

UNIVERSITI TEKNOLOGI MARA

**THE AMBIENCE ASPECT FOR
HIPSTER CAFÉ**

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Dissertation submitted in fulfillment of the
requirements for degree of
Bachelor Interior Architecture (Hons.)

**Faculty of Architecture, Planning and
Surveying**

August 2021

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The increasing rigour of competition in the business world urges every entrepreneur to be able to compete and sustain against competitors. To stand out itself in the competition, the business must develop a strong and distinct market strategy. Previous research has found that store ambience has a significant impact on customer satisfaction, significantly encouraging their purchasing decision. As a result, retailers attempt to differentiate their stores by combining various aspects of ambience to create an appealing ambience. Thus, the research aim of this paper is to analyze the effect of ambience aspect on customer satisfaction. The research was carried out based on the research question 1, "What is the most significant ambience aspect that preferred by youth in hipster cafe?" and research question 2, "What is the consumer satisfaction towards the hipster design cafe?". The objective of this research is to investigate the most significant hipster cafe ambience aspect preferred by the youth and to identify the consumer satisfaction toward the ambience aspect of hipster cafe. This research is a quantitative and data were collected by distributing questionnaires to 50 respondents with purposive random sampling technique from the respondent at youth age ranging from 18 to 35 years to gain information and insights on their opinion and preferences toward the hipster cafe, Richamo Coffee at UiTM Puncak Alam. The data was analyzed and determine the significant ambience aspects and consumer preference that influence customer satisfaction and purchase decision toward in hipster cafe. Results obtained state significant cafe ambience aspects preferred by youth is cafe exterior facade, general interior cleanliness, store layout allocation of floor space element and interior display decoration space. The results of the study also suggested that hipster cafe operators should focus on improving or preserving the most important cafe ambience aspect stated.

ACKNOWLEDGEMENT

First and foremost, praises and thanks to the God, the Almighty, for His showers of blessings throughout my research work to complete the research successfully.

I would like to express my deep and sincere gratitude to my research supervisor, Puan Zarina Za'abar and co-supervisor, Puan Noorul Nadya Shaharum, for giving me the opportunity to do research and providing invaluable guidance throughout this research. Their sincerity and motivation have deeply inspired me. They taught me the methodology to carry out the research and to present the research works as clearly as possible. It was a great privilege and honor to work and study under their guidance. I am extremely grateful for what they has offered me. I would also like to thank my studio mates for helping each other with the discussion on research work and thesis preparation in this journey together.

Finally, I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and continuing support to complete this research work. Also, I express my thanks to my sisters, brother their support and valuable prayers.

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