

**The Impact of Servicescape on Customers
Perception, Expectations and Repatronage Intentions
in TRNC Upscale Restaurants**

Rashidatu Eliasu

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Approval of the Institute of Graduate Studies and Research

Prof. Dr. Serhan Çiftçioglu
Acting Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master of Arts in Marketing Management

Assoc. Prof. Dr. Mustafa Tumer
Chair, Department of Business Administration

We certify that we have read this thesis and that in our opinion it is fully adequate in Scope and quality as a thesis for the degree of Master of Arts in Marketing Management

Assoc. Prof. Dr. Mustafa Tumer
Supervisor

Examining Committee

1. Assoc. Prof. Dr. Ilhan Dalci

2. Assoc. Prof. Dr. Mehmet Islamoglou

3. Assoc. Prof. Dr. Mustafa Tumer

ABSTRACT

In determining customer satisfaction and their following behavior, the physical environment may be an important determinant especially when services are consumed not only for hedonic purposes, but also for those consumers or customers who spend moderate to long periods of time in the physical environment of the service setting.

This research is mainly exploring the domain of the tangible surrounding in numerous upscale restaurants of hotels with five stars in FAMAGUSTA, TRNC. The study also brings out the relevance of the servicescape in the various service settings. A number of relevant literatures have been reviewed on environmental psychology, architecture, psychology and also service management and servicescape marketing while highlighting some empirical and theoretical framework.

It has been rare to find empirical research as far as the impact of servicescape on customer's quality sensitivity. But a number of researches on different aspect of the servicescape have emerged including light, noise, temperature odor, aroma and smell (Mitchell et al 1995 and Spangenberg 1996). The behavioral effects on these study focus mainly on the hospitality industry, which happen to be an element in the service industry. This study emphasize on the investigations of a direct link that exist between the servicescape factors and behavioral variables.

Servicescape has been defined by (Bitner, 1992) as the physical surroundings as fashioned by service organization that facilitate the provision of service offerings to customers. Bitners (1992) servicescape framework provides a starting point for this

analysis by suggesting that consumers formulate either approach avoidance decisions based on their responses to the physical elements in consumption settings built environment or servicescape.

The researcher designed the servicescape framework in order to bridge the gap that exists between marketing and environmental psychology. This is done by giving explanations concerning the way customers develop approach or avoidance decisions through the tangible surrounding incentives.

Keywords: servicescape, customer's perception and behavioral intention

ÖZ

Hizmet sektöründe müşteri memnuniyetini ve bunu izleyen davranışı belirlemede fiziksel çevre önemli bir etmendir. Hizmet tüketilirken sadece haz alma (hedonic) yanında tüketicinin bulunduğu ve zaman harcadığı mekanın fiziksel özellikleri önemlidir.

Araştırmamızın kapsamını Kuzey Kıbrıs Türk Cumhuriyeti Gazimağusa ilçesinde bulunan 5 yıldızlı otellerin restoranları oluşturmaktadır. Çalışma ayrıca, araştırma kapsamındaki restoranların “hizmet-alanı” (servicescape) içerisinde bulunan fiziksel özellikleri incelemektedir. Literatür taramasında “hizmet-alanı” nı etkileyebilecek dışsal psikolojik, mimari ve hizmet yönetim olarak saptanmış ve kavramsal çerçeve oluşturulmuştur.

Literatürde “Hizmet-alanı” (servicescape) nın müşterinin kalite hassasiyeti konusunda empirik çalışmalara pek rastlanmamakla beraber “hizmet-alanı” (servicescape) nı etkileyebilecek aydınlatma, ses, oda ısısı, aroma ve koku (Mitchell et al 1995 and Spangenberg 1996). Bu çalışmaların çoğunluğu turizm hizmet sektöründeki davranışsal etkileri incelemektedir. Bu çalışma ise “Hizmet-alanı” ve davranış değişkenleri arasında doğrudan ilişkiye bakmaktadır.

Anahtar kelimeler: “Hizmet-alanı” servicescape, müşteri algısı, davranışsal niyet

DEDICATION

To my parents

Mr.Alhadji ELIASU LANKA and my mum
LAMIN salamatu and my beloved fiancé Sama Augustin DOHBIT

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First thanks and praise goes to ALLAH for keeping me till date.

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Chapter 1

INTRODUCTION

In order for management to obtain a higher level of customer expectation, there are several factors that come into play and servicescape is considered as a vital element (Bitner, 1992). Servicescape can be termed as been the outlook of an organization, which plays a very important role in setting the customers first impression and also in shaping the customers' expectations. The servicescape also known as the service setting plays an important role in forming customers' expectations, differentiating service firms, facilitating customer and employee goals and also in influencing the nature of customers' experiences. (Bitner, 1992; Sherry 19998). Here, we will be talking about the predicaments that exist between the impact or the servicescape on customers seeking quality perceptions. The researcher also discussed on the breaches that exist between managing the perceptions of customers and customer expectations. The idea of a servicescape was established by Booms and Bitner to highlight the impact of the physical environment, where the service process usually takes place. servicescape was defined by Booms and Bitner as "the environment in which the service is assembled in which the seller and the customer interact, combined with tangible commodities that ease the performance or the communication of the service" (Booms and Bitner, 1981, p. 36).

Servicescape of a restaurant or any other environment can be modified by moving things, removing things, and adding to or destroying to the environment and physical surroundings.

1.1 Outline of the Research

This research seeks to measure customers perception of service quality in upscale restaurants and hotels in the TRNC Famagusta region by using the modified form of the DINESERV, which is an instrument used in measuring service quality in restaurants. This study will interpret the role of servicescape and the importance of servicescape in respect to the hospitality industry and the service sector. This research is mainly aimed at discovering the impact of servicescape on customers involved in quality perceptions. The researcher would also like to find out if servicescape improves customer satisfaction and customer retention. Following the main research, the research will bring out a few servicescape effects and propose an integrated framework for restaurant managers and assistant food and beverage managers. (Bitner, 1992) Model of servicescape underlying assumption was that, each customer comes into a service organization with the aim of either being aided or hindered by the physical environment. The servicescape has been termed as the built environment surrounding the service. (Bitner, 1992). According to this definition of the servicescape, people within the built environment can shape and influence the physical surrounding and its impacts the social environment is been included here in an expanded definition of the servicescape (Baker. j., Grewal. D., Parasuraman. A , 1994).

1.2 Aim of the Study

The research is aimed at bringing out a graph ranking of servicescape dimensions that customers would perceive in restaurants and hotels in TRNC Famagusta region.

No study has been conducted before regarding this issue and this is the first research which was carried out to analyze the concept of servicescape in Famagusta region.

1.3 List of Objectives

- To define the servicescape theory
- To comment on the literature reviews of servicescape, quality perception and servicescape marketing in a more comprehensive way.
- To study research hypothesis done by analyzing the problems of past studies.

Scope

- To learn the different aspects of servicescape
- To study numerous customer replies related to servicescape.
- The researcher would then analyze the importance of the servicescape in customer overall service experience
- The studies of servicescape could have gone further to include the natural, cultural or political environment but the definition of environment is beyond the scope of the current effort.

Limitations

- This research should not be generalized geographically elsewhere since it is limited to respondents' views in the TRNC Famagusta region.
- The results of this research should not be interpreted for different service settings.

Structure of the thesis

The researcher discuss about the idea of servicescape in chapter one. In chapter two, the researcher reviewed the literature on servicescape, at the same time discussing the previous work of other authors on servicecape. Numerous models of servicescape and its implementation on restaurants and hotels have been discussed by the researcher In chapter three. This chapter also deals with the methodology that has been used by the researcher to carry out the research. In chapter four, the researcher makes a comparative analysis on the servicescape and it impacts on quality perception on customers. In chapter five, the researcher summaries and concluded the research findings.

Conclusion

This research is an effort to study the impact of servescape of quality perception on customers. This research also study and re-examine the numerous dimensions of servicescape as well as the impacts it portrays on customers perceiving quality. The researcher would also re-evaluate the importance of each serviscape dimensions.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

The physical environment in which a service transaction is been carried out, is made up of ambience conditions that is (temperature, lighting, noise etc.) also spatial layout and functionality, signs, symbols and artefacts. The customers behavior and emotions are been affected by the dimensions of the servicescape. The servicescape also create the package which delivers the overall image of the organization to the customer. Currently, the idea of the servicescape has been drawn out to also include the electronic environment. This term was introduced in an article by Mary Jo Bitner. The study is been done to develop readers understanding of how the servicescape influences behavioral intentions. Servicescape has become a principal point in the delivery of customer delight (bitner, 1992). The influence of customer physical environment on emotions and behavior has gained attention from architects and environmental psychologist. (Donovan & Rossiter, 1982, Gilboa & Rafasli, 2003,) (Merhabian, A., Russell, J.A., 1974). The physical environment has become an important area in the study of hospitality and retail environment in the past several decades. With researchers beginning to study the influence of the physical environment of a restaurant on consumer behavior (Trurley, L.W., Milliman, R.E., 2002) however, the physical environment still lacks a logical framework for analyzing it (Baker, J., 1987). To expand the readers understanding of the servicescape and including a more holistic view of how the physical environment leads to consumer

behavior outcome is the purpose of this study. This will be carried out by implementing an exploratory empirical investigation of several key hypotheses. A number of considerable researches have been done to find out what constitutes the physical environment. (Baker. j., Grewal. D., Parasuraman. A , 1994) (Parasuraman, A., Zeithaml, V.A. and Berry, L.L., 1988) (Stevens, P., Knutson, B., & Patton, M., 1995, April) (Trurley, L.W., Milliman, R.E., 2002) Relatively, a low progress on developing a measurement scale for the physical environment in spite of aspects of studies that are been revealed on numerous aspects of the physical environment. The few scales that incorporate the physical environment as part of overall service quality measurement scheme include SERVQUAL and DINESERV. In 2002, Raajpoot developed a scale known as TANGSERV, but its findings might not be reliable because of it unclear methodology.

This section provides an overview into the servicescape concept and its importance to a customer in an upscale restaurant and hotel setting. The researcher has brought out a summary about the service quality and has progress on discussing the servicescape in detail relative to customers' behavior intentions. The researcher also studied the work of various authors and also determined a set of essentials that will be valuable for a customer in an upscale restaurant.

Servicescape

The physical environment is important in determining consumer perceptions and future behaviors. Moreover, managers can fully benefit from this knowledge if they can understand more that the simple bivariate relationships that exist between these variables. Following the existence of the current or present trend, some empirical evidence is available that connects a restaurant servicescape to such notable services

construct as enduring involvement, service quality, perception of value waiting time and behavioral intentions.

Various authors as well as researchers referred to the servicescape as quality indicator. The physical environment of a service organization can be called servicescape. (Baker, J., Grewal, D., Parasuraman, A., 1994) Mentioned that, even though customers do not see the service, they can witness the various tangibles that are linked with the service which acts as a clue for the invisible service. It is a commonly specified fact that managers deal with the service settings which are the physical evidences and likewise tangible signs are used to measure the quality of the service provided in the nonpresnce of a material product (Gerbing, D.W., Anderson, J.C., 188). Thus, (Sharma, A., Stafford, T.F., 2000) quote in (Gerbing, D.W., Anderson, J.C., 188) saying that the more tangible their service, the greater is the need to provide physical evidence. According to (Evans, G.W., Fellows, J., Zorn, M., Doty, K., 1980).

The environment or the setting that facilitates performance and communication of the service is referred to as the physical evidence. Since the physical environment is important for the customer in evaluating the quality for the service, it is also important in customer satisfaction in services like restaurant retail stores and banks (Gerbing, D.W., Anderson, J.C., 188). Services quality research done earlier has shown that, the assessment of the service experience is based more on the intangible element of the service itself. Therefore, servicescape being a tangible component forms only a small portion of the total experience but customer respond to the complete product. Therefore, the tangible component forms an important part of the service setting. According to (Kotler, 1973) the physical environment or the place as a whole might sometimes be more important than the product itself but it also depends on the type of

service. As Levitt (1981) stated in Kuehn and Reimer (2005), customers to some extent depend on the appearance and external impression while evaluating intangible products. Majority of research articles have focused on service encounters of a relatively short duration which include, dry – cleaning , fast food restaurants etc. (Bitner, M.J., 1992) has cited that customers turn to spend a short time in such facilities and the service quality is usually looked at from the angle of intangible factors like reliability empathy, responsiveness and assurance and usually, the tangible aspects of the service are overlooked (Wakefield, K.L., Blodgett, J.G., 1996). While in place like upscale restaurant, hotels and entertainment zones etc., customers tend to spend more time in such surroundings.

In this case the servivcescape plays very important role in determining how long a customer will plan to stay in the facility and also how much money he /she is willing to spend. It also depend on the serviescape and the physical atmosphere and environment whether or not the customer is willing to return to the same establishment again (Wakefield, K.L., Blodgett, J.G., 1996) likewise, at a good upscale restaurant in TRNC a customer would not only focus on the quality of food but also will give great importance to the physical environment of the restaurant which will be all means play an important role in determining if the customer is satisfied or not. Customer tend to spend more time in an upscale restaurant than in fast food outlets in and upscale restaurant they observe the physical atmosphere environment for a longer period of time and is bound to have large impact on their service experience.

2.2 Importance of servicescape in upscale restaurants

In servicescape marketing literature, service is often described using characteristics such as intangibility, inseparability and the impossibility of keeping services in stock. In service firms, the customers take part in the production process and therefore also influence the flow and the outcome of the process. It has been observed the customers face difficulties in evaluating a service before buying it and it is not the case with physical goods.

In the customers mind, restaurants services can be intangible as a care and similarly, it may be as difficult to evaluate a kilogram of tomatoes before eating them as it is to evaluate the service of a bank. Service has tangible and intangible characteristics which that help in enhancing a customer's perception of high service quality. The impact of the physical environment has been documented in studies conducted in hotels (Rutes, W.A., Penner, R.H.) Restaurants (Milliman, 1982) and leisure services (Wakefield, K.L., Blodgett, J.G., 1994). Also, in hospitality industries, the tangible characteristic of service quality has the ability to influence the customers' behavior and also create an image about the firm in the customers mind. (Dube, L., Renaghan, L.M., 2000) Cited in Ry (2005) while making a purchase decision customers rate exterior and public spaces and guest room design as the driving force after location and brand name. In terms of creating value concerning, the experience for the customer, the location and the brand name were rated below the physical attributes, which include the guest room design and physical appearance.

The level of importance of servicescape or the physical environment can vary under the combined effects of particular characteristics i.e. time spent in the restaurant, the purpose of consumption and different sellers and societies. The extent of the influence of physical environments on customer expectations may be especially pronounced if the service is consumed for hedonic motives rather than utilitarian purposes. Hedonic consumption looks for pleasure or emotional fulfillment, as opposed to functional usefulness, from the service experience (Babin, Darden & Griffin, 1994). Because of the emotional context, customers of the upscale restaurants are likely to be more sensitive to the aesthetics of their environment (Wakefield & Blodgett, 1994).

The amount of time spent in a facility influences the extent to which the physical environment i.e. Servicescape influences customer attitudes or satisfaction with service. The physical environment may have little impact on service encounters of relatively short duration as in fast food restaurants (Wakefield & Blodgett, 1996). As mentioned by Shostack, service encounter refers to „a period of time during which a consumer directly interacts with a service“ (Shostack, 1985, p.243). This definition covers all aspects of the service with which the customer may directly interact including personnel, physical facilities, and other tangible elements during a given time. In service encounters of relatively short duration; customers typically spend only a short time inside the restaurant (Bitner, 1990). In such situations, customers perceive service quality based mainly on intangible aspects i.e. reliability, assurance, responsiveness, empathy and less on the tangible aspects i.e. servicescape or physical surroundings (Wakefield & Blodgett, 1996). For example, in fast food restaurants, customers are likely to put more stress on how long it takes to have a meal served which show traits of reliability and responsibility and how courteous the service personnel are which shows traits of assurance rather than on aesthetics of the

restaurant. However, service in the upscale restaurant segment generally requires customers to spend a certain number of hours in the physical surroundings (Wakefield & Blodgett, 1996). In such situations, where the customer spends an extended period of time observing and experiencing the physical environment, the importance of the physical environment increases with time. For example, since customers often wait a long time for their food after being seated in an upscale restaurant, it is important that they do not feel bored. The physical environment might be used to enhance stimulation and prevent boredom. The researcher has depicted various types of service settings in the figure below, combining the effects of long stays in the service environment with customers' hedonic motives as compared to that of utilitarian motives. The classification clearly shows that the physical environment is more critical in those settings in which consumers patronize service providers more for emotional motive than for functional purposes, and for which they spend more time in the service facility than for shorter stays (Wakefield & Blodgett, 1999).

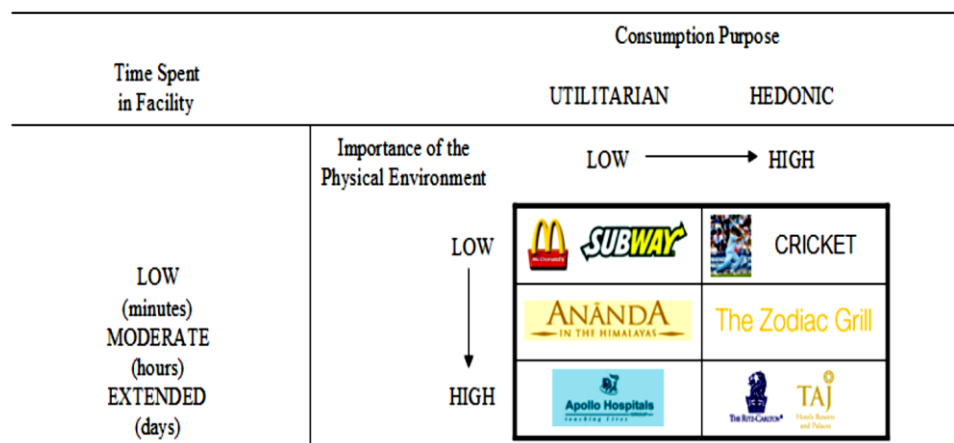


Figure 1: Typology of Service Environments

Wakefield and Blodgett (1996) argues that physical environment is an important determinant of customers' behavioral intentions when the service is primarily for hedonic purposes and customers spend moderate to long durations in the physical surroundings. In the context of upscale restaurants, customers may spend several hours or more. The primary foodservice offering must be of acceptable quality, but pleasing and delighting physical environments which are lighting, décor, layout, employee appearance may determine, to a large extent, the degree of overall satisfaction and repatronage. Lastly, the importance of Servicescape varies among service providers.

Similarly, restaurateurs should have some singularity to differentiate themselves from competitors. Customers need further discriminating criteria, and the physical environment can be an important one. Finally, upscale restaurants should be designed to attract customers in the intended market segment (ex: upper-class patrons). In short, the physical environment can be a crucial part of the total dining experience.

2.3 The importance of the physical environment in upscale restaurants

The level of importance of the physical environment can vary under the combined outcomes of the following characteristics:

1. Time spent in the facility
2. Consumption Purpose
3. Different Sellers and Societies.

The extent of the influence of physical environments on customer affective responses may be especially pronounced if the service is consumed primarily for hedonic purposes rather than utilitarian purposes, as is the case in an upscale restaurant. Hedonic consumption looks for pleasure or emotional fulfillment, as opposed to functional usefulness, from the service experience (Babin, Darden & Griffin, 1994). Because of the hedonic or emotional context, customers of the upscale restaurant are likely to be more sensitive to the aesthetic qualities of their surroundings (Wakefield & Blodgett, 1994).

The amount of time spent in facility influences the extent to which the physical environment influences customer attitudes or satisfaction with service. The physical environment may have little impact on service encounters of relatively short duration as in fast food restaurants (Wakefield & Blodgett, 1996). Here, service encounters refers to “a period of time during which a consumer directly interacts with a service” (Shostack, 1985, p.243). This definition encompasses all aspects of the service with which the consumer may interact including personnel, physical facilities, and other tangible elements during a given time. In service encounters of relatively short duration, customers typically spend only a short time inside the restaurant (Bitner, 1990). In these situations, customers perceive service quality based mainly on intangible aspects which can be reliability, assurance, responsiveness, empathy and less on the tangible aspects which is physical surroundings (Wakefield & Blodgett, 1996). For example, customers fast food restaurants are likely to put more emphasis on how long it takes to have the meal served which would include reliability and responsiveness and how courteous the personnel are than on the aesthetics of the restaurant. However, service in the upscale restaurants generally requires customers to spend several hours in the physical surroundings of the service provider (Wakefield &

Blodgett, 1996). In such situations, where the customer spends an extended period of time observing and experiencing the physical environment, the importance of the physical environment increases with time.

For instance, since customers often wait long for their food after being seated in an upscale restaurant, it is important that they do not feel bored. The physical environment might be used to enhance stimulation and prevent boredom. Wakefield and Blodgett (1996) argued that the physical environment is an important determinant of customers' behavioural intentions when the service is primarily for hedonic purposes and customers spend moderate to long periods in the physical surroundings. In the context of upscale restaurants, customers may spend several hours or more. The primary foodservice offering must be of acceptable quality, but pleasing environments (ex: lighting, décor, layout, employee appearance) may determine, to a large extent, the degree of overall satisfaction and repatronage.

2.4 Servicescape in different service settings

There are many authors who have discussed the various aspects of servicescape. They have all taken into consideration different dimensions, which they have identified according to the type of service facility. It relates to not only the hospitality industry but also in retailing, malls, banks, airlines, bathrooms, etc. There are a numerous number of factors, which constitute the servicescape. Some of them are lighting, colour, signage, textures, layout, decor, etc. After studying previous literatures on Bitner's work, the researcher identified three main dimension named by Bitner (1992):

- Ambient Conditions
- Spatial Layout and Functionality and Signs
- Symbols and artefacts

Customers and employees perceive the environment holistically, as a composite of three dimensions mentioned above. Each dimension may affect the overall perception independently or through its interactions with the other dimensions. In a similar study by Baker, Grewal and Levy (1992), the effect of ambient factors and social cues on customers' emotional states and purchase intentions have been examined in retailing. Music and lighting as ambient factors were taken into consideration during this study by Baker, Grewal and Levy. The number of employees and their friendliness was taken into account to judge the social factors. They tested the ambience on how pleasure experienced by consumers and the social factors were tested on both pleasure and arousal. Results showed that when there are an adequate number of employees present who exhibit friendly and helpful behaviour, an arousing environment could be created. Lastly, Wakefield and Blodgett (1994) conducted a study to examine the importance of servicescape in a leisure service setting. This study was based on a major league baseball game. The main reason behind choosing such service environment or setting was because customers spend long time period. The perceived quality of the servicescape is higher resulting in the satisfaction with the service.

2.5 Elements of the servicescape

Bitner (1992) highlights the impact of the physical environment on the overall development of service quality image. Bitner brought out three preliminary dimensions of the servicescape which affect consumers' holistic perception of

servicescape by this we mean perceived quality and it internal , that is , the customer satisfaction with the service offered and also the external responses by this we mean approach, avoidance, repartronage and staying.

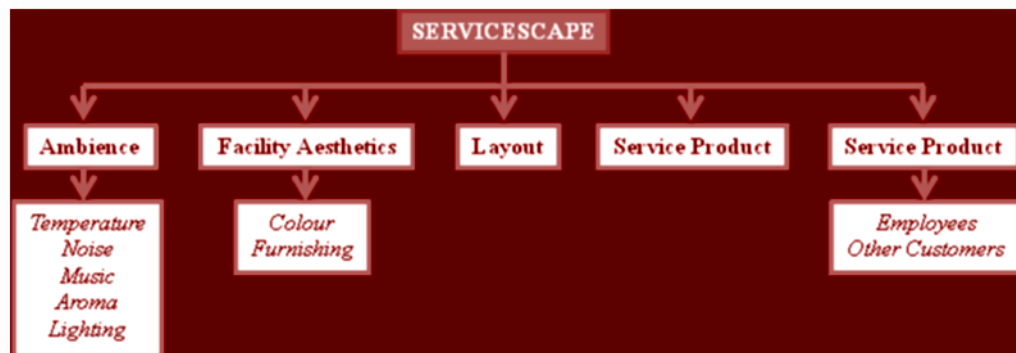


Figure 2: Elements of a Servicescape

The three dimensions include:

- Ambient conditions (aesthetic appeal)
- Spatial layout and functionality
- Signs, symbols and artifacts.

Factors under ambient conditions include, the noise, temperature, music, odors and also lighting. With aesthetic appeal, we refer to the physical factors like the external environment surroundings, the architectural layout, upkeep of the facility and cleanliness, and other physical elements in the environment that is visual for the customers to assess the aesthetic quality of the servicescape.

Aesthetic elements are essential because they influence the ambience. The manner in which seats, hallways and walkways restrooms entrance and exits designed is arranged in the service setting is refer to as spatial layout and functionality layout and

functionality factors are especially important in most leisure service like upscale restaurants, concert and also theatres. This is because, they can influence the customers comfort. The signage which is used in communicating and enhancing certain image or use in directing customer to their desired destination is known as signs symbols and artifacts. The classifications earlier proposed by Baker is similar to these dimensions but bitner's classification of signs and symbols, are mainly explicit and implicit. Bitner (1992) argued that, certain thoughts and feelings o customers (emotional and physical) might either make them to develop approach or avoidance behavior.

According to bitner (1992) servicescape framework examined the effects of layout accessibility, facility aesthetics, electronic equipment, seating comfort and cleanliness on the perceived quality of the servicescape.

The results impact showed that, perceived quality had a positive impact on customer satisfaction with the servicescape which as a result affect how long the customers intend to stay in the leisure setting and whether or not they will intend to re-patronage the service provider.

2.5.1 Ambience

A number of writers refer to ambient conditions as an intangible construct that which affect perception of a human responses which is related to the environment. Ambient factors include noise, scent, temperature, music and lighting.

2.5.2 Temperature

It has been recognized that. When customers visit restaurants, they would prefer an environment which makes them feel comfortable and relaxed during the duration of their meal if not controlled adequately. Temperature can be an unpleasant factor.

When the temperature is too hot or too cold it can make the customers to be in a negative emotional state, therefore it is an essential part of the ambience.

2.5.3 Noise

Noise is been classified as a non-musical sound. Sound is been perceived to be unpleasant if it is being noisy or loud. Kiryter (1985) argued that when sound is unexpected or is been perceived as been unpleasant it might lead to a negative emotion. If it is to silence, it might be as well unpleasant, balancing loud and regular sound might lead to a pleasant environment, that can have a positive effect on the customers behavior (Lin, 2004).

2.5.4 Music

Hui et al, (1997) argued that the customers while in the physical environment of the service setting, the customer give attention to music as an auditory factor when evaluating the environment. Past studies revealed that music can be a positive component in stimulating customer emotions and behavior. Background music led young shoppers to spend more time shopping.

2.5.5 Aroma

It has been revealed that, odors in sales area seem to possess a positive effect on the consumer's behavior. It show how ambient aroma impact positively the time spent by consumers at a jewelry counter no research have analyzed the effect of ambient seen in a restaurant setting.

2.5.6 Lighting

Customers preference as far as lighting is concern has been found to differ depending on the situation and also the behavior showed by the customers soft lighting can tend to stimulate peasant mood as compared to bright lighting, lighting has the ability to affect customers emotional states, influencing customers behavior. Different type of

light used and its intensity can impact customer in a positive manner in relation to customer approach.

2.5.7 Facility aesthetics

Facility aesthetics is a function of architectural design, with interior design and décor, also al factors which lead to the attractiveness of the physical environment.

Based on the above literature, the following three hypotheses were formulated. This which can be seen below:

H1: there exists no significant difference among customers at different educational level in respect to servicescape.

H2: there exists no significant difference among customers at different income level in terms of servicescape.

H3: there exists no significant difference among customers at different marital status in terms of servicescape.

Chapter 3

RESEARCH METHODOLOGY

3.1 Introduction

This section, explains the methods used by the researcher in order to carry out the study stating the aim of the study with concrete arguments presented by the researcher in the above mention chapter on the impact of servicescape on customers perceive quality in restaurants and hotels in the TRNC Famagusta region. Base on arguments placed by acceptable authors such as Donovan, Knutson, Caro, Stevens, Kotler, Bellizzi, Bitner, etc.

3.2 Types of research

This study was carried out with the aim of informing the reader on how we can use the out come of this research. We can refer to research as a systematic, organized, critical, data based, scientific enquiry and investigation of aspecific issue that is carried out with the aim of identifying or finding solutions or answers to it. (Sekaran, 1992).

Thus, we can say that research is a systematic planned way of analyzing a problem with the aim of obtaining answers to a given problem. We can classify research into basically different groups and for these study, the researcher has basically 3 different types of researches that can be shown below:

3.2.1 Exploratory

When we have a problem at hand and cannot or has not been clearly defined, we can use exploratory research. This will permit us to determine the best possible research design, selection of subjects, and data collection method. This type of research is based on secondary studies carried out by other researchers.

3.2.2 Descriptive

This research is based on the type of data, the population characteristics that is put into study. This basically provides the research with the choice of perspective terms and concepts as well as levels and aspects to register, observe classify, and interpret.

3.2.3 Explanatory

When the issue is already known, we use explanatory research. The need to know why to explain is the porpoise of an explanatory research. This creates an explanatory and descriptive research and also identifies all the various reasons for something that happens. We can also say that explanatory research identifies causes and reasons.

The topic of servicescape was detail discussed upon by the researcher in the literature review. By determining the correlation that exists between the impact of servicescape in restaurants and customer intention to come back to that restaurant.

3.3 Research aim

As far as the term research is concerned, it is always either to create a theory or to test one. Thus, here is will be for the researcher to test the instruments that were used that is to test or verify if the various instruments that were used to test a theory is either good or not. It can also be to determine if an applicable theory is valid or not.

In this field of study, the researcher's main aim is to identify the impact and the importance of servicescape on customers perceiving service quality in restaurants based on the customers' behavior, emotion and seeking to identify their return intention. With extensive study and analysis of the literature review of these two variables, an ambiguity was brought out by the researcher on the two variables.

This which can be pinpointed as the influence of servicescape on customer perceiving quality and the customer return intention (intention of coming back).

According to (Zemke, R., & Albrecht, C., 1985), an actual research can be completed in basically six different steps as can be identified below:

- Identify the research problem
- Structuring the research problem
- Identifying how the research will be conducted and the methods to be used
- Gathering the data for the research for analysis
- Interpretation of collected and analyzed data
- Presentation of the findings.

3.4 Process of the Research

The seven step hypothetic method was used by the researcher in order to study the area of service escape due to the prolonged controversies that exist in the area of servicescape. By applying the fulfill approach, the seven step hypothetic tries to narrow the research area and thus making the research to be in an organized manner since it is done in a limited area and was restricted and carried out in hotels and restaurants in the Famagusta region of TRNC.

3.4.1 Observation

After a careful study of the topic of servicescape by the researcher, we came to realize that the hotels and restaurants in the Famagusta region of the TRNC especially need efficient and effective servicescape. The researcher tried to analyze the possible influence that service escape has as far as customer retention is concerned.

3.4.2 Primary information Gathering

For this study, secondary research included the following readily disposable sources as online journals, and also online net library, the research engines such as GOOGLE, Google scholar, yahoo, and scribd were also used for this study.

3.4.3 Theoretical Framework

Here, a relevant literature review was done with the aim of answering the research questionnaires that were developed and put upon by the researcher. This with the main aim of trying to see or identify the possible correlation that exist between servicescape and customer emotions and or behavior in respect to their intention to come back to the hotel or restaurant in future. For this reason, a detail analysis and arguments were made this which can be seen in the subsequent chapter above.

3.4.3.1 Variables

For our research, we tried to identify basically four different variables according to (Sekaran, 1992) these variables include:

- Dependent variables
- Independent variables
- Moderating variables
- And intervening variables.

Thus, after we will have finish the theoretical formulation, the main variables under study will be conceptualized.

Independent variables

According to Simon (2004), we can say that independent variable is said to be a hypothesized cause on the dependent variable. This can be determined in regard to the performance of our dependent variable. For our study, we identified servicescape as our independent variable.

Dependent variable

Simon (2004) he referred to the dependent variable as the outcome variable. This is a variable that can be change or modified by some certain factors. This can also be looked upon as the main area of interest. For our research, we identified our dependent variable as customer emotion or the return intention to the facility.

3.4.4 Hypothesis development

As far as the term hypothesis is concerned, we can say that it is a logical relationship that might exist between two or more proposed variables that are set for studies. This can also be looked upon as possible answers to a research statement.

Based on pass studies done by Tripath, and Siddiyvi (2007). It was discovered that the level of consumers satisfaction and the return intention of some types of services such as super shops and or hotels / restaurants are highly affected by the servicescape perception because the consumer spend much time inside and around this area and thus when they turn to witness or perceived a high or superior servicescape quality, they turn to like to spend more time in these facilities and thus they feel satisfied with the servicescape and will want to re visit this place again.

Also for any dislike of the serviescape by the customer, this will result to a decline in revisiting the facility again.

Studies that were also carried out by Ryu (2005) also state that other factors such as aesthetics, ambience, and other social cause can influence the consumer arousal and pleasure and this can thus influence the behavior. The customer behavior could include positive recommendation to other friends, the duration of stay and the spending made in this facility.

3.4.5 Data collection

A personal directed questionnaire was distributed as an instrument by the researcher to collect the data for this study. In some chosen upscale restaurants and some prestigious hotels in the TRNC Famagusta region.

Restaurants that offer full menu, full table service and customized menu with also and acceptable up to standard ambience was selected for this research.

The following restaurants and hotels were taken into consideration for this research:

- Ezich restaurant
- Claiforican restaurant
- Palm beach hotel
- Noah's ark delux hotel
- Kayarartemis hotel
- Niazis restaurant

A survey which is prepared in English and later translated into Turkish will be distributed to randomly chosen customers after their main course.

3.4.5.1 Research Tools

A self-administered questionnaire is used to carry out this survey. The questionnaires are prepared both in English and in Turkish version this to facilitate the understanding and interpretation of the questions. The questionnaires will be shared to a randomly selected group of customers in the chosen restaurant and hotels respectively. This questionnaire is partitioned into 3 main areas:

- Dinescape (perception)
- Emotion
- Behavioral intention

Dinescape

Participants will be expected to rate each statement item with the help of a 7-point Likert scale with 1 = strongly disagree to 7 = strongly agree. This questionnaire is made up of items that are important for the 6 dimensions of servicescape and these elements include aesthetics, ambience, lighting, layout. Thus a list made out of 23 items was generated from past studies, books, and journals. These items are considered important for the physical environments of servicescape.

Emotion

As far as emotion is concerned, it will be analyzed with the help of an 8-item which represents arousal and pleasure that was developed by Mehrabian and Russell (1974) in order to fit restaurants in reasonable quality standard. For this it is going to be used to test their emotion, feelings, moods in regard to physical environment for this study, all the elements will be rated on a basis of a 7-point Likert scale where the two ends will

be constituted by emotion and its opposite. Pleasure is going to consist of four things coded on a 7 – point likert scale.

- Happy – Unhappy
- Entertained - Bored
- Pleased – Annoyed
- Delighted – Disappointed

As far as arousal is concerned, it will be made up of:

- Surprised – Indifferent
- Cheerful – Depressed
- Awake – Sleep
- Excited – Calm

Behavioral

A four item scale was generated to measure behavioral intention this will be analyzed with the help of a 7 – point likert scale this will be based on the previous work of Mehrabian and Russel' (1974) approach for behavior and also that of Zeithaml et al. (1996) in order to match with upscale restaurants. Respondents will be asked to react on the following questions:

- I would like to come back to this restaurant in the future
- I would recommend this restaurant to my friends
- I am willing to stay longer than I planned at this restaurant
- I am willing to spend more than I planned at this restaurant.

Participants will be asked to respond to these items using a 7-point Likert scale where 1 denoted extremely disagree and 7 denotes extremely agree.

Reliability Study

A reliability study will be carried out to test the consistency of our variables to see if our chosen variables are reliable and good for the study. For this reason, a Cronbach's Alpha which is one of the most used statistic tool or technic that is used to test consistency of the variables. Thus, the closer the Cronbach's Alpha is to 1 the higher it is reliable and good for the study (Sekaran, 1992). Therefore a Cronbach's alpha of more than 0.6/60% is expected in order for our questionnaire to be reliable.

Analysis

For this study, we used a number of statistical tools like the mean, standard deviation, the mode and the median to enable us to analyze our data after which our results were intern displayed with the use of tables. The accuracy of the data was tested with the use of the standard deviation. For our analysis, the researcher used (statistical package for social science) **SPSS** statistical software and **EXCEL** to carry out these analysis and computation. Also, the researcher conducted **ANOVA** in order to test the hypothesis under study.

Chapter 4

DATA ANALYSIS

4.1 Introduction

In this part, we tried to gather some relevant data in respect to servicescape and also the value or importance in which it has to the customer regarding their behavior (intention to come back) in that same restaurant. In order to obtain our data, we used questionnaires which were distributed to anonymous respondent. This served as a tool for the obtaining of our data. The questionnaires were shared to some particular customers who frequently visit the said environment and also to customers whose approximate monthly average spending power was in the bracket of 0 – 5000 TL. Our data that was used for our survey was obtain in the metropolitan city of Famagusta in which after worth the data were analyzed and then displayed in this chapter with the help of our literature review in chapter 2. This chapter will help us to test our hypothesis which was stated in chapter 3 above.

4.2 Data collection

In any research the primary start point is that of having the relevant raw materials at hand which will enable us to process it and come out with a conclusion for our research, our raw material is our data which was collected with the aid of questioner that were self-administered to some customers to the Famagusta region who frequently visited restaurants of five star hotels and some chosen upscale restaurants in the metropolitan city of Famagusta.

The respondent were to rate their point of views in respect to the questions. A 7 point likert scale was used by the researcher to rate the questions that were asked to the respondents. This ranged from 1 = extremely disagree to 7 = extremely agree. The researcher personally administered the questionnaires to the various participants in some chosen upscale restaurants and restaurants of five star hotels in the Famagusta region.

4.3 Method of analysis

In order to analyses and to find out how the respondent fell about the servicescape, the researcher tried to divide the questions into sections this will permit us to test the customer's behavioral intention (coming back intention) to the said restaurant or hotel. These statements that were used in the questionnaires show the impact that ti has on customer's behavior when he is in the restaurants dinning. This will permit us to identify the customer's global experience and will thus also portray their behavioral intention (repurchase intention). In this part, the researcher first show the various demographics and after words, move on to the analysis of the questionnaire in facet.

4.3.1 Demographics of the sample

The investigator captured the age, educational level, marital status, income level, frequency level measurements of the sample through the questionnaire. The researcher has illustrated them in tabular form as can be seen below.

Demographic variable

Table 1: Age of respondent

Age Category	Frequency	Percent	Valid Percent	Cumulative Percent
18 – 27	52	61.9	61.9	61.9
28 – 37	30	35.7	35.7	97.6
38 – 47	2	2.4	2.4	100.0
Total	84	100.0	100.0	

Here, we can notice that the age category of 18 – 27 have a high frequency level thus, this population is considered to frequent restaurants more often.

Table 2: Educational level

Education level					
Education level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 High School	17	20.2	20.2	20.2
	2 University Level	40	47.6	47.6	67.9
	3 Graduate Degree	27	32.1	32.1	100.0
	Total	84	100.0	100.0	

We can also notice here that, majority of people visiting restaurants are of the university level.

Table 3: Marital_StatusMarital Status

Marital Status					
status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Single	53	63.1	63.1	63.1
	2 Married	31	36.9	36.9	100.0
	Total	84	100.0	100.0	

Our research showed us that singles visit restaurants more often.

visit Frequency of restaurant visit					
Categories		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(once a week) 1	11	13.1	13.1	13.1
	(two - four time a month) 2	15	17.9	17.9	31.0
	(once a month) 3	45	53.6	53.6	84.5
	(every two months) 4	13	15.5	15.5	100.0
	Total	84	100.0	100.0	

Table 4: month_income monthly income level

month_income monthly income level					
Groups		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(0-2000) 1	49	58.3	58.3	58.3
	(2000-5000) 2	25	29.8	29.8	88.1
	(above 5000) 3	10	11.9	11.9	100.0
	Total	84	100.0	100.0	

People with a purchasing power of 0 to 2000TL frequent restaurant more often than the other groups.

Inhabitation of the Famagusta region according to the study indicates that they visit restaurants once a month or at least twice a month.

4.3.2 Statistical tools

The researcher use correlation analysis in order to find out the level of relationship that exists among those chosen variables under study. The correlation according to Jensen (2005), is the possible relationship that exist between two or more variables.

The frequently used or most commonly known method that is that Karl Pearson's coefficient of correlation was used for this. The researcher quantified this with the use

of a 7 point likert scale ranging from 1 = extremely disagree to 7 extremely agree. The validity of the study is thus shown as follows.

4.3.2.1 Cronbach's alpha (Reliability analysis)

Reliability is used to refer to the degree of variable error in a measurement. Reliability is defined as the extent to which a measurement is free of variable errors. Cronbach's Coefficient Alpha is one of the most commonly used statistical techniques to estimate **internal consistency reliability**. It solves the purpose to measure the reliability of psychometric instrument (questionnaire). It is important to know the reliability and validity of the proposed questionnaire. The closer the Cronbach's Alpha is to 1, higher the internal reliability consistency (Sekaran, 1992 p. 172, 284). In this study, the value of Cronbach's Alpha should be higher than 0.6 or 60% for the questionnaire to be reliable and valid (Fornell&Larcker, 1981; Nunnally& Bernstein, 1994). Similarly, the acquired sample was computed after the primary data was gathered. The Cronbach's Alpha for the DINESCAPE Scale and the Mehrabian& Russell Model was calculated and the reliability attained was as

Table 5: Cronbach's Alpha

Cronbach's Alpha	N of Items
0.908	23

One Way ANOVA

Table 6: Education Level Groups

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
q1	Between Groups	1.304	2	.652	.339	.713
	Within Groups	155.648	81	1.922		
	Total	156.952	83			
q2	Between Groups	2.146	2	1.073	.600	.551
	Within Groups	144.843	81	1.788		
	Total	146.988	83			
q3	Between Groups	3.645	2	1.822	1.271	.286
	Within Groups	116.165	81	1.434		
	Total	119.810	83			
q4	Between Groups	1.393	2	.696	.328	.722
	Within Groups	172.167	81	2.126		
	Total	173.560	83			
q5	Between Groups	1.333	2	.667	.267	.767
	Within Groups	202.476	81	2.500		
	Total	203.810	83			
q6	Between Groups	3.037	2	1.519	.686	.506
	Within Groups	179.284	81	2.213		
	Total	182.321	83			
q7	Between Groups	7.262	2	3.631	1.518	.225
	Within Groups	193.726	81	2.392		
	Total	200.988	83			
q8	Between Groups	.035	2	.018	.009	.991
	Within Groups	162.536	81	2.007		
	Total	162.571	83			
q9	Between Groups	.425	2	.213	.098	.907
	Within Groups	175.610	81	2.168		

	Total	176.036	83			
q10	Between Groups	.729	2	.365	.152	.859
	Within Groups	194.223	81	2.398		
	Total	194.952	83			
q11	Between Groups	2.237	2	1.119	.550	.579
	Within Groups	164.751	81	2.034		
	Total	166.988	83			
q12	Between Groups	1.975	2	.988	.498	.610
	Within Groups	160.596	81	1.983		
	Total	162.571	83			
q13	Between Groups	2.101	2	1.051	.697	.501
	Within Groups	122.042	81	1.507		
	Total	124.143	83			
q14	Between Groups	.087	2	.044	.022	.978
	Within Groups	157.949	81	1.950		
	Total	158.036	83			
q15	Between Groups	3.541	2	1.771	1.038	.359
	Within Groups	138.125	81	1.705		
	Total	141.667	83			
q16	Between Groups	.342	2	.171	.079	.924
	Within Groups	174.801	81	2.158		
	Total	175.143	83			
q17	Between Groups	.085	2	.043	.018	.983
	Within Groups	195.201	81	2.410		
	Total	195.286	83			
q18	Between Groups	8.224	2	4.112	1.876	.160
	Within Groups	177.585	81	2.192		
	Total	185.810	83			
q19	Between Groups	2.103	2	1.051	.381	.684
	Within Groups	223.457	81	2.759		
	Total	225.560	83			
q20	Between	12.002	2	6.001	2.716	.072

	Groups					
	Within Groups	178.986	81	2.210		
	Total	190.988	83			
q21	Between Groups	16.610	2	8.305	3.694	.029
	Within Groups	182.092	81	2.248		
	Total	198.702	83			
q22	Between Groups	.677	2	.339	.115	.891
	Within Groups	237.561	81	2.933		
	Total	238.238	83			
q23	Between Groups	6.670	2	3.335	1.170	.316
	Within Groups	230.889	81	2.850		
	Total	237.560	83			
happy	Between Groups	.903	2	.451	.810	.448
	Within Groups	45.133	81	.557		
	Total	46.036	83			
pleased	Between Groups	.059	2	.029	.036	.964
	Within Groups	65.501	81	.809		
	Total	65.560	83			
cheerful	Between Groups	.049	2	.025	.035	.966
	Within Groups	56.939	81	.703		
	Total	56.988	83			
delighted	Between Groups	4.028	2	2.014	2.427	.095
	Within Groups	67.210	81	.830		
	Total	71.238	83			
entertained	Between Groups	7.485	2	3.743	1.567	.215
	Within Groups	193.503	81	2.389		
	Total	200.988	83			
excited	Between Groups	.111	2	.055	.095	.910
	Within Groups	47.449	81	.586		
	Total	47.560	83			
surprised	Between Groups	.777	2	.388	.523	.595
	Within Groups	60.176	81	.743		

	Total	60.952	83			
awake	Between Groups	1.425	2	.713	1.193	.309
	Within Groups	48.384	81	.597		
	Total	49.810	83			
beh1	Between Groups	2.846	2	1.423	.713	.493
	Within Groups	161.571	81	1.995		
	Total	164.417	83			
beh2	Between Groups	.216	2	.108	.100	.905
	Within Groups	87.344	81	1.078		
	Total	87.560	83			
beh3	Between Groups	.841	2	.421	.377	.687
	Within Groups	90.397	81	1.116		
	Total	91.238	83			
beh4	Between Groups	8.305	2	4.152	1.999	.142
	Within Groups	168.267	81	2.077		
	Total	176.571	83			

According to the educational group, we can notice that the population under the educational group have a different behaviour for question 20 (The table setting is visually attractive) and 21 (Tableware is of high quality). They have answers that differ according to education group. We can thus notice that there exists a significant difference at a point of $\alpha = 0.10$ with $p < \alpha$ for question 20 which is $= 0.072 < 0.10$ and question 21 which is $= 0.029 < 0.10$.

Table 7: Restaurant Visit Frequency

		Sum of Squares	df	Mean Square	F	Sig.
q1	Between Groups	2.184	3	.728	.376	.770
	Within Groups	154.768	80	1.935		
	Total	156.952	83			
q2	Between Groups	7.009	3	2.336	1.335	.269
	Within Groups	139.979	80	1.750		
	Total	146.988	83			
q3	Between Groups	6.897	3	2.299	1.629	.189
	Within Groups	112.913	80	1.411		
	Total	119.810	83			
q4	Between Groups	2.875	3	.958	.449	.719
	Within Groups	170.684	80	2.134		
	Total	173.560	83			
q5	Between Groups	.094	3	.031	.012	.998
	Within Groups	203.715	80	2.546		
	Total	203.810	83			
q6	Between Groups	4.299	3	1.433	.644	.589
	Within Groups	178.022	80	2.225		
	Total	182.321	83			
q7	Between Groups	3.172	3	1.057	.428	.734
	Within Groups	197.816	80	2.473		
	Total	200.988	83			
q8	Between Groups	3.134	3	1.045	.524	.667
	Within Groups	159.438	80	1.993		
	Total	162.571	83			
q9	Between Groups	5.305	3	1.768	.829	.482
	Within Groups	170.731	80	2.134		
	Total	176.036	83			
q10	Between Groups	6.127	3	2.042	.865	.463
	Within Groups	188.826	80	2.360		
	Total	194.952	83			
q11	Between Groups	5.475	3	1.825	.904	.443
	Within Groups	161.513	80	2.019		
	Total	166.988	83			
q12	Between Groups	1.462	3	.487	.242	.867
	Within Groups	161.110	80	2.014		
	Total	162.571	83			
q13	Between Groups	5.076	3	1.692	1.137	.339
	Within Groups	119.067	80	1.488		
	Total	124.143	83			

q14	Between Groups	1.620	3	.540	.276	.842
	Within Groups	156.416	80	1.955		
	Total	158.036	83			
q15	Between Groups	5.419	3	1.806	1.061	.371
	Within Groups	136.248	80	1.703		
	Total	141.667	83			
q16	Between Groups	7.420	3	2.473	1.180	.323
	Within Groups	167.723	80	2.097		
	Total	175.143	83			
q17	Between Groups	7.829	3	2.610	1.114	.349
	Within Groups	187.456	80	2.343		
	Total	195.286	83			
q18	Between Groups	.486	3	.162	.070	.976
	Within Groups	185.324	80	2.317		
	Total	185.810	83			
q19	Between Groups	5.225	3	1.742	.632	.596
	Within Groups	220.335	80	2.754		
	Total	225.560	83			
q20	Between Groups	4.372	3	1.457	.625	.601
	Within Groups	186.616	80	2.333		
	Total	190.988	83			
q21	Between Groups	4.191	3	1.397	.575	.633
	Within Groups	194.512	80	2.431		
	Total	198.702	83			
q22	Between Groups	2.327	3	.776	.263	.852
	Within Groups	235.911	80	2.949		
	Total	238.238	83			
q23	Between Groups	5.241	3	1.747	.602	.616
	Within Groups	232.319	80	2.904		
	Total	237.560	83			
happy	Between Groups	.884	3	.295	.522	.668
	Within Groups	45.152	80	.564		
	Total	46.036	83			
pleased	Between Groups	3.970	3	1.323	1.719	.170
	Within Groups	61.589	80	.770		
	Total	65.560	83			
cheerful	Between Groups	1.193	3	.398	.570	.636
	Within Groups	55.795	80	.697		
	Total	56.988	83			
delighted	Between Groups	.976	3	.325	.370	.775
	Within Groups	70.262	80	.878		
	Total	71.238	83			

entertained	Between Groups	6.845	3	2.282	.940	.425
	Within Groups	194.143	80	2.427		
	Total	200.988	83			
excited	Between Groups	.053	3	.018	.030	.993
	Within Groups	47.506	80	.594		
	Total	47.560	83			
surprised	Between Groups	1.868	3	.623	.843	.474
	Within Groups	59.084	80	.739		
	Total	60.952	83			
awake	Between Groups	.785	3	.262	.427	.734
	Within Groups	49.024	80	.613		
	Total	49.810	83			
beh1	Between Groups	1.782	3	.594	.292	.831
	Within Groups	162.635	80	2.033		
	Total	164.417	83			
beh2	Between Groups	5.804	3	1.935	1.893	.137
	Within Groups	81.756	80	1.022		
	Total	87.560	83			
beh3	Between Groups	1.468	3	.489	.436	.728
	Within Groups	89.770	80	1.122		
	Total	91.238	83			
beh4	Between Groups	5.192	3	1.731	.808	.493
	Within Groups	171.380	80	2.142		
	Total	176.571	83			

For all the questions, the answers are all same according to frequency visit to restaurants thus, there is no significant difference at a point $\alpha = 0.10$ with $p > \alpha$ at all levels.

Table 8: Income Level

		Sum of Squares	df	Mean Square	F	Sig.
q1	Between Groups	5.937	2	2.968	1.592	.210
	Within Groups	151.016	81	1.864		
	Total	156.952	83			
q2	Between Groups	.284	2	.142	.078	.925
	Within Groups	146.704	81	1.811		
	Total	146.988	83			
q3	Between Groups	.582	2	.291	.198	.821
	Within Groups	119.228	81	1.472		
	Total	119.810	83			
q4	Between Groups	.197	2	.099	.046	.955
	Within Groups	173.362	81	2.140		
	Total	173.560	83			
q5	Between Groups	3.447	2	1.724	.697	.501
	Within Groups	200.362	81	2.474		
	Total	203.810	83			
q6	Between Groups	12.289	2	6.144	2.927	.059
	Within Groups	170.033	81	2.099		
	Total	182.321	83			
q7	Between Groups	2.011	2	1.006	.409	.665
	Within Groups	198.977	81	2.457		
	Total	200.988	83			
q8	Between Groups	10.518	2	5.259	2.801	.067
	Within Groups	152.054	81	1.877		
	Total	162.571	83			
q9	Between Groups	4.496	2	2.248	1.061	.351
	Within Groups	171.540	81	2.118		
	Total	176.036	83			
q10	Between Groups	3.247	2	1.624	.686	.506
	Within Groups	191.705	81	2.367		

	Total	194.952	83			
q11	Between Groups	10.651	2	5.326	2.759	.069
	Within Groups	156.337	81	1.930		
	Total	166.988	83			
q12	Between Groups	.607	2	.304	.152	.859
	Within Groups	161.964	81	2.000		
	Total	162.571	83			
q13	Between Groups	.603	2	.301	.198	.821
	Within Groups	123.540	81	1.525		
	Total	124.143	83			
q14	Between Groups	7.802	2	3.901	2.103	.129
	Within Groups	150.233	81	1.855		
	Total	158.036	83			
q15	Between Groups	2.801	2	1.401	.817	.445
	Within Groups	138.865	81	1.714		
	Total	141.667	83			
q16	Between Groups	.482	2	.241	.112	.894
	Within Groups	174.661	81	2.156		
	Total	175.143	83			
q17	Between Groups	3.124	2	1.562	.658	.520
	Within Groups	192.162	81	2.372		
	Total	195.286	83			
q18	Between Groups	.433	2	.216	.095	.910
	Within Groups	185.377	81	2.289		
	Total	185.810	83			
q19	Between Groups	2.738	2	1.369	.498	.610
	Within Groups	222.821	81	2.751		
	Total	225.560	83			
q20	Between Groups	.883	2	.442	.188	.829
	Within Groups	190.105	81	2.347		
	Total	190.988	83			
q21	Between	3.840	2	1.920	.798	.454

	Groups					
	Within Groups	194.862	81	2.406		
	Total	198.702	83			
q22	Between Groups	1.410	2	.705	.241	.786
	Within Groups	236.828	81	2.924		
	Total	238.238	83			
q23	Between Groups	5.455	2	2.727	.952	.390
	Within Groups	232.105	81	2.865		
	Total	237.560	83			
happy	Between Groups	.030	2	.015	.027	.974
	Within Groups	46.005	81	.568		
	Total	46.036	83			
pleased	Between Groups	.197	2	.099	.122	.885
	Within Groups	65.362	81	.807		
	Total	65.560	83			
cheerful	Between Groups	.101	2	.051	.072	.931
	Within Groups	56.887	81	.702		
	Total	56.988	83			
delighted	Between Groups	.278	2	.139	.159	.853
	Within Groups	70.960	81	.876		
	Total	71.238	83			
entertained	Between Groups	.828	2	.414	.168	.846
	Within Groups	200.160	81	2.471		
	Total	200.988	83			
excited	Between Groups	.034	2	.017	.029	.971
	Within Groups	47.525	81	.587		
	Total	47.560	83			
surprised	Between Groups	.947	2	.474	.639	.530
	Within Groups	60.005	81	.741		
	Total	60.952	83			
awake	Between Groups	.913	2	.456	.756	.473
	Within Groups	48.897	81	.604		

	Total	49.810	83			
beh1	Between Groups	1.153	2	.576	.286	.752
	Within Groups	163.264	81	2.016		
	Total	164.417	83			
beh2	Between Groups	.420	2	.210	.195	.823
	Within Groups	87.140	81	1.076		
	Total	87.560	83			
beh3	Between Groups	1.439	2	.719	.649	.525
	Within Groups	89.799	81	1.109		
	Total	91.238	83			
beh4	Between Groups	1.227	2	.614	.283	.754
	Within Groups	175.344	81	2.165		
	Total	176.571	83			

At a point of $\alpha = 0.10$, we can notice that there is a significant difference as far as income level is concerned with $p < \alpha$ at question 6 (Tableware is of high quality), 8 (Open kitchens/ wine cellars create a pleasing mood) and 11 (Background music is pleasing and relaxes me were we can notice that for question 6 we have $0.059 < 0.10$ and question 8 = $0.067 < 0.10$ and question 11 which has $0.069 < 0.10$. Thus, there exist a significant difference at $p < \alpha$ for this questions according to income level.

Chapter 5

CONCLUSION

5.1 Introduction

Here, we tried to provide a view point of our conducted study and our results of our survey were proven useful, reliable, and valid and the researcher also tried to provide some useful recommendations with the means of deliberating on the various implications that could be useful to restaurant and five star hotels restaurants managers and owners in the Famagusta region. Also, for future or subsequent studies that could be carried out in this domain or other related domain, the researcher furnished a scope that could be useful for further research in years to come.

5.2 conclusion

In our recent time, we saw that the service sector most especially the food service is witnessing a rapid growth and this can be seen by its constant day by day changes. Thus, making this sector to become more and more competitive than before. For this reason, we tried to find out those servicescape features that could have an impact on service provided in a restaurant of five star hotels or in upscale restaurants particularly in the metropolitan city of Famagusta.

Due to our recent studies, we could see that the servicescape those has a significant on customers behavioral intentions. The behavioral intention is often influenced by the customer's value perceptions which is often positively affected. Thus, we often

witness a slightly complex relationship that usually exists among these marketing concept and servicescape.

The present study helps in throw in light in a new literature discussion that tries to find out the possible relationship that could exist in a hedonic service. The researcher studies also complimented on the findings done by Wakefield (1996), Fu gale (1992) in regard to the part of servicescape. This study was divided into two parts, primarily, the researcher tried to explore impact of the servicescape on some main service elements which include positive effects, quality, behavior intention. Furthermore, by exploring the settings of the restaurants holistically. That is the type of things used to design the physical surroundings.

5.2.1 Implication for managers and owners of restaurants

Even though our study is somehow exploratory in nature, it those still give some guides that could be helpful to managers and owners of restaurants in respect to the management of their business as far as the physical surrounding is concerned which somehow has a great role to play in the success of the business.

The restaurants sector of the Famagusta region is becoming hedonic and is witnessing a boom in this recent years which give us a reason to carry out our studies. We can also notice that the dining cost in such restaurants are becoming high and for that, in a managerial point of view, the result of our recent survey show that the role of servicescape has a great importance as one take into account the involvement of added effects and value. Thus, it will be important for managers to improve in the possible increase in the behavioral intention with the means of enhancing the value perception and also enhancing the level of evolvment through the increase of servicescap

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APPENDIX

Appendix 1: survey questioner EASTERN MEDITERRANEAN UNIVERSITY.

Thank you for making out time to take this survey. The survey is carried out by a student of the department of marketing for Academic research purpose only. I fully assure you that all of the answers you provide in this survey will be kept confidential. The survey data will be reported in a summary fashion only and will not identify any individual person.

D) In the following statements, I am interested in your feelings about the physical surroundings in the dining area of this restaurant. For each statement, please use the scale:

1)Extremely Disagree 2) Strongly Disagree 3) Somewhat Disagree 4) Neutral 5)
Somewhat Agree 6) Strongly Agree 7) Extremely Agree

Item		Disagree.....Agree						
		☹			☺			☺
Q1	Dining areas are thoroughly clean	1	2	3	4	5	6	7
Q2	Carpeting/Flooring is of high quality and makes me comfortable	1	2	3	4	5	6	7
Q3	Ceiling décor is attractive	1	2	3	4	5	6	7
Q4	Wall décor is aesthetically appealing	1	2	3	4	5	6	7
Q5	furniture is of high quality	1	2	3	4	5	6	7
Q6	Natural décor (plants, waterfalls, paintings, pictures makes me happy)	1	2	3	4	5	6	7
Q7	Colours used create a comfortable atmosphere and make me feel calm	1	2	3	4	5	6	7
Q8	Open kitchens/ wine cellars create a pleasing mood	1	2	3	4	5	6	7
Q9	Lighting creates a comfortable atmosphere	1	2	3	4	5	6	7
Q10	Lighting makes me feel welcome and creates a warm atmosphere	1	2	3	4	5	6	7
Q11	Background music is pleasing and relaxes me	1	2	3	4	5	6	7
Q12	Temperature is comfortable	1	2	3	4	5	6	7
Q13	Aroma is enticing and tempting	1	2	3	4	5	6	7
Q14	Noise level is disturbing	1	2	3	4	5	6	7
Q15	Layout makes it easy for me to move around	1	2	3	4	5	6	7
Q16	Seating arrangement gives me enough space and does not make me feel crowded	1	2	3	4	5	6	7
Q17	Seats are comfortable	1	2	3	4	5	6	7
Q18	Menu design is attractive	1	2	3	4	5	6	7
Q19	Food presentation is aesthetically attractive	1	2	3	4	5	6	7

Q20	The table setting is visually attractive	1	2	3	4	5	6	7
Q21	Tableware is of high quality	1	2	3	4	5	6	7
Q22	The linen is attractive	1	2	3	4	5	6	7
Q23	Employees are neat and well dressed	1	2	3	4	5	6	7

II) .DEMOGRAPHIC QUESTIONNAIRE

Please tick the right box and fill the blank

1. Age: 18-27 28-37 38-47 48-57
58-67 68+,

2. Educational level:
High school University level Graduate degree Post graduate degree

3. Marital status: Single Married

4. Occupation: (Please specify)

5. Frequency of restaurant visit:
Once a week 2 – 4 times a month Once a month Every two months

6. monthly income level:
0 – 2000TL 2000 – 5000TL above 5000

III) in the following statements I am interested in your *feelings, mood, and emotional reactions about the physical environment while you experience the restaurant’s service*. For each statement, place a check make beside the number which indicates your emotional reaction.

In this restaurant, I feel:

Unhappy	happy	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Annoyed	Pleased	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Depressed	Cheerful	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Disappointed	Delighted	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Bored	Entertained	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Calm	Excited	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Indifferent	Surprised	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Sleepy	Awake	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

IV) Behavioural intentions:

In the following statement, I am interested in your feelings about your behavioural intentions in relation to this restaurant. For each statement, please use the scale that best reflects your opinion. (1 denotes extremely disagree, 4 denotes neutral, 7 denotes extremely agree).

- 1) I would like to come back to this restaurant in the future. 1 2 3
 4 5 6 7
- 2) I would recommend this restaurant to my friends or others 1 2 3 4
 5 6 7
- 3) I would like to stay longer than I planned at this restaurant. 1 2 3 4
 5 6 7
- 4) I am willing to spend more than I planned at this restaurant. 1 2 3
 4 5 6 7

Your responses are for research purposes only. They will be kept confidential and reported as aggregate data only.