



UNIVERSITI
TEKNIKAL
MELAKA

TERENGGANU

THE EFFECT OF PHYSICAL ENVIRONMENT OF
RESTAURANT TOWARD CUSTOMER
SATISFACTIONS

MUR KATEL BT MOHD ROSLI

2017028119

MUHAMMAD HANRAZ BIN MUHAMMAD LOPI

2017030435

BACHELOR OF SCIENCE (HONS.) IN FOODSERVICE
MANAGEMENT (FHM 42)
FACULTY OF HOTEL. & TOURISM MANAGEMENT

DATE OF SUBMISSION :
24 FEBRUARY 2021

ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious, The Most Merciful,

First of all, thanks to Allah for his mercy and guidance in giving us full strength to complete this Undergraduate Project (HTM655). This proposal shows the endless effort of continuous learning involving many individuals. We would like to express our acknowledgement and appreciation to everyone who has given their efforts and help us to finish this research project.

For those who have contributed their time and ideas are sincerely appreciated especially to our supervisor, Madam Haslina Che Ngah. Without her ideas and criticism, this proposal would probably be null and meaningless. Her supervision and consistent help encourage us to complete this report effectively. Also, with her productive remarks and brilliant idea has influenced the qualities and characteristics of this proposal. Then, we would like to thanks to Madam Jazira Binti Anuar@Mohd Noor that always helps us a lot and remind us about the important date to make sure the research project is right on the track.

Not forgetting my thanks to all our friends and classmates who have given us support in many ways. With the support from them, we could realize the errors and enhance our performance for this course. We would also like to thank our beloved family; father and mother for their love and support throughout our study. With the support and guidance from them, we could finish our project on time. Thank you so much.

ABSTRACT

This study was illustrated to customers who living all around the world. The purpose of this study is to identify the elements and most influence element of physical environment towards customer satisfaction. Literature from previous study can helps in filling the gap between research title and existing study. Most of the journals and articles are from reliable and trusted sources with sufficient information provided. Technological advances have led to vast amounts of data that has been collected, compiled, and archived, and that is now easily accessible for research. As a result, utilizing existing data for research is becoming more prevalent, and therefore secondary data analysis will be used. While secondary analysis is flexible and can be utilized in several ways. For the finding and analysis will explores the environment of the restaurant and the use of atmospheric or physical environment by the restaurateurs through the reactions of the customers. The dimension of colour, design, lighting, layout, facility aesthetic, table setting, and service personnel were measured through the customer's satisfaction. The previous researchers and studies that stated the satisfied and dissatisfied customer through their analysis and test will prove the statements. The result will show that how researcher could identify the elements that influence the physical environment of restaurant towards customer satisfaction. This finding can be used by another researcher for their study, indeed.

Keywords: Customer satisfaction, restaurant, physical environment.

TABLE OF CONTENT

ACKNOWLEDGEMENT	4
ABSTRACT.....	5
TABLE OF CONTENT	6
1 INTRODUCTION	9
1.1 Overview	9
1.2 Background of the Study.....	9
1.3 Problem Statement	10
1.4 Research Objectives	11
1.5 Research Questions/Hypotheses	11
1.6 Significance of the Study	11
1.7 Definition of Key Terms	12
1.7.1 Physical environment	12
1.7.2 Customer satisfaction	12
1.7.3 Choices of restaurant	12
2 LITERATURE REVIEW	13
2.1 Overview	13
2.2 Customer satisfaction	13
2.3 Choices of restaurant.....	14
2.4 Physical Environment	14
2.4.1 Facility Aesthetics	15
2.4.2 Ambiance.....	15
2.4.3 Lighting	16
2.4.4 Layout.....	16
2.4.5 Table settings.....	16
2.4.6 Service staff.....	17

2.5 Research framework.....	17
3 METHODOLOGY	18
3.1 Overview	18
3.2 Research Design.....	18
3.3 Research Ethics Consideration.....	18
4 FINDING AND ANALYSIS.....	20
4.0 Overview	20
4.1 Lighting	20
4.2 Ambience	21
4.3 Table setting.....	22
4.4 Layout.....	23
4.5 Facility Aesthetic.....	24
4.6 Service Personnel	25
5 RECOMMENDATION AND CONCLUSION.....	27
5.1 Overview	27
5.2 Strengths and Limitations of Secondary Analysis.	27
5.3 Conclusion.....	28
REFERENCES	30
APPENDICES	33