CENTRE OF STUDIES FOR ESTATE MANAGEMENT
COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA

THE DYNAMICS OF SHOPPING MALL SERVICESCAPES: A CATALYST FOR CUSTOMER PERCIEVED VALUE

Academic Project Submitted in Partial Fulfilment of the Requirements
for the award of the Degree
Bachelor of Estate Management (Hons)

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STUDENT'S DECLARATION

Title of Academic Project:

THE DYNAMICS OF SHOPPING MALL SERVICESCAPES: A CATALYST FOR
CUSTOMER PERCIEVED VALUE

I hereby declare that this academic project is the result of my own research except for the
quotation and summary which have been acknowledged

Signature : …………………………………………

Name of Student : AHMAD ZAKHIR BIN ZAILAN
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Date : 19/06/2024
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SUPERVISOR'S DECLARATION

Title Academic Project:

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Signature   :

Name of Supervisor   :   SR. DR SITI NADIAH BINTI MOHD ALI
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Date   :   04/07/2024
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ABSTRACT

Customer perception is becoming increasingly important in the service industry. As a result, the study looked at how the servicescape of Aeon Mall Kota Bharu affects customer perceived value. Based on previous research conducted by other researchers, many shopping malls are seen to focus more on profit alone without taking into account the factors that guarantee comfort and perception to customers. There are shopping malls that don't care about the location and layout of the stores causing limited movement and contact with each other while shopping. Indoor air quality also greatly affects the comfort and shopping mood of customers whether it is caused by dirt or air pollution, especially in big cities. Therefore, this research is important to carry out so that the responsible party can take appropriate action in order to preserve the perception of the business from negative elements. The competition in the wholesale and retail sector is very large, so it is very important for the management to take care to prevent the shopping mall from suffering losses. This research used a convenience sampling technique for a sample of shoppers in a shopping mall where a questionnaire was distributed in the shopping mall for 27 days to get respondents' feedback. Data were analysed through descriptive analysis in the distribution of mean and frequency. The analysis revealed a strong and positive relationship between the mall servicescape and customer perceptions. The research recommends shopping malls to find more knowledge about the setting or physical attributes that attract customers and advises investors to continue to observe customer behaviour in shopping malls to promote and modify improvements to the servicescape of shopping malls. Further research can also be done with participants from other industries, such as the financial sector and other service industry participants. Therefore, they should ensure that this knowledge is used by improving the scope of their services.