



**THE RELATIONSHIP BETWEEN SERVICESCAPE ELEMENTS TOWARDS
EMPLOYEES' SATISFACTION IN THE WORKPLACE**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH HONORS
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JULY 2018

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
MALACCA CITY CAMPUS**

JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONORS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Nurul Afiera Fazira Binti Mohd. Amfal, (I/C Number: 950410-01-5010)

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: _____

Date: _____

LETTER OF SUBMISSION

Sir Mohd Halim Bin Mahphoth
Lecturer of UiTM Malacca City Campus
Faculty of Business and Management
Universiti Teknologi MARA
110, Off Jalan Hang Tuah
75300 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “**The Relationship between Servicescape Elements towards Employees’ Satisfaction in the Workplace**” to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA (UiTM).

Thank you,

Yours sincerely,

Nurul Afiera Fazira Binti Mohd Amfal

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ABSTRACT

This study is conducted to measure the influence of servicescape elements toward employees' satisfaction in the workplace, emphasizing the respondents' from similar background industry. The servicescape elements are build under three main dimensions, mainly is ambient conditions, space and functionality and signs and symbols. Meanwhile, the dependent variable to be measured under this concept is employees' job satisfaction. The researcher has adopted the descriptive research on the issue. Then, the researcher's sampling design is non-probability sampling which is convenience sampling method with 120 questionnaires were distributed to employees within the given time period. Data were collected and evidences are being processed by using Statistical Package for Social Science (SPSS) program. The findings analysis includes the descriptive analysis, reliability testing, correlation and multiple regression analysis. The outcome of multiple regression analysis showed that ambient conditions, space and functionality and signs and symbols have a positive significant impact on employees' satisfaction. In conclusion, it shows that the organization which provides good servicescape elements to the employees will ultimately enhance their satisfaction and improve organizational performance.

Keywords: Servicescape Elements, Employees' Satisfaction, Organizational Performance