



**UNIVERSITI TEKNOLOGI MARA**

**THE SERVICE SCAPE EFFECT ON CUSTOMER  
SATISFACTION TOWARDS HIPSTER CAFE**

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## **ABSTRACT**

Foods and cafes have become a popular trend among the consumers. The purpose of this study was to identify the type of service scape that provided by the hipster café and determine the effect of the service scape and customer satisfaction on service quality at the hipster café. The study was conducted by secondary data earned. The data information based on the observation and reading by the environment. The findings showed that the type of service scape provided by the hipster cafe has affect customer satisfaction on the service quality. The important of that to attract to the industry. Then, gaining insight into the different food service attributes can enable the need and expectations of its academic in order increase their confidence in the food provided. In this manner, foodservice industry must focus on the key attributes food quality properties, environment and upgrade return visits. The implication that can be given from this research is to increase customer loyalty by improving the quality of service by developing an aspects of tangibles, empathy, accuracy, tolerance and affirmation. Customer loyalty can also be increased by increasing customer satisfaction during learning. Café owner can increasing customer loyalty by improving service scape, service quality, and satisfaction. This study is original as it examines the relationships between service scape provided by the hipster cafe and customer satisfaction.

**Keywords:** Service scape, physical environment, attractiveness and cleanliness, spatial layout and functionality, and customer satisfaction

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## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

The trends of hipster café become popular among foodservice industry that attract customer to spend their time at the café. Hipster café can be define a place who customer spent their leisure time to purchase the service or product at longer period of time. A previous research, generally requires customers to spend more time in physical surroundings of the service provided. (Turkey and Fugate, 1992). The perceived quality of the service scape is important elements in determining the satisfaction of customer and able to influence other people to stay in the facility provided by the hipster café. Nowadays, fast changing environment, how service scape influence customer satisfaction to stay longer at the café are very important to remain the achievement. However the physical environment has impact customer satisfaction includes customer behavior intention in the case of service industries. The impact of surrounding environments on customer behavior intention has been researched (Turley & Milliman, 2000).

### **1.2 PROBLEM STATEMENT**

Nowadays, the trend of hipster café keep growing which the more café lover visit the café to enjoying the meals and service in the café. In fact they willingly to stay longer period of time at the café because they love to spend the time at the café. Due to insufficient study for hipster café that related to the service scape, service quality, customer satisfaction and customer behavior intentions. Choosing a hipster café as a research topic to take considerations of the service scape that provided by the café

### **1.3 RESEARCH OBJECTIVE**

RO1: To identify the type of service scape that provided by the hipster café

RO2: To determine customer satisfaction on service scape provided at the hipster café.

## 1.4 RESEARCH QUESTIONS

To answer research objectives, we depends on a multi method, qualitative approach. Our findings are organized into two parts. Firstly, we define the type of service scape that provided by the hipster café. Second, we able to identify the customer satisfaction on service scape provided at the hipster café.

**Table 1:** The type of service scape provided by hipster café

No.	Type of service scape	Source
1.	Physical environment	Hitesh. B, (2019) Aspects of service scape. Aubert-Gamet.V.(1997) Diversion of physical environment. Wall, E.A.(2007) Effect of the physical environment and employee behavior on customer perception of café service quality.
2.	Attractiveness, cleanliness, layout (theme restaurant factor scale)	Magnini et al, 2013; Tsaur et al, 2015. Haris and Ezech (2008) on Attractiveness of Environment
3.	Spatial layout and functionality	Hitesh. B, (2019) Aspects of service scape
4.	Ambient conditions	Hitesh. B, (2019) Aspects of service scape

Ambience can be defined the tangible characteristics of the service environment such as temperature, smell, music and theme of the café. Spatial layout and functionality define the location of the café, arrangement of the specific machine, equipment, furnishings such as the dining table in the café. It is play important role in the café to attract the customer to come to the café.