

**UNIVERSITI TEKNOLOGI MARA**

**RELATIONSHIP OF SERVICESCAPE AND  
CUSTOMER SATISFACTION IN UPSCALE  
RESTAURANT OF FIVE STAR HOTEL**

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**MASTER IN HOSPITALITY MANAGEMENT**

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CUSTOMER SATISFACTION IN UPSCALE  
RESTAURANT OF FIVE STAR HOTEL**

**RONEY ROGER SINING**

Dissertation submitted in partial fulfillment of the requirements

for the degree of

Master in Hospitality Management

Faculty of Hotel & Tourism Management

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## **Candidate's Declaration**

I declare that the work in this dissertation was carried out in accordance with the regulations of University Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that my dissertation be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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Satisfaction in Upscale Restaurant of Five Star  
Hotel

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## **Abstract**

The physical environment may be an important determinant of customer satisfaction and subsequent behavior when services are consumed primarily for hedonic purposes and customers spend moderate to long periods of time in the physical surroundings. An example of this phenomenon would be in an upscale restaurant setting. This study explored the domain of the physical environment in an upscale restaurant context to develop a servicescape scale. Relevant literature was reviewed on architecture, environmental psychology, psychology, operations management, and marketing, highlighting empirical and theoretical contributions. Conceptualization and operationalization of the servicescape dimensions is presented, and the procedures used in constructing and refining scale to assess servicescape in an upscale restaurant of five star hotel.

Servicescape consists of the facility aesthetics, perceived quality, cleanliness and layout accessibility. Evidence of the scale's reliability has been shown on the next chapter. The study attempted to build a conceptual model of how the servicescape influenced customers' satisfaction. Pearson correlation was used to test the relationships among the hypothesized relationships. Results revealed that servicescape affected the level of satisfaction of customers. Finally, implications for restaurateurs and researchers were discussed.

**Keywords:** Servicescape, Customer Satisfaction, Upscale Restaurant, Five Star hotel

## **TABLE OF CONTENT**

	<b>Page</b>
<b>Abstract</b>	ii
<b>Acknowledgement</b>	iii
<b>List of Figures and Tables</b>	vi
 <b>CHAPTER ONE: Introduction</b>	
Background of the study	1
Problem Statement	4
Research Objectives	6
Research Questions	7
Conceptual Framework	7
Hypotheses	8
Significance of the study	8
 <b>CHAPTER TWO: Literature Review</b>	
Servicescape	10
Customer Satisfaction	13
Relationship of Servicescape and Customer Satisfaction	15
Research Framework	16
Hypotheses	17
 <b>CHAPTER THREE: Research Methodology</b>	
Research Design	18
Unit of Analysis	19
Sample size and population	19
Instrumentation	21
Pilot Study	22
Data Collection Method	23
Statistical Analyses	23
Reliability Analysis	24