



**A STUDY ON EVALUATING SERVICESCAPE DIMENSIONS OF FINE
DINING RESTAURANT TOWARD CUSTOMER'S EMOTION,
SATISFACTIONS AND LOYALTY**

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LETTER OF SUBMISSIONS

Franky Anak Abo

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UiTM Campus Samarahan,

Kuching, Sarawak.

Coordinator of Project Paper,

InEDUiTM, Campus, Samarahan

Kuching, Sarawak.

Dear Sir/Madam,

SUBMISSION OF FINAL PROJECT PAPER

With reference to the matters above, here with enclosed is the final project paper for your attention. This project paper prepared especially to fulfill the course requirement for Bachelor of Business Administration (Honours) Marketing, for (MKT660) subject.

2. This project paper a study on evaluating servicescape dimension of fine dining restaurant toward customer's emotions, satisfaction and loyalty. All the result and findings from the study were reported in the project paper. The presentation for the project has been done according to the date set by program coordinator. The report also has been submitted to the Coordinator of project paper on the date require.

3. All the supports and commitments given to me during the preparation of this project paper are much appreciated. Especially my advisor, second examiner and the program coordinator who has given a lot of guide until the project paper finish at a stipulate time frame.

Thank you.

Yours sincerely,



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Finally, I would like to thank to my family and friends for believing in me even when the odds stack up against me especially my wife. You mean the world to me.

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LOYALTY**

By

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ABSTRACT

The purpose of this study is to evaluate the effect of servicescape dimensions of fine dining restaurant toward customer's emotion, satisfaction and loyalty. As we all know, fine dining restaurant is an exclusive place to dine but not many people are afford to dine with. For them price is not a matter but why they still come it's just because of service quality, servicescape or may be the environment or brand name of restaurant, still being question. An empirical data were gathered from 200 respondents age 18 and above around Kuching via questionnaire to find out the factors most influence their emotion, satisfaction and loyalty. The questionnaire is self-administered and design but according to Likert Scale Technique. The Statistical Packages for the Sciences (SPSS) programme will be use to measure and analyze the data gathered. Also, the study findings suggest that customer emotion play dominant in explaining satisfaction and customer loyalty. Marketers would gain much by continuously monitoring customer's perception of restaurant servicescape.

Keywords: *Servicescape, Fine Dining Restaurant, Customer Emotion, Customer Satisfaction, Customer Loyalty,*