



THE IMPACT OF SERVICESCAPE ON CUSTOMER  
SATISFACTION AND CUSTOMER LOYALTY OF HOTEL PURI  
MELAKA

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BACHELOR OF BUSINESS ADMINISTRATION  
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UNIVERSITI TEKNOLOGI MARA  
MELAKA

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**Submitted in partial Fulfillment  
Of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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**2009**



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**“DECLARATION OF ORIGINAL WORK”**

I, TUN FRISHA FAZARA BINTI ZULKARNAIN , (I/C Number: 860927-38-5488)

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 degree or any other 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: \_\_\_\_\_

## LETTER OF SUBMISSION

11th November 2009

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
75300 MELAKA

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled **“THE IMPACT OF SERVICESCAPE ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF HOTEL PURI MELAKA”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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TUN FRISHA FAZARA BINTI ZULKARNAIN

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Bachelor of Business Administration (Hons) Marketing

## **ABSTRACT**

This research study has been conducted at Hotel Puri Melaka. This research is a study on “the impact of Servicescape on customer satisfaction and customer loyalty”.

The main objective of this study is to examine the impact of physical facilities, ambient condition, interpersonal condition and location of Hotel Puri towards customer satisfaction and customer loyalty. There are four servicescapes variables (Physical Facility, Ambient Condition, Location and Interpersonal Condition) under the servicescape components that measures visitors’ satisfaction. Moreover, positive word of mouth, repurchasing intention, and recommending to others are the three attributes that measure visitors’ level of loyalty.

The researcher has adopted the descriptive research in order to conduct the research on the issue. The researcher’s sampling design is the Nonprobability sampling which is the Convenience Sampling Technique and 100 questionnaires were distributed to the visitors of Hotel Puri which refers to the local and international target population of the research. The questionnaires were distributed at the entrance, registration counter and the lobby of Hotel Puri Melaka by the researcher. The researcher adopts Scientific Program of Social Science (SPSS) application to analyze the data that is gathered throughout the research process in order to obtain accurate answer for the questions.

From the findings, it can be concluded that most of the visitors are satisfied and loyal towards servicescape of Hotel Puri Melaka.