café in the library."

Of the students that responded to this statement, 27.7% stated that they strongly agreed, 57.8% stated that they agreed, 8.4% stated that they disagreed, 6% stated that they strongly disagreed (refer to figure 16). Only graduate students strongly disagreed with this statement.

Figure 16

Overall Satisfaction
The following results pertain to questions 20 through 22 of the Jazzman’s Café Survey, which can be found in Appendix I on pages 31-32. Since these were open-ended questions, the results have been categorized into “common themes.” The exact statements for each question are also stated below.

"Why do you use the Jazzman’s Café in the library?"

"How could the Jazzman’s café in the library better meet your needs?"

*Please refer to Appendix III for responses to the last open-ended question: “Any additional comments, concerns, or suggestions?”*
The following results pertain to questions seven through nine of the Jazzman’s Café Survey, which can be found in Appendix I on page 31-32. Since these were open-ended questions, the results have been categorized into “common themes.” The exact statements for each question are also stated below.

"Why don’t you frequent the Jazzman’s Café in the library?"

![Bar chart showing reasons for not frequenting the Jazzman’s Café in the library]
"Where else do you purchase beverages/snacks?"

<table>
<thead>
<tr>
<th>Places</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bartels/Student Center</td>
<td>6</td>
</tr>
<tr>
<td>(Jazzman's)</td>
<td></td>
</tr>
<tr>
<td>Campus Store</td>
<td>1</td>
</tr>
<tr>
<td>C-Store</td>
<td>9</td>
</tr>
<tr>
<td>CVS</td>
<td>1</td>
</tr>
<tr>
<td>Dunkin' Donuts</td>
<td>14</td>
</tr>
<tr>
<td>Echlin Dining Hall</td>
<td>1</td>
</tr>
<tr>
<td>(Jazzman's)</td>
<td></td>
</tr>
<tr>
<td>Home</td>
<td>2</td>
</tr>
<tr>
<td>McDonald's</td>
<td>2</td>
</tr>
<tr>
<td>Off Campus</td>
<td>12</td>
</tr>
<tr>
<td>Other Jazzman's</td>
<td>2</td>
</tr>
<tr>
<td>Pandini's</td>
<td>1</td>
</tr>
<tr>
<td>Sandella's</td>
<td>1</td>
</tr>
<tr>
<td>7-Eleven</td>
<td>6</td>
</tr>
<tr>
<td>Shop Rite</td>
<td>6</td>
</tr>
<tr>
<td>Sky Ranch</td>
<td>1</td>
</tr>
<tr>
<td>Starbucks</td>
<td>4</td>
</tr>
<tr>
<td>Subway</td>
<td>2</td>
</tr>
<tr>
<td>Vending Machine</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
</tr>
</tbody>
</table>
"I would frequent the Jazzman's Café in the library if..."

<table>
<thead>
<tr>
<th>Themes</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less expensive</td>
<td>10</td>
</tr>
<tr>
<td>Take items into the library</td>
<td>4</td>
</tr>
<tr>
<td>In the library more often</td>
<td>6</td>
</tr>
<tr>
<td>More variety*</td>
<td>10</td>
</tr>
</tbody>
</table>

*More cold beverages, Indian tea, Sandwiches, Pizza, Soft drinks, Indian dishes, Salad, fresh fruit
Discussion

Overall, the research shows that the majority of students (73%) do in fact frequent the Jazzman’s Café at some point. On the other hand, approximately one quarter of the total students surveyed reported not using the Café at all.

An overwhelming number of respondents stated that they enjoy having the Café in the library. Additionally, over 75% of students claimed to be satisfied with the hours of operation, beverage selection, availability of seating, and cleanliness of the Café. Therefore, it’s no surprise that 85.8% of students stated being overall satisfied with the Café.

However, the results of the research also show that students expressed a fair amount of dissatisfaction on a few aspects of the Café. In particular, these dimensions included the prices of the beverages and snacks, as well as the selection of snacks that are currently offered.

The research also showed that the majority of students who use the Jazzman’s Café (and responded to the open ended question), do so because it is convenient and as an area to do their homework.

On the other hand, the research also showed that the majority of students, who do not use the Jazzman’s Café (and responded to the open ended question), don’t do so because of four main reasons; they dislike coffee, they aren’t in the
library enough, they find the items to be too expensive, and they simply are not hungry.

An interesting finding is that of these students who do not frequent the café, most purchase their beverages and snacks at an off campus location. One possible explanation for this is that the majority of students surveyed commute to University of New Haven, and so it's likely that they would make these purchases on their way to school rather than once they have arrived.

The students who stated that they do not frequent the Café (and responded to the open ended question) but would patron the establishment in the future, would do so for two major reasons; if the items were less expensive, and if there were more variety available to them.

A unique aspect of this study is that it utilizes two benchmark questions for comparison from the “Student Satisfaction of Marvin K. Peterson Library Improvements and Awareness of Library Services” study done in the fall of 2006.

The first benchmark question was “How often do you use the UNH library?” A comparison showed that library usage has increased over the time these studies were done. For example, in terms of the current study, 66% of students reported using the library three times a week or more, compared to only 51% in the fall 2006 study. Also, the fall 2006 study had three percent of students reporting that they never used the library, while no students in the
current study reported never using the library. One explanation for these differing results is that the data for the fall 2006 study was collected from classrooms across campus, while the data for the current study was collected solely in the library.

The second benchmark statement was, “I enjoy having a coffee stand (Jazzman’s Café) in the library.” Although the statement remained the same for both studies, the response scales have changed slightly for practicality reasons. Due to this fact, only the responses that remained the same were compared. The comparison showed interesting results; the overall agreement measure between the studies (the sum of “strongly agree” and “agree” responses) was almost identical, with a slight decrease of .06% in the current study. In terms of students who disagreed with the statement, there was an increase from zero percent in the fall 2006 study, to 4.5% in the current study. Although the increase in disagreeing with the statement is minute, it poses an interesting question, namely, what has changed over the past six months that has caused some students to enjoy the Jazzman’s Café less?

The current study had a couple limitations which are important to recognize. First, the sample of students used for this survey is a rather small percentage of the entire student body.
In addition, for practicality reasons, the only students that were surveyed came solely from the main floor of the library, thus ignoring a vast amount of the rest of the students at the University.
Recommendations

Although the majority of the students at the University of New Haven report that they frequent and are satisfied with the Jazzman’s Café in the library, there are a few recommendations that may both increase patronage as well as satisfaction with the Café.

An ideal, but not very practical solution from a business standpoint would be to lower the prices of both the beverages and snacks. This would likely increase student satisfaction, as slightly below half of the students that were surveyed complained of prices being too high.

A more feasible recommendation would be to increase the variety of snacks that are offered at the Café. Approximately half of the students surveyed stated that they were dissatisfied with the snack selection that is currently available. In addition, a number of students supported this dissatisfaction with written comments asking for “more variety.”

An additional recommendation, which an overwhelming amount of students requested, is to make available the nutrition facts for the items sold at the Café. If the variety of snacks that are offered at the Café increases, the request for nutrition facts is likely to increase as well.
Appendix I

Jazzman’s Café Survey

Directions:
Thank you for agreeing to participate in this short survey, your opinion counts!
Please complete this survey only once.
For each question, fill in the circle ( ) that applies to you. Only fill in one circle per question.

1) I am currently enrolled at the University of New Haven as a
   ( ) Undergraduate Student
   ( ) Graduate Student

2) How long have you been a student at the University of New Haven?
   ( ) 1-2 semesters
   ( ) 2-3 semesters
   ( ) 3-4 semesters
   ( ) 5-6 semesters
   ( ) More than 6 semesters

3) I am currently enrolled as a
   ( ) Part time student
   ( ) Full time student

4) I...
   ( ) Commute to UNH
   ( ) Live on campus at UNH

5) How often do you use the UNH Library?
   ( ) Three times a week or more
   ( ) About once a week
   ( ) Every other week
   ( ) Once a month
   ( ) Once a semester
   ( ) Never

6) How often do you frequent the Jazzman’s Café in the library?
   ( ) Three times a week or more
   ( ) About once a week
   ( ) Every other week
   ( ) Once a month
   ( ) Once a semester
   ( ) Never

If you do not frequent the Jazzman’s Café in the library, continue on to questions 7-9.
You have then completed the survey. Thank you for your input.

If you do frequent the Jazzman’s Café in the library, please skip questions 7-9 and continue to question number 10.

7) Why don’t you frequent the Jazzman’s Café in the library?
Where else do you purchase beverages/ snacks? (i.e. on campus, off campus, Dunkin’ Donuts, etc…)

I would frequent the Jazzman’s Café in the library if…

Directions:
The following questions apply to the Jazzman’s Café located in the UNH Library. You may refer to the additional handout for the menu and hours of operation. Fill in the circle 0 that corresponds to your feelings towards each statement. Only fill in one circle per question.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>10) I enjoy having a coffee stand (Jazzman’s Café) in the library.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>11) I am satisfied with the hours of operation at the Café.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>12) I am satisfied with the selection of beverages that are offered</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>13) The beverages offered are priced fairly.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>14) I am satisfied with the selection of snacks that are offered at the Café.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>15) The snacks offered are priced fairly.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>16) I am satisfied with the seating that is available at the Café.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>17) I would like the nutrition facts for the items sold at the café made available to me.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>18) I am satisfied with the level of cleanliness at the Café.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>19) Overall, I am satisfied with the Jazzman’s Café in the library.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Directions:
Please write a response to the following open-ended questions.

20) Why do you use the Jazzman’s Café? (i.e. socialize, homework, convenience, etc…)

21) How could the Jazzman’s Café in the library better meet your needs?

22) Any additional comments, concerns, or suggestions?

THANK YOU very much for taking the time to complete this survey, your opinions are valued!
# Jazzman's Café

## Hours

- **Sunday**: 4:30 PM – 8:30 PM
- **Monday through Thursday**: 8:30 AM – 10:00 PM
- **Closed Friday and Saturday**

## Menu

### Brewed Coffee

<table>
<thead>
<tr>
<th>Description</th>
<th>Tall</th>
<th>Grande</th>
<th>Supreme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular or Decaf</td>
<td>1.59</td>
<td>1.79</td>
<td>1.99</td>
</tr>
<tr>
<td>Iced Regular or Decaf</td>
<td>2.09</td>
<td>2.49</td>
<td></td>
</tr>
<tr>
<td>Travel Tumbler</td>
<td></td>
<td>7.79</td>
<td></td>
</tr>
<tr>
<td>Tumbler Refill</td>
<td></td>
<td>1.49</td>
<td></td>
</tr>
</tbody>
</table>

- Add a flavor shot .75

### Cool Jazz Blast

<table>
<thead>
<tr>
<th>Description</th>
<th>Tall</th>
<th>Grande</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latte Blast</td>
<td>2.59</td>
<td>3.19</td>
</tr>
<tr>
<td>Mocha Blast</td>
<td>2.89</td>
<td>3.49</td>
</tr>
<tr>
<td>Peanut Butter Mocha Blast</td>
<td>2.99</td>
<td>3.59</td>
</tr>
<tr>
<td>Fruit Smoothies</td>
<td>2.99</td>
<td>3.59</td>
</tr>
</tbody>
</table>

### Specialties

<table>
<thead>
<tr>
<th>Description</th>
<th>Tall</th>
<th>Grande</th>
<th>Supreme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chai</td>
<td>2.69</td>
<td>3.19</td>
<td>3.39</td>
</tr>
<tr>
<td>Hot Chocolate</td>
<td>2.29</td>
<td>2.49</td>
<td>3.79</td>
</tr>
<tr>
<td>White Hot Chocolate</td>
<td>2.59</td>
<td>2.99</td>
<td>3.19</td>
</tr>
</tbody>
</table>

### Espresso Beverages

<table>
<thead>
<tr>
<th>Description</th>
<th>Tall</th>
<th>Grande</th>
<th>Supreme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cappuccino</td>
<td>2.69</td>
<td>3.09</td>
<td>3.29</td>
</tr>
<tr>
<td>Latte</td>
<td>2.59</td>
<td>3.19</td>
<td>3.49</td>
</tr>
<tr>
<td>Caramel Latte</td>
<td>2.89</td>
<td>3.39</td>
<td>3.69</td>
</tr>
<tr>
<td>Mocha</td>
<td>2.89</td>
<td>3.39</td>
<td>3.69</td>
</tr>
<tr>
<td>White Chocolate Mocha</td>
<td>2.99</td>
<td>3.49</td>
<td>3.79</td>
</tr>
<tr>
<td>Americano</td>
<td>2.49</td>
<td>2.79</td>
<td>3.09</td>
</tr>
</tbody>
</table>

- **Single**
  - Espresso: 1.69
- **Double**
  - Espresso: 1.99
- **Triple**
  - Espresso: 2.19

<table>
<thead>
<tr>
<th>Description</th>
<th>Tall</th>
<th>Grande</th>
<th>Supreme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iced latte</td>
<td>2.59</td>
<td>2.89</td>
<td>3.29</td>
</tr>
<tr>
<td>Iced Caramel Latte</td>
<td>3.19</td>
<td>3.59</td>
<td>3.79</td>
</tr>
<tr>
<td>Iced Mocha</td>
<td>2.89</td>
<td>3.49</td>
<td>3.79</td>
</tr>
<tr>
<td>Iced White Chocolate Mocha</td>
<td>2.99</td>
<td>3.49</td>
<td>3.89</td>
</tr>
</tbody>
</table>

Extra shot of espresso .75
Substitute soy milk .50

(PLEASE TURN OVER FOR ADDITIONAL ITEMS)
Also available at Jazzman's Café in the Library, but not on the menu:

**Beverages**

- Hot tea ................................................................. 1.59
- 20 oz Soda, Water, Iced tea .................................... 1.30

**Snacks**

- Muffin (flavor varies) .............................................. 1.59
- Low Fat Muffin (flavor varies) ............................... 1.59
- Cookie ................................................................. 1.39
- Scone (flavor varies) .............................................. 1.69
- turnover (flavor varies) ......................................... 1.69
- Biscotti ............................................................... 1.09
Appendix III

- Good job.
- Open on weekends.
- Good job :) nice people working it!
- More couches.
- Menu fulfills only the needs of American student, but not international student. Try to put International snacks on the menu.
- Thanks for doing the survey.
- Overall I like the atmosphere and Jazzman's.
- I have a problem with cell phone use in the library, it should be prohibited!!!
- The employees are always friendly! Good work :)
- No, you’re doing great!
- Jazzman's Café is an excellent idea, I Love it.
- Staff is very friendly & accommodating MB is great :)
- Keep up the good work
- They should have more choices for snacks
- Have two people working, so there is no random hour when people aren't there.
- Very helpful, and convenient, having it in the library.