



**THE IMPACT OF SERVICESCAPE TOWARDS REPATRONAGE INTENTIONS
AMONG GENERATION Y IN SHOPPING MALLS IN BANDARAYA MELAKA**

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

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DECEMBER 2015



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“DECLARATION OF ORIGINAL WORK”

I, MUHAMMAD FAIZ BIN MUSTAFA, (I/C Number: 890909-03-5561)

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
- Thus project paper is the result of our independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged

Signature: *Faiz*

Date: 30 December 2015

LETTER OF SUBMISSION

DECEMBER 2015

The Head of Program
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Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE IMPACT OF SERVICESCAPE TOWARDS REPATRONAGE INTENTIONS AMONG GENERATION Y IN SHOPPING MALLS IN BANDARAYA MELAKA”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincerely,

Faiz

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

TABLE OF CONTENT

ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii-iii
LIST OF TABLE	iv-v
LIST OF FIGURE	v
ABSTRACT	vi
 CHAPTER 1: INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	3
1.3 Research Question	4
1.4 Research Objective	5
1.5 Significance of Study	6
1.6 Scope of Study	7
1.7 Limitation of Study	8
1.8 Definition of Term	8
 CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	10
2.2 Concept of Servicescape	11
2.3 Dimension of Servicescape	13
2.3.1 Social Dimensions	13
2.3.2 Interior Displays	14
2.3.3 Interior Facilities	15
2.3.4 Exterior Facilities	16
2.4 Repatronage Intention	17
2.5 Theoretical Framework	18
2.6 Hypotheses	21
2.7 Conclusion	22

ABSTRACT

The title of this study is “The Impact of Servicescape towards Repatronage Intentions among Generation Y in shopping malls at Bandaraya Melaka”. The first purpose of this study is to determine the current level of repatronage intentions among Generation Y towards shopping mall in Bandaraya Melaka. There are four independent variables involved in this study which are Social Dimension, Interior Display, Interior Facilities and Exterior Facilities. In order to complete this study, hypothesis are constructed and focused on the objective to determine whether there are significant relationships between those independent variables with repatronage intentions. A total 152 people have participated in this study as respondents. The methodology used for the study is primary data collection. For primary data collection, the researcher used the method of questionnaires to obtained information from respondents of result. The reliability test, regression analysis, descriptive testing and Pearson’s correlation coefficient testing were used for data analysis. From correlation testing, the result shows the entire variable which are social dimension, interior display, interior facilities and exterior facilities have a moderate relationship with repatronage intentions. There are clearly shown that all of the hypotheses are supported.