



THE IMPACT OF SERVICESCAPE ON PATRONAGE INTENTION:  
EVIDENCE FROM ARABIC RESTAURANTS IN SHAH ALAM

MUHAMMAD ASHRAAF BIN AHMAD RAZIB

2015695242

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA

JULY 2017



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, MUHAMMAD ASHRAAF BIN AHAMD RAZIB, (I/C Number: 930913-14-5265)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: 11 July 2017

## TABLE OF CONTENT

	<b>Page</b>
<b>ACKNOWLEDGEMENT</b>	<b>i</b>
<b>TABLE OF CONTENT</b>	<b>ii-iii</b>
<b>LIST OF TABLE</b>	<b>iv-v</b>
<b>LIST OF FIGURE</b>	<b>v</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background of Study	1
1.2 Issues and Problem Statement	4
1.3 Research Question	8
1.4 Research Objective	8
1.5 Scope of Study	9
1.6 Significance of Study	10
1.7 Limitation of Study	11
1.8 Definition of Study	11
1.9 Summary	13
<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.1 Introduction	14
2.2 The Concept of Servicescape	14
2.3 Dimensions of Servicescape	16
2.4 Patronage Intention	17
2.4.1 Aesthetics	19
2.4.2 Ambient Conditions	21

2.4.3 Space	23
2.4.4 Seating Comfort	25
2.4.5 Cleanliness	26
2.5 Theoretical Framework	27
2.6 Hypothesis	29
2.7 Summary	30
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Introduction	31
3.2 Research Design	31
3.3 Data Collection Method	32
3.4 Sampling Design	35
3.5 Data Analysis	37
3.6 Summary	41
CHAPTER 4: FINDINGS AND DATA ANALYSIS	
4.1 Introduction	42
4.2 Response Rate	43
4.3 Reliability Analysis	43
4.4 Respondent's Profile	45
4.5 Research Objective 1	53
4.6 Research Objective 2	54
4.7 Research Objective 3 and Hypothesis Testing	60
4.8 Research Objective 4	63
4.9 Summary	66

## **ABSTRACT**

Intense competition in the business environment forces firms to look for their best approach to attract and create patronage intention. Servicescape is a strategy used by many firms to maintain patronage intention. Good implementation of servicescape strategies will result in quality built between customers and firms. The main study of this research is to investigate the impact of servicescape on patronage intention evidence from Arabic restaurants in Shah Alam. Patronage intention being a dependent variables in this research and measured by five independent variables which is aesthetics, ambient conditions, space, seating comfort and cleanliness. A review of literature was conducted to find out the patronage intention on Arabic restaurants. The literature review confirms this relationship. This research is based on 130 respondents which collect in three Arabic restaurants area town Shah Alam which is Al Rawsha Restaurant, Sahara Tent Restaurant and Zam Zam Arabic Restaurant. Sampling method used in this study is convenience sampling. The data was analyzed using correlation coefficient and regression by using SPSS software. The findings reveal that are positive relationship between these servicescape dimensions and patronage intention. However, the result shows that ambient conditions, seating comfort and cleanliness has significant impact on patronage intention.