

UNIVERSITI TEKNOLOGI MARA

**AMBIENCE ASPECTS IN HOTEL
LOBBY**

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Dissertation submitted in partial fulfillment
of the requirements for the degree of
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STUDENT'S DECLARATION

I hereby declare the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. This thesis has been composed solely by myself and that it is original, except where states otherwise by reference or acknowledgment, the work presented is entirely the results of my own work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and regulations for Post Graduate, Universiti Teknologi MARA, Regulating the conduct of my study and research.

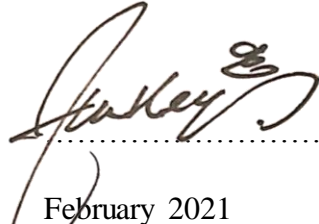
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ABSTRACT

Ambience aspects in the design of a hotel lobby plays a vital role in leaving a good impact on guest first impressions towards the hotel and hence leading to ensuring guest's satisfaction as well as attracting new customers. The tangible ambience aspects such as lighting, colours and materials take part in enhancing the ambience of a hotel lobby. Therefore, for better understanding of this hypothesis, a research has been carried out to identify whether the aspects will bring significance impact towards customer's satisfaction in a hotel lobby. This research aim is to identify user's feedback towards ambience aspects in hotel lobby and to investigate the ambience aspects in hotel lobby. Double Tree Penang resort has been taken as the case study for this research. This research has been carried out by using both quantitative and qualitative methods in order to reach the aims of this research. Through the research method which are questionnaire and on-site observation, the data were collected and analyzed in regarding with regard to the participants' perception towards the ambience aspects . The findings indicated a strong result from the participants in agreeing that the tangible ambience aspects do play an important role in leaving great impressions towards a hotel lobby's ambience and thus has proven the aims of the study. The result of the study also suggested that besides investigating the guests' satisfaction, other individuals such as the manager or staff is encouraged should also be included in order to widen the scope of information regarding the ambience aspects.

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