

**A STUDY ON
CUSTOMERS' ATTITUDES TOWARDS
SERVICE ENVIRONMENT AT THREE
SELECTED PIZZA HUT OUTLETS**

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**Submitted in Partial Fulfillment
of the Requirement for the
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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
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UNIVERSITI TEKNOLOGI MARA
JOHOR**

"DECLARATION OF ORIGINAL WORK"

I, Norhaniza binti Zulkaain, (I/C Number: 811217-14-5622)

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: 12 OCT 2004

Universiti Teknologi
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LETTER OF SUBMISSION

18 OCTOBER 2004

Encik Muhamad Sukor bin Jaafar
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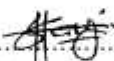
Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A STUDY ON CUSTOMERS' ATTITUDES TOWARDS SERVICE ENVIRONMENT AT THREE SELECTED PIZZA HUT OUTLETS" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



NORHANIZA BINTI ZULKAAIN

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ACKNOWLEDGEMENT

Alhamdulillah, all praise to Allah SWT for His blessing, finally I had successfully completed the task given to me on time. Without the grace and help of Allah SWT, it would be virtually impossible for me to have courage, endurance and spirit to do research and to complete this project paper.

I'm proud to say that this thesis has given me useful opportunity to get more knowledge and information. Many challenges and obstacles faced, but it has not faded my spirit to complete this thesis. During the time doing this project, there is a lot of experiences and information that I've gained and exposed, even though had face with many difficulties.

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Abstract

Service food industry is very common with service environment. Service environment is considered as part of service quality, which emphasizes tangibles factors that is designed by service provider. Customers usually see service environment as important part when evaluate service quality for particular service. As a result, we can determine attitudes that have be portray by customers when encounter the service. The purpose of the study is to determine the elements that will contribute to positive or negative customers' attitudes after they experience particular service.

This is where the study on customers' attitudes towards service environment in food industry is significant. Customers are shown to behave their differences attitudes when experienced with different environment surroundings. Customers may compare what they seen against what they expected, especially if it cost them money, time, or effort that could have been devoted to obtaining an alternative solution. Marketers should find this study useful to recognize how customers are likely to behave towards physical surroundings. Therefore, it is true that customers shown their attitudes accordingly on what they have seen and experienced, and directly respond to the quality of service environment.