

**CUSTOMER SATISFACTION ON SERVICESCAPE TOWARDS  
RE-PATRONAGE INTENTION: A STUDY OF HOTELS AND RESORTS  
IN AYER KEROH MELAKA**

**BY:**

**NOR HAMIZA BINTI MOHD NOOR  
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**JUNE 2011**

## LETTER OF REPORT SUBMISSION

02 June 2011

Prof. Dr. Abu Bakar Abdul Majid  
Penolong Naib Canselor (Penyelidikan)  
Institut Pengurusan Penyelidikan  
Universiti Teknologi MARA  
40450 Shah Alam

Dear Prof.

### SUBMISSION OF FINAL REPORT

Attached is the report titled "CUSTOMER SATISFACTION ON SERVICESCAPE TOWARDS RE-PATRONAGE INTENTION: A STUDY OF HOTELS AND RESORTS IN AYER KEROH, MELAKA" to fulfill the requirement as needed by UiTM for confirmation purposes.

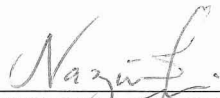
Thank you.

Yours sincerely,



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Project Leader  
Faculty of Business Management  
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Surat Kami : 600-KM (PJI. 5/4/1)  
 Tarikh : 13 Ogos 2009

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Tuan/Puan

**TAJUK PROJEK PENYELIDIKAN DANA KECEMERLANGAN: THE IMPORTANCE OF SERVICESCAPE TOWARDS CUSTOMER DESIRE TO STAY IN HOTELS IN MELAKA**

Dengan hormatnya perkara di atas dirujuk.

2. Sukacita dimaklumkan Penyelidikan dan Jaringan Industri (PJI) telah meluluskan cadangan penyelidikan yang telah dikemukakan oleh tuan/puan bertajuk di atas dengan syarat-syarat seperti berikut:
- i. Tempoh projek penyelidikan ini ialah 1 tahun, iaitu bermula 20 Ogos 2009 hingga 20 Ogos 2010.
  - ii. Kos yang diluluskan ialah sebanyak RM5,000.00 sahaja dalam *(Kategori C)*. Tuan/Puan diminta mengemukakan proposal beserta bajet yang baru mengikut Kos yang diluluskan sebelum tuan/puan memulakan projek penyelidikan tuan/puan.
  - iii. Pembelian peralatan komputer/printer/PDA/ alat multimedia adalah tidak dibenarkan.

- iv. Semua pembelian bahan/peralatan adalah diminta agar tuan/puan mematuhi prosedur perbendaharaan di mana pembelian melebihi RM500.00 hendaklah mengemukakan sebutharga dan borang analisa harga.
- v. Pihak tuan/puan dikehendaki mengemukakan laporan prestasi secara ringkas pada setiap enam (6) bulan sepanjang tempoh penyelidikan tuan/puan berjalan.
  
- iv. Tuan/Puan perlu menandatangani Borang Perjanjian Penyelidikan dengan kadar segera kerana penggunaan geran hanya akan dibenarkan setelah perjanjian ditandatangani.
  
- vi **LAPORAN AKHIR** perlu dihantar sebaik sahaja projek penyelidikan **TAMAT** dan format menulis laporan akhir boleh diperolehi di laman web RMI, UiTM Shah Alam. (<http://www.rmi.uitm.edu.my>)

Sekian, harap maklum. Terima Kasih.

**'SELAMAT MENJALANKAN PENYELIDIKAN'**

Yang benar



**PROF. MADYA DR. ROAIMAH OMAR**  
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## ABSTRACT

Melaka earned recognition from UNESCO as one of world heritage sites and increases its popularity as one of tourism spots in Malaysia. This directly influenced tourist to visit and stay in hotel as accommodation in Melaka. Several tourists perceived a conducive servicescape as factor to stay longer and intended to repeat patronage in the future. This study deployed a list of servicescape dimensions from Bitner (1992) and examines its importance which underpinning the research. The content was analysed through observation of five variables namely Ambient Conditions, Spatial Layout, Functionality, Signs, Symbols and Artifacts and Cleanliness and its relationships towards customer feeling on servicescape and their intention to re-patronage. A sample of 195 people was taken from various hotels in Melaka by filling-up a given on-site survey questionnaire. Findings discovered significant relationship between customer feeling on servicescape and their re-patronage intention, as cleanliness rated for their priority. Finally, the analyses have significant value for marketing-mix strategies and this elucidates potential outcome and outline possible recommendations that may be vital for better improvement of servicescape in hospitality industry.