

UNIVERSITI TEKNOLOGI MARA

ATMOSPHERIC ELEMENTS IN RESTAURANTS  
AND REVISIT INTENTION

NORMARINA MISHA BINTI ABD RANI  
NOOR SHAZIERA BINTI CHE UMOR

BACHELOR OF SCIENCE (HONS)  
HOTEL MANAGEMENT

AUGUST 2021

## TABLE OF CONTENTS

| Chapters                          | Contents                                                                                                                              | Pages |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-------|
|                                   | Author's Declaration.....                                                                                                             | i     |
|                                   | Letter of Submission.....                                                                                                             | ii    |
|                                   | Abstract.....                                                                                                                         | iii   |
|                                   | Acknowledgement.....                                                                                                                  | iv    |
|                                   | Table of content.....                                                                                                                 | v-vi  |
| <b>1. INTRODUCTION.....</b>       |                                                                                                                                       |       |
| 1.0                               | Overview .....                                                                                                                        | 1     |
| 1.1                               | Background of the Study.....                                                                                                          | 1     |
| 1.1.1                             | Foodservice operation involves massive F&B industry that contributes to a great deal to the profits in the hospitality industry. .... | 2     |
| 1.1.2                             | Trend in F&B industry general/ worldwide.....                                                                                         | 3     |
| 1.1.3                             | Trend in F&B in Malaysia .....                                                                                                        | 5     |
| 1.1.4                             | Consumer behavior .....                                                                                                               | 6     |
| 1.2                               | Problem Statement .....                                                                                                               | 7     |
| 1.3                               | Purpose of the Study .....                                                                                                            | 9     |
| 1.3.1                             | Objectives of the Study .....                                                                                                         | 9     |
| 1.3.2                             | Research Question .....                                                                                                               | 9     |
| 1.4                               | Significance of The Study .....                                                                                                       | 10    |
| 1.4.1                             | Individual Perspective.....                                                                                                           | 10    |
| 1.4.2                             | Academic Perspective.....                                                                                                             | 10    |
| 1.4.3                             | Industry Perspective.....                                                                                                             | 10    |
| 1.5                               | Definition of Terms .....                                                                                                             | 11    |
| <b>2. LITERATURE REVIEW .....</b> |                                                                                                                                       |       |
| 2.0                               | Overview .....                                                                                                                        | 14    |
| 2.1                               | Consumer Behavior.....                                                                                                                | 14    |
| 2.1.1                             | Customer Satisfaction .....                                                                                                           | 19    |
| 2.1.2                             | Purchase decision.....                                                                                                                | 20    |
| 2.1.3                             | Purchase Intention.....                                                                                                               | 21    |
| 2.1.4                             | Awareness .....                                                                                                                       | 22    |
| 2.2                               | Revisit Intention .....                                                                                                               | 22    |

|           |                                                                                        |    |
|-----------|----------------------------------------------------------------------------------------|----|
| 2.3       | Customer Perception .....                                                              | 23 |
| 2.4.      | Atmospheric Elements .....                                                             | 25 |
| 2.4.1     | Color .....                                                                            | 25 |
| 2.4.2     | Music.....                                                                             | 26 |
| 2.4.3     | Sight .....                                                                            | 27 |
| 2.4.4     | Cleanliness .....                                                                      | 28 |
| 2.4.5     | Smell .....                                                                            | 29 |
| 2.4.6     | Taste .....                                                                            | 29 |
| 2.4.7     | Touch .....                                                                            | 30 |
| 2.4.8     | Furnishing .....                                                                       | 31 |
| 2.5       | Atmospheric Elements and Consumer Revisit Intention .....                              | 32 |
| <b>3.</b> | <b>METHODOLOGY .....</b>                                                               |    |
| 3.0       | Overview .....                                                                         | 35 |
| 3.1       | Research design.....                                                                   | 35 |
| 3.2       | Database and related articles selection.....                                           | 36 |
| 3.3       | Research Ethics Consideration.....                                                     | 37 |
| <b>4.</b> | <b>FINDINGS AND DISCUSSION.....</b>                                                    |    |
| 4.0       | Overview .....                                                                         | 38 |
| 4.1       | Research Objective.....                                                                | 38 |
| 4.2       | RO1: To identify the current atmospheric elements in the restaurant establishment..... | 38 |
| 4.3       | RO2: To overview the impact of atmospheric elements to revisit intention.....          | 42 |
| <b>5.</b> | <b>CONCLUSION AND RECOMMENDATION .....</b>                                             |    |
| 5.1       | Conclusion and Recommendation.....                                                     | 45 |
|           | REFERENCES.....                                                                        | 47 |
|           | APPENDICES.....                                                                        | 56 |

## **ACKNOWLEDGEMENTS**

First of all, I want to thank Allah S.W.T for guiding, blessing, and providing me with the strength to complete this Undergraduate Project at the given time. Next, we also thank both our supporting parents for giving us invaluable encouragement and enthusiasm during completing this project. We might not be successful in completing this undergraduate project perfectly.

Besides, we would like to express sincere gratitude to Madam Wan Nor Bayah Binti Wan Kamaruddin for helping us to complete this Undergraduate Project with her guidance and full support. We are extremely grateful for all her kindness otherwise we doubt we can finish this project properly. We appreciate all the knowledge and time that she spent to improve our work quality. Furthermore, thank you to my classmates for their support and help us explain this subject. This project cannot be complete without their help and efforts. A thousand thanks to all who give a contribution in helping us with this report.

Lastly, this Undergraduate Project gained our new knowledge in marketing. I plan to use and share the knowledge in the future to benefit society.

## **ABSTRACT**

The purpose of the study is to identify the current atmospheric elements in the restaurant establishment. Besides, this study also aims to overview the impact of atmospheric elements to revisit intention. The researchers used the conceptual study as their methodology in the study of the atmospheric elements of a restaurant establishment and revisit intention. This study uses secondary sources in gathering required information and data to achieve both objectives. All the data and information was collected from the previous journal article that related to this topic. Findings in this study show five current atmospheric elements have been applied in the restaurants which are touch, taste, smell, music, and sight. In addition, the finding of this study also shows the impact of atmospheric elements to revisit intention. In conclusion, the atmospheric elements are important as marketing tools to promote and increase the profitability of the restaurant. For future research, the researchers should apply mixed method or quantitative research method due to the lack of the latest study about atmospheric elements at the restaurant establishment. Finally, the objectives of this study have been achieved by analyzing the atmospheric elements of a restaurant establishment and revisit intention in the future.