

UNIVERSITI TEKNOLOGI MARA

**THE INFLUENCE OF
SERVICESCAPE AND PERCEIVED
AUTHENTICITY TOWARDS
CONSUMER BEHAVIOURAL
INTENTION IN UPSCALE
ETHNIC MALAY RESTAURANT**

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MSc

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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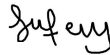
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ABSTRACT

Identifying restaurant servicescape cues that can promote positive consumer behavioural outcomes has drawn academics and practitioners' attention. Although studies shows that servicescape has great impacts on consumer perception on service characteristics, however the servicescape and e-servicescape across ethnic restaurants, along with their impacts on consumers' behavioural intention, appear to be scarce. This study aims to examines the effects of physical, social, and e-servicescape as determinants of positive consumer behaviours such as revisit intention, loyalty, and positive WOM. Using purposive sampling, a self-administered questionnaire was completed by 200 consumers of upscale ethnic restaurants in Malaysia. Partial least squares structural equation modeling was used to test the hypothesized relationships. Results show that physical, social, and e-servicescape are significantly affect to positive behavioural outcomes. In addition, the essential role of perceived authenticity as mediation towards the servicescape's effect in the ethnic restaurant setting and its positive behavioural intention effects is also discussed. This study provides insights to restaurateurs in understanding how they can manipulate ambience, human interactions and online presence that authentically represent a culture could encourage consumers' positive behavioural outcomes. The present study contributes to the existing servicescape literature by highlighting the critical role of the e-servicescape alongside the other two, more tangible elements of a servicescape: physical servicescape and social servicescape in upscale ethnic Malay restaurant.

Keywords: Social Servicescape; Ethnic Restaurants; e-servicescape; Physical Servicescape; Perceived Authenticity

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TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR’S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER ONE: INTRODUCTION	1
1.0 Background of study	1
1.1 Problem Statement	3
1.2 Research Objectives	6
1.3 Research Questions	6
1.4 Proposed Conceptual Framework	7
1.5 Research Hypotheses	9
1.6 Significance of the study	10
1.7 Operational Definitions	12
CHAPTER TWO: LITERATURE REVIEW	14
2.1 Underlying Theories	14
2.1.1 Stimulus Organism Response (S-O-R)	14
2.1.2 Cognitive Appraisal Theory	18
2.2 The Restaurant Industry	20
2.3 Ethnic Restaurants	23
2.3.1 Ethnic Malay Restaurants	24
2.4 Servicescape	25
2.4.1 Servicescape in Hospitality	27