



UNIVERSITI TEKNOLOGI MARA  
CAWANGAN TERENGGANU  
KAMPUS DUNGUN

REVIEW OF SERVICESCAPE THAT INFLUENCES CUSTOMER  
BEHAVIOUR IN THE RESTAURANT

NORSHAFIKA SYAHIRA BT TUAN AB AZIZ 2016263736  
NOR AZIERA BT NOR IFPINDI 2016263512

BACHELOR OF SCIENCE (HONS) HOTEL MANAGEMENT  
HM240 6B

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## **ABSTRACT**

Previously, servicescape was solely well-known in the hospitality industry but today it is widely implemented in other industries as well such as banking, healthcare and educational industries. The purpose of this research proposal is to identify the attributes of servicescape that influence customer behaviour in the restaurant. Another objective of this research is to determine the servicescape attributes based on the theories made by the previous researchers. Various servicescape attributes and theories that influence customer behaviour in the restaurant environment will be discussed with more details in this research proposal. Data collection will be constructed through exploratory research as the researchers want to generate initial idea on the selected topic. The type of this research proposal is secondary data and using thematic analysis which is by looking at the journals and articles from previous researchers and academicians. At the end of this research, it provides practitioners in the hospitality industry a vital strategy for the design of products and services in their restaurant settings. Other than that, this research will enrich the knowledge of the service industry in terms of what servicescape attributes that can impact customer behaviour in the restaurant setting. Also, it can provide academicians a clear understanding about the attributes and theory of servicescape and how it relates with the customer behaviour in restaurant setting.

Keywords: Servicescape, Customer behaviour, Restaurant

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