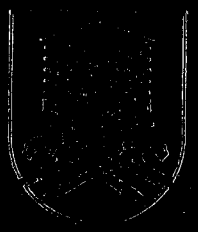

UNIVERSITI TEKNOLOGI MARA

TERENGGANU

IMPACTS OF BACKGROUND MUSIC TOWARD CUSTOMER SPENDING IN RESTAURANTS

AMIR WAFIQ BIN ABDUL WAHAB 2017781899

AIMAN RAJA BIN MUHAMMAD FIRDAUS PETAL 2017946399

BACHELOR OF SCIENCE (HONS.) IN FOODSERVICE MANAGEMENT (HM242)

FACULTY OF HOTEL & TOURISM MANAGEMENT

DATE OF SUBMISSION :

24 FEBRUARY 2021

ABSTRACT

Background music is always played in some restaurants during their daily operation. This technique is being used to enhanced customer experience and indirectly increase customer spending based on their behaviour. The purpose of this study is to examine the relationship between background music and customer spending behavior. This study is conducted on a restaurant that uses background music in its operations. An online survey is carried out to gather information from 202 respondents to observe and compare customer spending when background music was played. In this study, background music has a strong correlation towards customer spending ($p = 0.55$). This research also benefits the restaurant business in enhancing customer experiences by building satisfaction and improving sales. A better experience will likely allow higher spending on the restaurant and returning customers.

ACKNOWLEDGEMENTS

First and foremost, we would like to thank our research supervisors, Lily Nurainul Ashikin binti Ishak and Jazira binti Anuar @ Mohd Noor. Without assistance and dedicated involvement in every step of the process, this paper would never have been accomplished. We would like to express our gratitude for the support and understanding over the past four months the study was conducted.

TABLE OF CONTENTS

1.0 INTRODUCTION **1**

1.1 OVERVIEW 1

1.2 BACKGROUND OF THE STUDY 2

1.3 PROBLEM STATEMENT 3

1.4 RESEARCH OBJECTIVES 4

1.5 RESEARCH QUESTIONS 4

1.6 SIGNIFICANCE OF THE STUDY 4

1.7 LIMITATION OF THE STUDY 5

1.8 DEFINITION OF KEY TERMS 5

1.8.1 RESTAURANT 5

1.8.2 BACKGROUND MUSIC 5

1.8.3 MUSIC GENRE 5

2.0 LITERATURE REVIEW **6**

2.1 OVERVIEW 6

2.2 RESTAURANT ENVIRONMENT 6

2.3 BACKGROUND MUSIC 6

2.3.1 MUSIC GENRE 7

2.3.2 MUSIC CHARACTERISTICS 7

2.4 CUSTOMER PURCHASING 8

2.5 RESEARCH FRAMEWORK 8

2.6 SUMMARY 9

3.0 METHODOLOGY **10**

3.1 OVERVIEW 10

3.2 RESEARCH DESIGN 10

3.3 POPULATION AND SAMPLING 10

3.4 INSTRUMENT DEVELOPMENT AND TESTING 11

3.5 DATA COLLECTION PROCEDURE 12

3.6 PLAN FOR DATA ANALYSIS 12

3.7 RESEARCH ETHIC CONSIDERATION 12

3.8 PILOT STUDY 13

3.9 RELIABILITY TEST 13

3.10 TIMEFRAME 14

4.0 DATA ANALYSIS 15

4.1 OVERVIEW 15

5.0 DISCUSSION & CONCLUSION 19

5.1 OVERVIEW 19

5.2 Discussion Pertaining Research Objective 20

5.3 CONCLUSION 21

6.0 REFERENCES 22

7.0 APPENDICES 25