

**THE FACTORS THAT INFLUENCING CUSTOMER
BEHAVIOR ON SERVICESCAPE OFFERED BY
MUTIARA JOHOR BAHRU**

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**Submitted in Partial Fulfilment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UiTM, MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Mohd Harith Bin Ramli, (I/C Number: 850728-01-6541)

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 extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____



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LETTER OF SUBMISSION

11th May 2007

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE FACTORS THAT INFLUENCING CUSTOMER BEHAVIOR ON SERVICESCAPE OFFERED BY MUTIARA JOHOR BAHRU”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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ABSTRACT

This research was conducted for the purpose of “The Factor That Influencing Customer Behavior on Servicescape Offered by Mutiara Johor Bahru”. The main objective of this research was to identify the factors that influence customer behavior on servicescape offered by Mutiara Johor Bahru.

The respondent of this study was organizations who were organized events in Mutiara Johor Bahru. 70 questionnaires had been distributed to those organizations that were experienced organized event in Mutiara Johor Bahru. The researcher had used stratified simple random sampling as the sampling technique.

The conclusion of this study was the outcome from the survey analysis and findings. Through the research, it shows that majority of organization who were organized events in Mutiara Johor Bahru found that Mutiara Johor Bahru offered a good servicescape to their customer.