PROJECT PAPER

MKT672

TITLE: HOTEL SERVICESCAPES AND ITS INFLUENCE TOWARDS CUSTOMER LOYALTY

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Table of Contents

Acknowledgement……..……..I

Abstract……II

References……...III

Appendices……..IV

Chapter 1: Introduction……..1

1.1 Background of study…….……1-2

1.2 Statements of problem…….…….……3-4

1.3 Research questions……..5

1.4 Research objectives…….5

1.5 Scope of study…….6

1.6 Significant of study…….6

Chapter 2: Literature review…….……7

2.1 Customer loyalty…….…….7-8

2.2 Servicescape……...…….9-10

2.3 Ambient conditions……10-12

2.4 Space, layout and functionality……..13-15

2.5 Signs, symbols and artifacts……...……16-17

2.6 Research framework…….18

2.7 Research hypothesis…….18

Chapter 3: Methodology…….19

3.1 Source of data……..20

3.1.1 Primary data……..20

3.1.2 Secondary data……..20

3.2 Research design……21

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Abstract

This final year project paper report entitled “Servicescape on Customer loyalty in the context of hotel industry”. The purpose of this research is to examine the influence of Servicescape on Customer loyalty in the context of hotel industry, in a comprehensive and concrete way. And explore physical and social dimension of servicescape and their variables. The methodology of this project paper that the researcher use is a systematic research is carried out as the test generates analytical evidence for data interpretation and data collection analysis. The survey theory strategies have been followed and the research choice method using is quantitative data. Convenience sampling is use in the research. The findings of this project paper, the study priorities contain three objectives. Once the study has been carried out, this thesis analyzes all three of the independent variables (ambient condition, space, layout and functionalty and signs, symbols and artifacts) has fulfill the objective. The research conclude space, layout and functionality as the most influential variable that lead to customer loyalty on hotel’s servicescape. Practical implications in this project paper the managers should provide more consideration to their servicescape and take customers’ perceptions, needs and expectations into consideration. Important keywords in this paper are servicescape components, customer loyalty, experiences staying hotel, Kota Kinabalu, Sabah respondents. The type of this research is Final year project paper, Bachelor of Business Administration in Marketing.