



**SERVICESCAPE: THE IMPACTS OF PHYSICAL
SURROUNDINGS ON CUSTOMERS IN AMANAH SAHAM
NASIONAL BERHAD, MELAKA BRANCH**

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“DECLARATION OF ORIGINAL WORK”

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Hereby declare that;

- This work has not previously been accepted in substance for any degree, locally or overseas and is not 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

30th October 2009

LETTER OF SUBMISSION

30TH OCTOBER 2009

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project titled "SERVICESCAPE: THE IMPACTS OF PHYSICAL SURROUNDINGS ON CUSTOMERS IN AMANAH SAHAM NASIONAL BERHAD, MELAKA BRANCH" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara

Thank you

Yours sincerely



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ABSTRACT

Services play the major roles in delivering the product to the customers in proper manner. Services marketing can be classified as the same strength like the product marketing and its compliment to each other. In this study, it will discuss one of the important area within services marketing that can give huge impactss in evaluating overall service delivery performance. Servicescape consist of different elements like ambient elements, space elements and sign or symbols. These elements have its own sub sector that describe different approach in determining the impacts the customers as well as the employees of the organization. This study will take the Amanah Saham Nasional Berhad, a unit trust company Melaka branch that involve in fully service environment as the pilot organization to be examine and evaluate. Most of the customers have affected by physical environment during the process of service delivery. The attributes that give high impacts on customers are music, arrangements, wall decoration, waiting and queuing facilities. The are a lots of suggestions from this study and might be useful for future improvement.

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENTS	III
TABLE OF CONTENTS	IV
LIST OF TABLES	VI
LIST OF FIGURES	VI
ABSTRACT	VII
CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Background of Company	1
1.3 Background of Study	4
1.4 Problem Statement	4
1.5 Research Objectives	4
1.6 Research Questions	5
1.7 Theoretical Framework	6
1.8 Significant of Study	7
1.9 Scope and Limitation of Study	8
1.10 Definition of Terms	9
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	10
2.2 What is Servicescape?	10
Element in Servicescape	
2.2.1 Ambient Conditions	11
2.2.2 Spatial Layouts and Functions	13
2.2.3 Signs, Symbols and Artefacts	15
Servicescape research model	16
2.3 Customer	17
2.4 Customer Behaviour	17
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Research Design	19
3.2 Data Collection Method	19
3.2.1 Primary Data	19
3.2.2 Secondary Data	21
3.3 Sampling	