

UNIVERSITI TEKNOLOGI MARA

**THE EFFECT OF RESTAURANT
ENVIRONMENT ON SOCIAL
DINING BEHAVIOUR IN FINE
DINING RESTAURANT**

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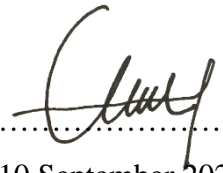
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AUTHOR'S DECLARATION

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

Nowadays, the dining environment is very important for restaurants to ensure consumers are comfortable socializing in the dining area they enjoy. It also ensures that the restaurant provides consumers with how long they can relax, socialize and eating. The problems that arise while at the social dining is came through in this study are, the cleanliness of the restaurant in the dining area, the type of food, the quality of service and the environment in restaurant. Social dining behaviour in a dining restaurant is the relationship between the social dining table of the restaurant and the consumer to determine that the table of social dining good in quality of service or feel may be high from warmth and health, the concept of wellbeing. The aim of this study is to see the interior environment aspect which is the circulation between with furniture layout, sound, and material that may effect on behaviours social dining in fine dining restaurant Malaysia that want to cater to their social dining needs. The data was analysed to evaluate and determine level of user satisfaction in social dining at fine dining restaurant and effect of social dining behaviour in design environment in fine dining restaurant. The research shows of the levelling on satisfaction in aspects of interior atmosphere, furniture, and social privacy at the social dining table. The research shows of the levelling on satisfaction in aspects of interior atmosphere, furniture, and social privacy at the social dining table. The results of the research also suggested that it is hope that the research can contribute to the improvement of table-to-table distance, furniture materials, and food table and chair arrangement to improve the level of comfort, mobility, and social in social dining places in order to encourage more people to come and experience the beauty and comfort inside the restaurant feeling happy and satisfied.

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