

**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**The Influences of Background Music on Dined Customer in Restaurant**

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## Abstract

The aim for this research is to study on the influence of background music on dined customers in restaurant. As the problem statement state that noise is the second most complaint received by the food operators from the customers (Spence, 2014). It is important to note that the idea of with right music played in the background when dining take place improves the customers' satisfaction is ideal (Wall and Berry, 2007). According to Herrington (1996) and North et al (2000), the sort of music (e.g., volume, beat and type) did influence the consumers' approach conduct. The decision of music played in many restaurants may significantly affect the diners in various ways (Zellner et al, 2017). Restaurant is a place where people can buy and eat a meal. Restaurant can be categorized as bistro, cafeteria, fast food restaurant and so on. The assessment of restaurant experience is determined by the presence of various attributes and the importance these attributes have in the customer's purchase decision (Chen and Hu, 2010). This study aims to review past literatures that have connection with background music and dined customer in order to achieve the research objective. The information that need in this study will be collected by content analysis and text analysis. Based on the key word searched, hundreds of articles discovered. These five main influences were categorized as background music on length of stay, background music on service delivery, background music on food, background music on menu selection, and background music on money spending. These finding indicate that the background music in restaurant give positive or negative on customers behavior in restaurant. However, it is important to point out that the results cannot be generalized because the data used (results of past literatures) are not current and ranging from wide different geographical settings

## 1.0 INTRODUCTION

### 1.1 Overview

This chapter contains about the background of study on the influences of the background music on the dined customers in restaurant. Besides that, the problem statement also will explain more on this chapter. Next, this study aimed to study the influences of the background music on the dined customer in restaurant. The research question also include in this chapter. Moreover, the significance of the study in this chapter describes on what this study will contribute to other parties upon completion this research. In addition, this chapter will define the meaning of the key terms that will use in this research. Last but not least, the theoretical framework are included that describe on the independent and dependent variable that will further discuss on the next chapter.

### 1.2 Background of the Study

Music is a part of the "atmosphere" of a restaurant either fast food restaurant or convenience restaurant, alongside the style, lighting, temperature, and other natural segments. Previous research has found that the decision of music played in many restaurants may significantly affect the diners in various ways (Zellner, Geller, Lyons, Pyper, & Riaz, 2016) and regulate flavor charm and general impression of nourishment (Fiegel, Meullenet, Harrington, Humble, & Seo, 2013).

According to Areni (2003), music utilized as a part of service environment can be divided into two categories. One is foreground music (FGM) utilized for a particular reason, for example, entertaining or attracting consumers. It is played at a moderately high volume to draw consideration from individuals. The other is background music (BGM), played at a moderately low volume to make encompassing sentiments while additionally filling the unfilled air between individuals to secure their private discussions.

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