



**THE RELATIONSHIP BETWEEN SERVICESCAPE ELEMENTS AND CUSTOMER  
SATISFACTION IN A SHOPPING MALL**

*THE CASE OF SURIA KLCC MALL*

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TECHNOLOGY MARA CITY CAMPUS, MALACCA**

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**DISSERTATION PRESENTED IS TO FULFILL REQUIREMENTS FOR BACHELOR  
OF BUSINESS ADMINISTRATION (HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA, CITY CAMPUS, MALACCA**

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## **LETTER OF SUBMISSION**

JULY 2013

The Head of Programme  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
73500 Melaka

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled **“THE RELATIONSHIP BETWEEN SERVICESCAPE AND CUSTOMER SATISFACTION IN A SHOPPING MALL”** to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you.

Yours sincerely,

.....  
FAIZATTUL DARA NAQUIAH BT  
MOHD FAIZAL  
(2011232694)

.....  
SHARMIN BIN BABA  
(2011632508)



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**

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**UNIVERSITY TECHNOLOGY MARA, CITY CAMPUS, MALACCA**

**“DECLARATION OF ORIGINAL WORK”**

**I, FAIZATTUL DARA NAQUIAH BT MOHD FAIZAL, (I/C Number: 900601-10-5654)**  
**and SHARMIN BIN BABA, (I/C Number: 901224-07-5481)**

Hereby, declared that,

- This work has not previously been accepted in substances 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.

.....  
FAIZATTUL DARA NAQUIAH BT  
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## **ABSTRACT**

This paper seeks to empirically examine the relationship between Servicescapes and Customer Satisfaction in a Shopping Mall, the top shopping mall in Kuala Lumpur; Suria KLCC mall was used for this purpose. Data were collected from a sample of 130 visitors who had visited Suria KLCC over a specified time period. This study showed that servicescapes elements do affect customer satisfaction visiting the mall. However this study only covers single case study in Suria KLCC therefore limiting the generalisability of the finding. The results of the study indicate that practitioners should indicate the most influence servicescapes elements towards customer to foster the customer satisfaction when visiting the malls. This study addresses an identified need to further examine the connection of servicescapes in shopping malls and customer satisfaction. Moreover this study is valuable to retail industry by identifying the most influenced elements of servicescapes that affect customer satisfaction when visiting a mall.

**Field of Research:** Servicescapes and Customer Satisfaction