



A STUDY ON
THE IMPACT OF SERVICESCAPE ON CUSTOMER
SATISFACTION WITH THE SERVICE DELIVERED BY
MAHKOTA MEDICAL CENTRE, MELAKA

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim have been distinguished by quotation marks and sources of my information have been specifically acknowledge.

Signature:

Date

30 April 2009
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ABSTRACT

The purpose of this research is to study about the impact of servicescape to customer satisfaction with the services provided by Mahkota Medical Centre, Melaka. This research identifies the servicescape dimensions which are physical facility, ambient condition, and interpersonal factors. These servicescape dimensions are adapted from David L Kurtz and Kenneth E Clow sources. These servicescape dimensions will used to determine the satisfaction of the customer at Mahkota Medical Centre towards the services based on its servicescape.

Actually, physical facilities consist of two which are, exterior appearance and interior appearance where as, intangible elements are the ambient condition and interpersonal skills. Ambient condition includes such things as the air quality, temperature, smells, music and noise. While the interpersonal factors are the staff or employees behaviors and attitudes while delivering the services.

The first objective of this research is to identify the impact of physical facility on customer satisfaction. Second is to determine the impact of ambient condition on customer satisfaction. Lastly is to determine the impact of interpersonal factors on customer satisfaction.

The research design and methodology that used in this research are primary data and secondary data. There are 50 respondents selected to answer the questionnaires. The findings were results in frequency, mean and standard deviation. Finally, after analyzing the data, conclusions and recommendations are constructed.

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