

THE IMPACT OF PHYSICAL ENVIRONMENT ON CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION AT CHOWKING FAIRVIEW CENTER MALL

ABSTRACT

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This study investigates how the physical environment of Chowking Fairview Center Mall affects customer experience and satisfaction. In the highly competitive fast-food industry, factors such as layout, cleanliness, seating availability, ambiance, and safety are critical in shaping consumer behavior and overall satisfaction. The research aims to identify which elements of the physical environment have the most significant impact on customer perception and loyalty. A descriptive quantitative research design was employed in this study. Survey questionnaires were distributed to 100 purposively selected customers of Chowking Fairview Center Mall. The questionnaire assessed customer responses to various physical attributes of the restaurant environment, including store layout, restroom conditions, seating availability, hygiene standards, ambiance, ventilation, and signage. Findings revealed general dissatisfaction among customers, particularly concerning restroom hygiene, ventilation, seating comfort, and the presence of security personnel. Restroom cleanliness (mean = 2.25) and overall hygiene standards (mean = 2.29) received some of the lowest ratings. Conversely, aspects such as store layout (mean = 2.63) and direction signage placement (mean = 2.57) were viewed more positively. Pearson correlation analysis indicated significant relationships between store layout and space utilization, as well as between restroom conditions and hygiene standards, highlighting the direct impact of the physical environment on customer satisfaction. In conclusion, this study underscores the critical role of optimizing a restaurant's physical environment in enhancing customer experience and satisfaction. Based on the findings, key recommendations include improving cleanliness, especially restroom hygiene, enhancing ventilation, and refining overall design elements. These improvements are essential to better meet customer needs and foster repeat visits.

RECOMMENDED CITATION

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