

**INFLUENCE OF SERVICESCAPE ON CUSTOMER
SATISFACTION IN RESTAURANTS WITHIN CLASSIFIED
HOTELS IN NAIROBI COUNTY, KENYA**

BY

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DECLARATION

This thesis is my original work and has not been presented for a degree in any other university.

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Declaration by Supervisors

We confirm that the work reported in this Thesis was carried out by the student under our supervision and has been submitted with our approval as university supervisors.

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DEDICATION

This thesis is dedicated to the creator, the almighty God, who gave me the wisdom and the strength to accomplish it, and to my late parents, Benson Kamau Mahui and Dorcas Mugure Kamau.

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To the almighty God be all praise, glory and honour. His blessings, favour, and guidance made this work successful.

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ABBREVIATIONS AND ACRONYMS

AC	Ambient Conditions
ANOVA	Analysis of Variance
CS	Customer Satisfaction
GDP	Gross Domestic Product
HRA	Hotels and Restaurants Authority
JKIA	Jomo Kenyatta International Airport
KNBS	Kenya National Bureau of Statistics
KSH	Kenya Shilling
KTB	Kenya Tourism Board
MoE	Ministry of Education
MoT	Ministry of Tourism
NACOSTI	National Commission for Science, Technology and Innovation
PMCC	Product Moment Correlation Coefficient
RC	Restaurant Cleanliness
RM	Restaurant Manager
TRA	Tourism Regulatory Authority
S- O -R	Stimulus – Organism – Response
SPSS	Statistical Package for Social Sciences
SLF	Spatial Layout and Functionality
SS	Servicescape
SSA	Signs, Symbols and Artefacts

OPERATIONAL DEFINITION OF TERMS

Atmospherics	The efforts to design consumption environments to produce specific emotional effects in the customer that enhance his/her purchase probability.
Ambient Conditions	Refers to background characteristics of the environment such as colour, temperature, lighting, noise, music, and scent. As a general rule, ambient conditions affect the five senses.
Customer Satisfaction	Customer's evaluation of a good or service in terms of whether that good or service has met customer's needs and expectations.
Hedonic Consumption	Those facets of consumer behaviour that relate to the multisensory and emotional aspects of one's experience. Multi-sensory means the receipt of experience through multiple senses including tastes, sound, scents, and images.
Pleasure	Refers to the degree to which the person feels good, joyful, happy, or satisfied in the situation.
Restaurateurs	Refers to a person who owns or operates a restaurant
Servicescape	The physical environment of a service organization where the service transaction occurs. It comprises of several different elements such as overall layout, design and style of décor. It also includes atmospherics such as lighting, colours, scent and music
Signs, Symbols, and Artefacts	Refers to images or items in the physical environment, which serve as explicit or implicit signals that communicate about the place to its users, help customers find their way and convey rules of behaviour.

Spatial Layout and Functionality Ways in which machinery, equipment, and furnishings are arranged, the size and shape of those items, and the spatial relationships among them, as part of the spatial layout the **functionality** of those elements allows for the same items to facilitate performance and the accomplishment of goals.

Utilitarian Consumption Useful and practical rather than being used for decoration or pleasure. For instance, utilitarian aspects of the consumption experience have often been characterized as functional and rational.

ABSTRACT

The term 'servicescapes' refers to several dimensions of the physical environment and is believed to have a strong impact on customers' satisfaction (Bitner, 1992). It comprises of different elements such as; Ambient Conditions (colour, lighting, music); Spatial layout and functionality (layout, equipment, furnishing); Signs, symbols and artefacts as well as cleanliness. Hospitality industry has grown and more customers increasingly expect a more entertaining environment to enhance the dining experience, and therefore, restaurateurs should make efforts to meet this desire with innovative and exiting designs. Most studies on servicescape have tended to focus on single elements such as music, colour and lighting. To date there is little about the entire mix of the aspects of servicescape dimensions. In addition majority of the studies done on servicescape come from North America and a few from Europe. Studies that have been done in restaurants here in Kenya have failed to capture this important area. Arising from this gap, the purpose of this study was therefore to assess the influence of servicescapes on customer satisfaction in restaurants within classified hotels in Nairobi County, Kenya. The study adopted a descriptive survey design. The target population was all the 25 restaurants within the classified hotels. Sampling frame was drawn from customers who dine in these restaurants as well the restaurant managers. The sample size consisted of 384 customers and 22 restaurant managers, systematic sampling procedure was used to select the sampled customers while purposive sampling was used to select the managers. The researcher employed structured questionnaires, interview guides and observation checklists to collect data and the response was 83%. Descriptive statistics employing frequencies, percentages and means was used to establish the demographic characteristics and perceptions of customers on the various servicescape dimensions. Pearson's moment correlation was used to assess the relationship between dependent and independent variables while simple linear regression analysis was used to test the hypotheses and the moderating effect of the demographics. Multiple regression analysis was also used to identify the best predictor variable for customer satisfaction. Findings revealed that customers were happy and satisfied with the ambient conditions; spatial layout and functionality; signs, symbols and artefacts as well as cleanliness in the restaurants. Pearson moment correlation tests revealed that there was statistically significant relationships between ambient conditions; spatial layout and functionality; signs, symbols and artefacts as well as cleanliness and customer satisfaction (p value = 0.001). Results too revealed that the best predictor variable for customer satisfaction were the signs, symbols and artefacts, while gender was found to moderate the relationship between cleanliness and customer satisfaction. The study recommends that restaurant managers take the issue of servicescape seriously as it proved to be a key indicator for customer satisfaction.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The term ‘servicescapes’, also referred to as ‘atmospherics’ and coined by Bitner (1992), refers to several dimensions of the physical surrounding or built environment that impact on customers’ satisfaction and behaviour in service organizations such as restaurants. In other words it is described as the physical surrounding of a restaurant where service between employees and customers take place. It comprises of several elements such as; ambient conditions (temperature, air quality, noise, colour, lighting, music among others); Spatial layout and functionality (space and layout, equipment, furnishings and others); Signs, symbols and artefacts (signage, personal artefacts, style of décor).

Wells and Foxal, (2012) assert that, regardless of who we are, where we come from, or what our backgrounds are, the environment in which we are in is very important in our minds because what customers want is to enjoy and have a memorable experience. Restaurateurs should therefore aim at enhancing the physical environment of their restaurants to provide these experiences. Service products usually consist of both tangible and intangible features. The Tangible elements consist of the physical environment which may include architectural designs, ambient conditions, style of decor and equipment. All these are considered as very important and are said to influence customer perceptions of the servicescape, which consequently leads to customer satisfaction. Service organizations which are able provide the most appropriate combination of both were likely to gain competitive advantage over others (Kisang, 2005; Namkung and Jang, 2008; Omar, Mohamed, and Jaafar, 2013).

The physical environment where a service is offered plays a very crucial role in making sure that the customers have a wonderful experience (Han and Ryu, 2009; Egle and Maria, 2012). Kim and Moon (2009) concurs with Han and Ryu by asserting that even if restaurants offer quality food and service, if the physical environment is not pleasing, customers may not feel completely satisfied.

According to Berry and Parasuraman, (1991) and Seung, (2012) servicescape plays a very important role in restaurants, as customers first assess the physical environment to be able to judge the type of service they are likely to receive. If the environment is good, they assume the service will also be quality. This therefore calls for restaurant managers to pay a lot of attention to servicescape since service is normally intangible. It has also been proven that indeed servicescape has a strong impact on consumption experiences (Bitner, 1992; Gilboa and Rafaeli, 2003; Namkung and Jang 2007; Han and Ryu, 2009; Ballantine, 2010; Egle and Maria, 2012). Similarly, Young and Jun, (2014) concur and assert that, customers judge service consumption experiences by what they observe in the physical surrounding.

As the restaurant industry grows there is need for Restaurateurs to focus on enhancing the physical surrounding of restaurants and not only focus on providing high quality food and service (Mohsin, 2005; Ryu and Han, 2010). The importance of having a distinctive servicescape has been embraced by hospitality stakeholders, scholars and managers, since it is considered as one of the key factors in attracting and satisfying customers in the hospitality industry (Han and Ryu, 2009; Jang and Namkung, 2009; Liu and Jang, 2009; Ryu and Jang, 2007).

Numerous studies have identified that customer reaction to the physical environment may be more emotional than cognitive, particularly when hedonic consumption is highly concerned (Ryu and Jang, 2007; Wakefield and Blodgett, 1994; Kim & Moon, 2009). While consumption of many types of service for example, consumption of fast foods is driven primarily by utilitarian (functional) purposes, consumption of leisure services for example, fine-dining experience is largely driven by hedonic (emotional) motives (Lin, 2004; Ryu and Jang, 2007). Hedonic aspects of consumption behaviour focus on the consumption experience, thus reflecting the need for entertainment and emotional worth. In contrast, utilitarian consumption is mainly task-related or functional in nature (Babin *et al.*, 1994; Wakefield and Blodgett, 1994; Jones *et al.*, 2006; Ryu and Han, 2010; Ballantine, 2010)

The physical environment is an important determinant of customer psychology for instance, disconfirmation and satisfaction. This is especially so when a service is consumed primarily for hedonic purposes and when customers spend moderate to long time periods in the place (Ryu and Jang, 2007). For instance, in the case of upscale restaurants, customers may spend two hours or more, and they experience the physical surroundings consciously and unconsciously before, during, and after the meal. In addition to food and service, pleasant physical setting that is, innovative interior design and décor, pleasing music, subdued lighting, unique colour scheme, pleasant scents and aromas, spacious layout, appealing table settings, and attractive service staff) should determine to a large extent the degree of overall customer satisfaction and loyalty (Han & Ryu, 2009, 2010; Kim & Moon, 2009; Kiran, 2013; Egle and Maria, 2012).

Matching the restaurant theme and interior décor with food served has positive impact on customer level of satisfaction (Newman, 2007). Similarly, there is strong evidence in environmental psychology to suggest that human interactions like service encounters are an integral part of the physical environment, yet this idea sometimes has been ignored in customer satisfaction studies (Bitner, 1992; Newman, 2007; Ryu and Han, 2010; Ballantine, 2010; Egle and Maria, 2012; Willam, Mingying, Hua and Shin, 2013).

The hotel and tourism industry are closely related as both sectors are key stake holders in the Ministry of Tourism (MoT) which contributes greatly to Gross Domestic Product (GDP) and employment in many ways here in Kenya. The total contribution of travel and tourism to GDP in 2014 was Kenya Shilling (Ksh) 561.8 billion (10.5% of GDP), and is expected to rise by 4.2% in 2015, and by 5.1% pa to Ksh.964.2 billion (10.3% of GDP) in 2025. Total contribution to employment in year 2014 was 9.2%, this primarily reflects economic activity generated by hotels and restaurants as well as other leisure industries. Domestic tourism has also greatly improved in recent years and as thus contribution of bed nights by domestic visitors is expected to grow from the current 47% to 50% by 2016 (Kenya Economic Survey, 2015).

This clearly indicated that, there was need to closely look into hotels and restaurants as this is where both international and domestic visitors go for leisure activities and dining out. This calls for tourism sector to look into ways of improving hotels and restaurants so as to attract more customers. Servicescape or the physical environment is one way in which Kenya could use to market the hotels and restaurants. This is supported by Kim and Moon, (2012) who posits that customers now have different criteria when deciding

on where to dine out, and continues to say that the restaurant environment is considered a major concern for those customers who wish to dine out.

In a study done by Nzioka, Kihima and Kivuva (2014) they found out that the physical facilities, physical appearance and attractiveness as well as cleanliness in restaurants are one of the key attributes that customers use when selecting restaurants and has a positive impact on customer satisfaction. Servicescape studies have not been done here in Kenya and therefore this study on servicescape was timely and offered insights in to the importance of servicescape in restaurants context in Kenya.

According to Kearney, Kennedy, and Coughlan, (2007; 2012), most studies done on servicescape originate from North America and a few from Europe. They further assert that, more research needs to be carried out in other countries in order to have viable comparisons. Therefore, given the important role played by servicescape or the physical environment in consumption settings such as restaurants and considering that Kenya as a country is relying on hospitality and tourism to attain the vision 2030, there was need to carry out a research on influence of servicescape on customers' satisfaction in classified restaurants in Nairobi County, Kenya.

1.2 Problem Statement

Service usually happens at the same time when the customer is in the restaurant together with the service provider, therefore the customer experiences the total service within the restaurant's physical environment. The physical surrounding of a restaurant where

service takes place greatly influences customers' service experience (Bitner, 1992; Chan, 2008; Han and Ryu, 2009, 2010; Ballantine, 2010; Egle and Maria, 2012).

Since services are normally intangible customers usually rely on what they see in the environment to be able to judge the restaurants capabilities, the kind of service they are likely to get and to assess their satisfaction before they even make a purchase (Spangenberg, Sprott, Grohmann and Tract, 2006; Anthony, Marcellus and Perrone, 2009; Kang, Boger, Back and Madera, 2010; Ryu and Han, 2010; Egle and Maria, 2012). The physical surrounding of a restaurant is usually rich in such cues and may be very influential in communicating restaurants image and purpose to its customers (Bigne *et al* 2005; Countryman and Jang, 2006; Kearney *et al.*, 2012).

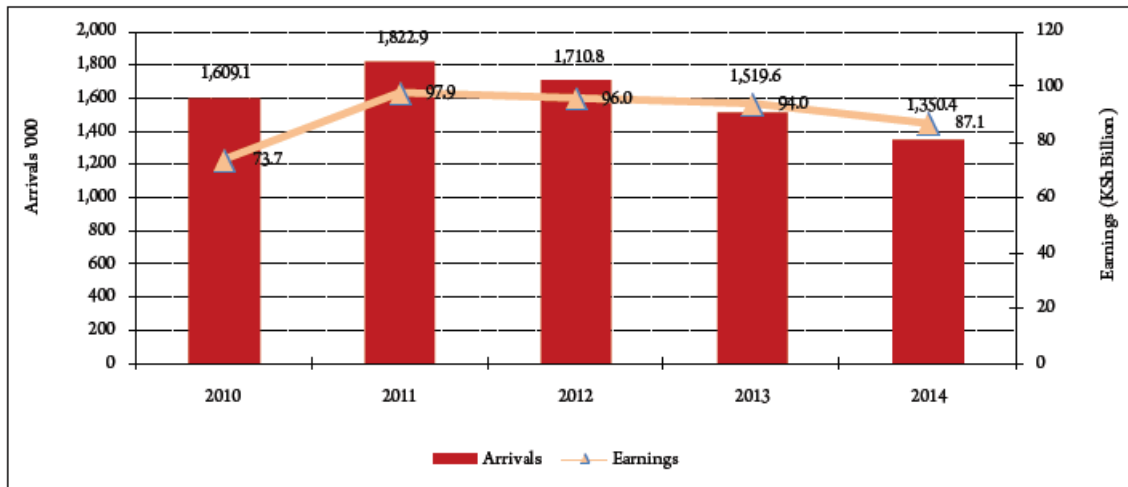
Although the importance of servicescape and physical facilities has been highlighted in numerous articles, the influence of servicescape on quality perception and satisfaction has not been adequately captured in previous studies (Newman, 2007; Jain & Bagdane, 2011; Mhlanga, Hattingl and Moolman, 2014). Ezeh and Harris (2007) and Egle and Maria (2012) further assert that, though the effect of servicescape elements on customers is widely known, there remains a surprising lack of empirical findings addressing its role in consumption settings such as restaurants. The need for further research has been called for repeatedly over the years.

Kearney *et al.*, (2007; 2012) and others assert that most studies that have been carried out on servicescape have tended to focus on single elements such as music. Only a few studies have incorporated more than one element for instance, Spangenberg *et al.*, (2006) did a research on colour and music while Babin (2003) did colour and lighting.

Spangenberg *et al.* (2006) further posits that it was important to look into the entire servicescape elements and their effect on customer satisfaction. Ezeh and Harris (2007) and Omar *et al.*, (2013) noted “it is expected that such integration of multiple elements of servicescape will increase the scant knowledge base on the global configurations of servicescapes”. To date there is little about the entire mix of the aspects of servicescape. Therefore further research was needed to examine the entire servicescape elements. Additionally, since physical environments are particularly influential factors toward customer reactions in hedonic services, there is a need to understand how customer satisfaction and behaviour change depending upon their perception of physical environmental elements (Bitner, 1992; Ryu and Han; 2010).

According to Kearney *et al.* (2007 ; 2012) and Mhlanga *et al.* (2014) majority of studies done on servicescape come from North America and a few from Europe. They further assert that more research needs to be carried out in other countries in order to have viable comparisons. There was a growing interest in the area of services and the growing importance of investigating service environments. Hospitality service is complex, so restaurateurs should not only focus on offering high quality food and services but also other elements such as the physical environment. Studies that have been done in restaurants here in Kenya have failed to capture this important area.

At the same time, the hotel and tourism industry contributes immensely to the Kenyan economy. Each year it records impressive growth results in terms of foreign exchange earnings and international visitor arrivals in Kenya (Table 1.1). For instance, international visitor arrivals in year 2014 were 1,350,600 which earned Kenya 87.1 billion.

Table 1.1: International Visitor Arrivals and Tourism Earnings 2010-2014

Source: Kenya Economic Survey, 2015

Domestic tourism has also greatly improved in recent years as nowadays Kenyans have a culture of going out for leisure activities and dining out. As it was evident from (Table 1.2), the number of hotel bed night's occupancy by Kenyan residents from year 2010 to 2014 has increased (Kenya Economic Survey, 2015).

Table 1.2: Hotel Bed-Nights Occupancy by Country of Residence, 2010-2014

	'000				
Country of Residence	2010	2011	2012	2013	2014*
Permanent Occupants ¹	52.9	58.5	46.3	57.6	98.7
Germany	563.2	677.0	748.9	751.1	751.7
Switzerland	83.1	95.8	98.2	96.9	82.1
United Kingdom	964.7	765.9	521.6	498.3	275.0
Italy	651.0	495.3	415.5	234.8	156.2
France	222.7	239.5	160.0	113.9	75.6
Scandinavia	84.1	113.2	154.5	143.5	120.0
Other Europe	364.6	484.0	448.5	482.2	341.5
EUROPE	2,933.4	2,870.6	2,547.2	2,320.6	1,802.2
Kenya Residents	2,348.9	2,603.4	2,787.7	2,699.1	2,948.7
Uganda	67.9	76.2	81.8	110.2	67.7
Tanzania	61.5	68.5	69.2	64.5	62.0
East and Central Africa	84.6	101.5	115.9	104.3	101.3
West Africa	55.1	63.1	55.9	63.3	68.0
North Africa	28.3	30.9	23.9	29.0	37.3
South Africa	88.1	88.4	88.2	91.1	75.2
Other Africa	66.2	50.8	40.7	37.5	37.0
AFRICA	2,800.6	3,082.7	3,263.3	3,199.0	3,397.2
U.S.A	254.2	283.8	291.5	294.6	293.9
Canada	59.8	64.7	55.9	61.8	59.9
Other America	33.1	38.4	40.1	36.8	35.2
AMERICA	347.2	386.9	387.4	393.3	389.0
Japan	40.8	43.0	41.9	48.1	38.9
India	91.1	110.1	110.3	101.1	110.3
Middle East	36.6	43.6	50.2	50.6	57.4
China	50.7	89.6	114.0	105.9	92.1
Other Asia	42.9	53.0	68.2	54.4	49.4
ASIA	262.3	339.3	384.5	360.1	348.1
Australia and New Zealand	60.2	63.0	56.9	62.3	58.4
All Other Countries	205.6	214.1	175.2	203.9	188.0
TOTAL-OCCUPIED	6,662.3	7,015.2	6,860.8	6,596.7	6,281.6
TOTAL-AVAILABLE	17,161.8	17,419.6	18,849.6	18,292.2	19,877.2
Occupancy rate %	38.8	40.3	36.4	36.1	31.6

*Provisional

¹Persons staying one month or more in one hotel, including some block bookings for air crew**Source: Kenya Economic Survey, 2015**

For this reason, it was also important to look into the hotel and restaurant industry in Kenya and find a way of marketing the hotels and restaurants with unique concepts. The servicescape of the restaurants is one way in which Kenya can use to market the hotels and restaurants so as to attract more customers and gain a competitive advantage which would assist in attaining the vision 2030. Therefore there was need to carry out a research on servicescape in restaurants within classified hotels in Nairobi County, Kenya.

1.3 Purpose of the Study

The purpose of this research was to assess the influence of servicescape on customer satisfaction in restaurants within classified hotels in Nairobi County, Kenya. Servicescape has proved to play a particularly important role in consumption settings like restaurants. This is because customers often rely on what they see in the physical environment to evaluate the quality of food and services they are likely to get in a restaurant and to assess their satisfaction. This research was therefore deemed timely and important as no such research had been carried out here in Kenya.

1.4 General Objective of the Study

The general objective of this study was to assess the influence of servicescape on customer satisfaction in restaurants within classified hotels in Nairobi County, Kenya.

1.5 Specific Objectives of the Study

The study was guided by the following objectives:-

- 1) To assess the influence of ambient conditions on customer satisfaction in restaurants within classified hotels in Nairobi County.
- 2) To establish the influence of spatial layout and functionality on customer satisfaction in restaurants within classified hotels in Nairobi County.
- 3) To explore the effect of signs, symbols and artefacts on customer satisfaction in restaurants within classified hotels in Nairobi County.

- 4) To determine customer's perceptions of cleanliness and their effect on satisfaction in restaurants within classified hotels in Nairobi County.
- 5) To determine the moderating effect of the demographics (gender, age, marital status and income) on the relationship between servicescape dimensions and customer satisfaction in restaurants within classified hotels in Nairobi County.
- 6) To determine the best predictor variable for customer satisfaction in restaurants within classified hotels in Nairobi County.

1.6 Hypotheses

H_{O1} There is no statistically significant influence between ambient conditions and customer satisfaction.

H_{O2} There is no statistically significant influence between spatial layout and functionality and customer satisfaction.

H_{O3} There is no statistically significant influence between signs, symbols and artefacts and customer satisfaction.

H_{O4} There is no significant relationship between facility cleanliness and customer satisfaction.

1.7 Significance and Justification of the Study

The findings of this study would be beneficial to the policy makers in the Ministry of Tourism (MoT) in that they would be more informed when making decisions to support the hospitality industry given its importance in achieving the vision 2030.

Second, the findings of this study would be beneficial to restaurant operators as they would have a deeper understanding of the relative influence of servicescapes on customer satisfaction in a restaurant setting. This would in turn help them in decision making on matters concerning the improvement of their facilities. This would make them differentiate their restaurant product from others and not just rely on food quality and service, which can make them have a distinctive competitive advantage.

The results of this study would add more knowledge on servicescapes which would in turn help all the stakeholders in industry. It would help them in understanding the importance of servicescape in restaurants and what effect they have on customers. This would in turn help managers and stakeholders in the industry when making decisions on how to enhance the physical surroundings of the restaurants or coming up with new ones. This would help market the restaurants with unique concepts which would give them a competitive advantage and consequently increase patronage and revenue. Customers nowadays want to go to restaurants not only to have meals but have an experience.

Finally, it would contribute to the body of knowledge on servicescape and act as a reference document for those wish to carry out research in the field.

1.8 Delimitations

The study on the influence of servicescape on customer's satisfaction was delimited to restaurants within classified hotels therefore generalising the findings to different restaurant segments should be approached with care.

The study only focused on the dimensions of servicescapes suggested by Bitner (1992) that is, ambience conditions, spatial layout and functionality, and signs, symbols and artefacts as well as cleanliness.

1.9 Limitations

The major limitation encountered was that some of the restaurant managers would not allow their customers to be given the questionnaires to fill. This was however overcome by explaining to them the importance of the research and that the findings will also be confidential and beneficial to them.

1.10 Assumptions of the Study

The following were the assumptions of this study;

- 1) The respondents would be cooperative and provide the relevant information willingly, honestly and timely.
- 2) The time and resources available would sufficient for the envisaged study.
- 3) It was assumed that servicescape dimensions; ambient conditions; spatial layout and functionality; signs, symbols and artefacts as well as cleanliness lead to customer satisfaction.
- 4) It was assumed that the distribution of scores was sufficiently large to form a normal distribution curve and homogeneous

1.11 Conceptual Framework

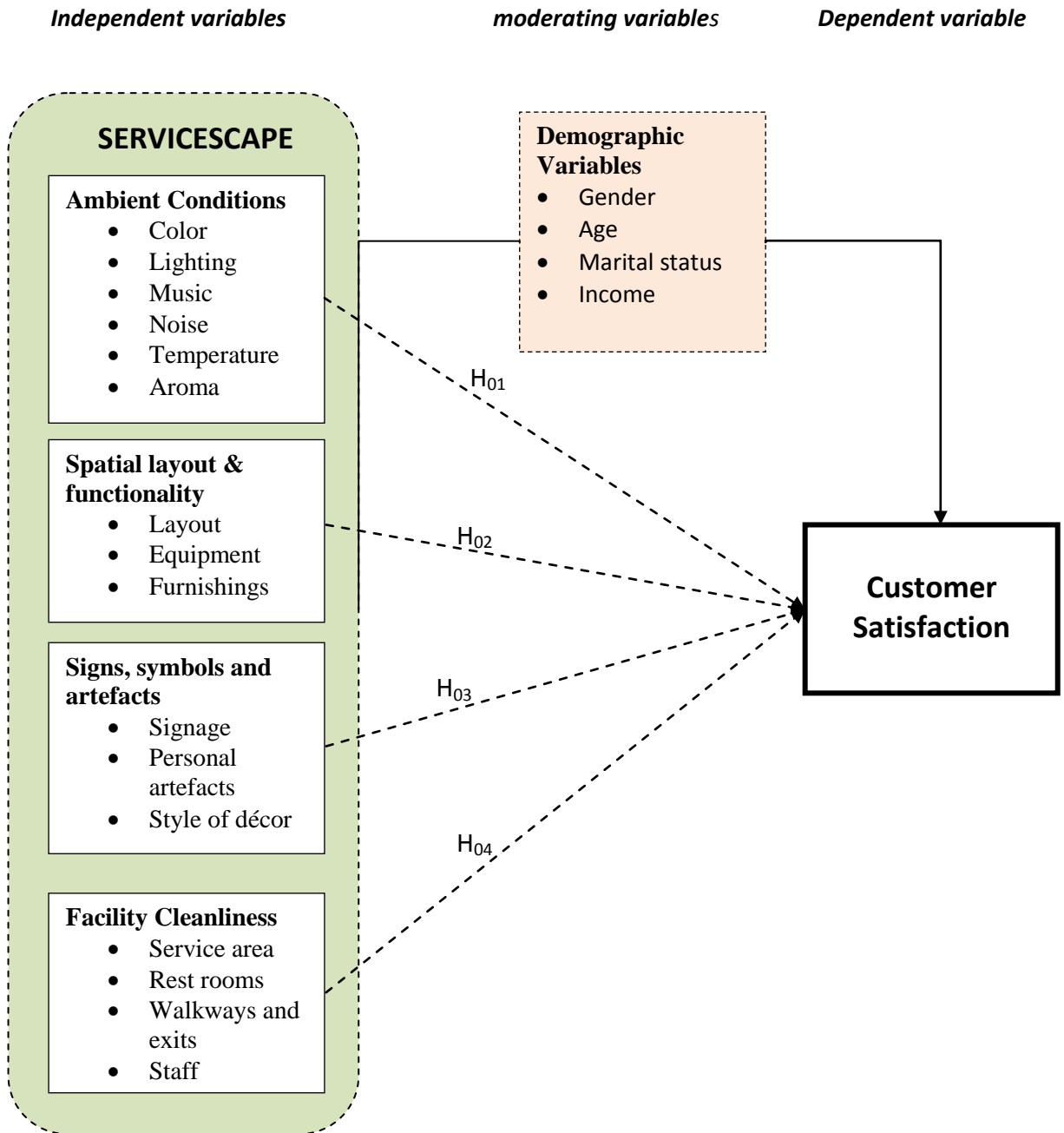


Figure 1.1: Servicescape Model in a Restaurant Context

Source: Adapted from Bitner's 1992 model and modified by the researcher.

A conceptual framework is referred to a graphical representation of the theoretical interrelationships of variables of the study (Uzel, 2015).

The conceptual framework is based on Bitner's (1992) theoretical framework which asserts that the physical surroundings also referred to as "servicescapes" are conceived as comprising of (1) ambient conditions, (2) space & function, and (3) signs, symbols & artefacts. These are all taken together to include physical evidence which individuals perceive, moderate cognitively and emotionally, and respond to in the environment (Reimer and Kuehn, 2005; Ryu and Han, 2011). Basically Bitner's servicescape model (1992) is a more comprehensive version of the Stimulus – Organism – Response (SOR) model originally advanced by Mehrabian and Russel (1974).

At a basic level, this framework assumes that the physical surroundings influence customers' satisfaction and behaviours (Bitner, 1992). This model proposes that due to the unique characteristics of services such as intangibility, perishability, and inseparability, the physical environment in which a service occurs can greatly impact on a customer's perception of the service ultimately delivered. This is because customers usually evaluate the capabilities and quality of a restaurant by assessing the physical surrounding (Berry and Wall, 2007; Jang and Namkung, 2009).

The independent variables in this model include; ambient conditions; spatial layout and functionality; signs, symbols and artefacts as well as facility cleanliness while the dependent variable is satisfaction. Customers evaluate each of the above servicescape (SS) dimensions to form perceptions of servicescape, this perceptions further influences

satisfaction and consequently brings about the approach – avoidance behaviour. These were highlighted by Mehrabian and Russell's theoretical model of 1974 as Stimulus-Organism-Response (S-O-R) paradigm. The model proposes that servicescape stimuli affect emotional states of customers and thus leads to approach-avoidance responses. The researcher extended Bitner's model by addition of facility cleanliness which is important in consumption settings like the restaurants.

Moderating variables such as demographic variables (for example, Gender, age, marital status, income); emotional states; expectations as well situational factors could affect both the dependent and independent variables. The moderating variables affect the way an individual perceives the servicescape in that customer's responses to environment will often be affected by the mood state that is, whether a person is happy, depressed, anxious and the like, purpose of visit as well expectations of the person. For example, an individual who comes to a restaurant with their own formed expectations or high expectations, if the expectations are not met, then they are likely to be dissatisfied. On the other hand, someone who visits a restaurant when in a bad mood, unhappy or depressed may perceive servicescape differently which again may make one dissatisfied. On demographics, a male and a female customer may perceive the servicescape differently as well as persons of different age groups. For example a young person may perceive a certain physical environment differently from an older person thus making one either satisfied or dissatisfied.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Literature review in this study was organized in line with the objectives under the following sub-topics; effect of ambience conditions on customers, effect of spatial layout and functionality; signs, symbols and artefacts; perceptions of customers on restaurant cleanliness; servicescape and customer satisfaction; moderator variables; theoretical underpinnings and summary of reviewed literature.

2.2 Servicescapes

Bitner (1992) refers to the servicescape as the “built environment” or, more specifically, the “man-made, physical surroundings as opposed to the natural or social environment”. He proposes that servicescape consists of three dimensions, including; Ambient Conditions that is temperature, air quality, noise, colour, lighting, music, scent and others; Spatial layout and functionality that is layout, equipment, furnishings; Signs, symbols and artefacts for example signage, personal artefacts, style of décor, among others.

Hospitality service has unique characteristics therefore restaurant owners and stake holders should focus on the physical environment and not just rely on provision of quality food and services (Kivela, Inbakaran and Reece 2000; Voon, 2011). Han and Ryu (2009) and Hooper, Coughlan and Mullen, (2013) assert that a high quality physical environment, using ambient conditions like colours and lighting, good layouts and

spacing can make the customers more satisfied. It was high time that the restaurateurs in Kenya focused on the physical environment of restaurants so as to attract more customers.

The importance of physical environment of service organizations have become more pronounced in the last few years, with more and more people starting to carry out researches on the impact of servicescape on customer satisfaction (Gilboa and Rafaeli, 2003; Han and Ryu, 2009; Ballantine *et al* 2010; Egle and Maria, 2012). The majority of this work have focussed on the effects of the physical attributes of the customers' internal environment, or as Kotler (1983) referred to it as 'atmospherics'. According to Kotler (1983) the term "atmospherics" means the way restaurateurs make an effort to enhance the internal environment of the restaurants. Bitner (1992) concurred with Kotler (1983) and coined the term 'servicescapes' referring to the man – made built environment or features meant to facilitate the service offered to customers. The study of servicescape has not been carried out in Kenya and there was need to do so, considering that the tourism sector is one of the identified economic pillars in achieving the vision 2030.

It is widely recognized that service environment comprises of both tangible (that is, buildings, equipment and furniture) and intangible for example, lighting, colours, music, air quality among other elements which make up the service experience (Hoffman and Turley, 2002; Ryu and Han, 2009; Kearney *et al* 2012) noted that each year a lot of money is spent by restaurateurs on creating special lighting, colours, background music, carpeting and fixtures, all with the hope of creating an atmosphere that is conducive to

restaurants success. (Babin, Hadesty and Suter,(2003); Countryman and Jang, 2006; Kang *et al*, 2010; Jain and Bagdare, 2011).

According to Baker *et al.*, (1988); Wakefield and Blodgett, (1994); Namkung and Jang, (2007); Han and Ryu, (2011) restaurant aesthetics refers to a function of architectural design together with interior design and décor, all of which contribute to the attractiveness of the physical environment. As customers approach or drive via an upscale restaurant with an attractive view they are likely to imagine the dining area; customers often spend hours observing consciously and subconsciously the interior of the dining area. These evaluations are likely to affect their attitudes towards the restaurant (Baker *et al.*, 1988). In addition to the appeal of the dining area's architectural design, customers may be influenced by the colour schemes of the dining area's walls and floor coverings. Other aspects of interior design, such as pictures and paintings, plants and flowers, ceiling decorations, and wall decorations may also serve to enhance the perceived quality of the physical environment (Namkung and Jang, 2007). Restaurants in Nairobi County, Kenya need to be renovated so as to look appealing to the customers both from inside and outside.

2.3 Influence of Ambient Conditions on Customers

Ambient elements are intangible background characteristics that tend to affect the all the five senses and may have a subconscious effect on customers. These background conditions include temperature, lighting, noise, music, and scent (Baker, 1987; Kang *et al*, 2010; Jain and Bagdare, 2011). Bitner, (1992) also concurs and refers to ambient conditions as intangible aspects affecting individual responses to the environment and

they include background characteristics of the physical environment such as lighting level, temperature, aroma, and background music among others. The importance of ambience to create an image and influence customer satisfaction is particularly pertinent in the hospitality industry (Ryu and Jang, 2008).

Kim *et al.*, (2010) noted that ambient conditions are characteristic of the service environment that pertains to the five senses. Even when they are not consciously noted, they impact upon people's emotional well being, perceptions and even attitudes. The resulting atmosphere then creates a mood which is perceived and interpreted by the customers. Ambient environment or atmosphere is composed of literally hundreds of design elements and details which have to work together to create desired service environment (Baker 1987; Kim and Moon, 2009).

Ryu and Jang (2008) in their study on customers' perception of dining environment found out that in addition to the quality of food and service, a pleasant physical surrounding should determine to a large extent, the degree of overall customer satisfaction and loyalty (Han and Ryu, 2009; Kim and Moon, 2009). A restaurant with a pleasant ambience can influence customer satisfaction despite serving substandard food (Magnini and Parker, 2009). However, different customers will perceive the ambience of a particular restaurant differently based on expectations, purposes, and moods (Kim and Moon, 2009).

Wells and Foxal, (2012) on the other hand identified three primary dimensions of quality ambience in restaurants which influence customer satisfaction. These are ambient conditions (elements related to aesthetic appeal such as colour, lighting, music, among others); spatial layout and functionality; and signs, symbols and artefacts.

2.3.1 Colour

Khouw, (2004) points out that “people see and interact with colour within both natural and built environments and that about 80% of the information that people assimilate through the senses is visual”. A restaurant is a place where customers satisfy hunger as well as experience excitement, pleasure, and a sense of personal wellbeing (Stevens and Knutson, 1995; Jones and Prine, 2002). Aesthetic factors for example colours, lighting and artefacts are elements that can contribute to the creation of a restaurant environment that provides a positive dining experience to customers. According to Bitner (1992) Individuals’ perceptions of a restaurant servicescapes tend to include many aesthetics elements such as style of decor, furniture, pictures, paintings and architecture. It is also evaluated by including sensory inputs such as colour of the environment. All these elements contribute to the formation of customers’ image of the restaurant and influence their judgements. Therefore, in order to analyze the psychological impact of aesthetic elements in servicescapes, one must understand the many ways in which people perceive their surroundings (Gifford, 1988; Bitner, 1992; Babin, Hardesty and Suter, 2003)).

There are many facility aesthetics that exist within a restaurant but colour could be considered as one of the most important attribute because of its impact in forming the first impressions to customers. According to Knutson *et al* (1990) “it is usually easier to

meet or exceed customer expectations when the first impressions have been positive”. Colours have certain behavioural connotations and influence states of mind as well as the perception of some physical qualities of the immediate environment. If used resourcefully in design of these environments they can influence the user’s emotional states, making them happy and exited (Wells *et al.*, 1979; 2012; Kim and Moon, 2009).

Baker *et al.* (1992; 2006); Levy and Weitz (2012) points out that “colour does more than just give people objective information, it actually influences how people feel”. The presence of colour is even more important in interior environments in generating positive feelings such as warmth, comfort and calmness. Similarly according to Babin, Hardesty and Suter, (2003)” colour is a strong visual component in a physical setting, particularly in an interior setting”. Ballatine *et al.*, (2010) also points out that colours are one of the obvious visual cues in the physical surroundings and has shown that different colours stimulate different personal moods and emotions. Kuller *et al* (2010; 2011) concurs that colour can contribute to the mood of a restaurant and that different colours and/or colour combinations can portray a different message or image to customers.

Customer reactions to the physical environment are related to their emotional states, particularly in the hedonic consumption situation (Wakefield and Blodgett, 1996; Lucas, 2003; Newman, 2007; Ryu and Jang, 2007). While many types of service are utilitarian or function-oriented dining at theme restaurants, family chain restaurants, upscale restaurants, or consuming leisure services are usually hedonic or emotion centred (Wakefield and Blodgett, 1994; Ryu and Jang, 2007; Kim and Moon, 2009). In this

respect, the servicescape of a restaurant can either enhance or inhibit customers' feelings and emotions states and should be taken seriously by all the stake holders in the industry

2.3.2 Lighting

Countryman and Jang (2006) noted that first, lighting can be designed to guide people's movement through space and secondly lighting can be designed in such a way that it has a positive influence on the appreciation of a space, via the perception of that space. Research indicates that there is the relationship between lighting level preferences and individuals' emotional responses as well as their levels of satisfaction.

In another research, Baron (1990) pointed out that "subjects had more positive affect in conditions of low levels of lighting compared to high levels of lighting" and that "the level of comfort was increased at relatively low levels of light, while comfort decreased with high levels of light" (Countryman and Jang, 2006; Egle and Maria, 2012; Quartier and Van, 2008). In addition lighting can be one of the most powerful physical stimuli in restaurants, particularly in upscale restaurants. While bright lighting at fast-food restaurants for example McDonald's may symbolize quick service and relatively low prices, subdued and warm lighting may symbolically convey full service and high prices (Areni and Kim, 1994; Kisang Ryu and Han, 2010).

These has been supported by Kumar *et al* (2010; 2011) who assert that what most of us assume is proven scientifically, that bright lighting conditions in combination with orange coloured walls induce feelings of low quality restaurants and low price perceptions. Soft lighting conditions on the other side appear to increase feelings of high quality

restaurants and high price perceptions. They further assert that lighting can be used to draw attention away from less attractive areas and also highlight certain areas of interest in the restaurant. Lighting help to create excitement, to change a customers' mood and help improve the restaurant image.

2.3.3 Music

Yalch and Spangenberg (1993) examined the effect of background music on customer behaviour and satisfaction in restaurants. Findings indicated that “music tempo variations could significantly affect number of purchases, length of stay at table, and estimated gross margin of the restaurant. In addition, music is a more highly controllable physical element than other atmospheric elements”. Music may range from soft to loud, slow to fast, vocal or instrumental, light rock to heavy rock, or classical to contemporary urban.

Jain and Bagdane, (2011) argue that music has been seen to affect customers' responses to service environments, in a typically positive manner. Morrison, Gan, Dubelaar and Oppewal, (2011) noted that, “playing music in service environments is like adding a favourable feature to a product, and the outcome is a more positive evaluation of the environment”. This argument suggests that the presence of music will result in customers having more favourable judgements of a restaurant environment compared with a restaurant environment without music. Ryu and Jang, (2008) concurs and asserts that music affects customer perceptions while consuming food in restaurants, and Morrison *et al.*, (2011) suggested that music can reduce issues with waiting. Restaurateurs should therefore make effort play music in restaurants.

Most people love music, not only is music a great mood enhancer, soothing us when we need to relax and stimulating us when we need a boost, but when used effectively music also has the power to influence our attitudes, behaviour, and the effects of music don't end there; that's why it's important for a business or restaurant to use music to its advantage (Milliman and Mark, 1982; 1986; Dube and Morin 2002;2007; Jacob,2006; Chebat, Chebat and Vaillant, 2001; Nguyen and Lebanc, 2002). As one psychologist and lecturer in Music Psychology, Dr Vicky Williamson as quoted by Jain and Bagdane, (2011) says

“Have you ever walked into a hotel, restaurant, store, etc. and been greeted with graveyard silence? The experience is uncomfortable and somewhat intimidating, you feel like the focus is on you and every move you make is being watched. It can be a massive deterrent to customers, who will simply look elsewhere for a more inviting and comforting atmosphere. Hoteliers who played background music in their restaurants had happy and satisfied customers who stayed 18% longer and made 17% more purchases”

Hashin, Moharnad and Raja (2011) asserts that, as music is such a key factor to setting the atmospherics in your restaurant, it is vital that the right style of music is played. He continues to say that fast music increases the customer turnaround in restaurants, and slow music, increases the individual customer spend. This is because loud, fast music increases arousal, meaning customers tend to eat faster. Similarly, slow music make customers drink slower, eat fewer bites per minute and make them more likely to order that extra glass of wine. On the other hand according to Hashin , Moharnad , Raja (2011) postulate that hospitality businesses get different kind of customers throughout

the day, and therefore it is important to have music which suits your interior brand and caters for everyone. For example, a bar or restaurant could be quiet early afternoon, and get lively as soon as it gets to happy hour, so restaurant managers need to play music that reflects the change in atmosphere.

In addition, Wood and Allan, (2012) found out that customers tend to perceive that they spend less time in restaurants when there is music than when there is no music. A slower music tempo and lower volume has positive effect and can increase customer willingness to purchase and spend money more than fast music. Diners too spend more time and when the music matches their musical taste. Restaurateurs in Kenya should aim at playing good music in restaurants which customers like, as this increases patronage and makes them stay for a longer time thus increasing sales.

Psychologist and lecturer, Dr Vicky Williamson as quoted by Jain and Bagdane, (2011), sums up the effects of music on consumer behaviour and satisfaction rather nicely,

“Music positively influences consumer mood/emotional states through psychophysiological reactions and autobiographical memory associations. Silence by comparison can be intrusive, as it throws unwelcome attention on the consumers’ behaviour.”

“Music also provides an effective and adaptable tool for bringing a sense of pleasure and relaxation, thereby promoting a positive attitude, and boosting a sense of brand identity, customer satisfaction and loyalty.”

2.3.4 Temperature

Hui and Bateson, (1991) asserts that psychological research suggests that certain temperatures are associated with negative effect. This is also supported by Bell and Baron (1977) who argue that low temperatures for example around 62°F are associated with negative affective states. Both heat and cold are more intense stimuli than temperatures that are considered comfortable. A positive association between high effective ambient temperatures and antisocial behaviour has been demonstrated in laboratory experiments (Griffitt and Veitch, 1971; Sundstrom and Sundstrom, 1986; 1989).

Hui, Dube and Chebat (1997) and Nguyen and Leblanc (2002) posits that comfortable temperature and fresh air in a restaurant, may result in customers having more favourable perceptions of an operation and evaluating their experiences more positively. Similarly, Dube and Morin, (1999); Han and Rye, (2010) adds that, temperature of the restaurant affects customers physiologically for instance if the temperature is too cold or too hot in the restaurant, customers will feel uncomfortable. The comfort will be reflected through their avoidance behaviour (Zelthaml and Bitner, 2000; 2003; 2006). They will choose another restaurant to go to in the next visit.

2.3.5 Aroma

The influence of pleasant scents as a powerful tool in increasing sales has gained much attention in the retail and restaurant businesses (Bone and Ellen, 1999; Hirsch, 1991; 1995; Lin, 2004; Mattila and Wirtz, 2001). Retailers and restaurateurs know that aroma can have an impact on a customer's desire to make a purchase. Barker *et al*, (2002);

Chebat & Mishon, (2003) and Spangenberg *et al*, (2006) concur and assert that aroma in restaurants is one environmental factor that have shown to have influence on customer emotions and purchasing behaviour. They argue that when customers encounter a pleasant scent, they may experience some elevation in mood. For example vanilla essence has been shown to be perceived as pleasant by both males and females.

Ambient scents might also simply influence a customer's mood, emotion or subjective feelings (Eroglu and Machleit, 1993; Bone and Ellen, 1999; Hirsch, 1995; Morin and Ratneshwar, 2002, 2003; Jinsloo, Hwang and Chiyung, 2013; Zemka and Shoemaker, 2007). Similar to other environmental stimuli for example music, scent should be evaluated with other environmental cues when examining the impact of the physical surroundings on customer behaviour and satisfaction. Individuals do not evaluate the physical environment based on only one environmental stimulus. All discrete pieces combine to form a holistic picture. In this case, it is through various environmental cues that individuals receive input through their sensory systems to form a mental picture, which then stimulates an emotional response (Lin, 2004).

2.4 Influence of Spatial Layout and Functionality on Customers

Spatial layout refers to the way facility, equipment and furnishing are arranged, the size and shape of these items and spatial relationship among them (Han and Ryu, 2010). Functionality refers to the ability of the aforesaid items to facilitate customers' enjoyment and comfort. For instance the effective layout and functionality will provide for entry and exit and at the same time make ancillary areas like restrooms more accessible and this in

turn creates a positive impression among the restaurant customers which leads to customer satisfaction (Harris and Goode, 2010).

Baker and Cameron, (1996) and Kim *et al*, (2012) too assert that spatial layout refers to the way in which objects for example machinery, equipment, and furnishings are arranged within the environment. Just as the layout in discount stores facilitates the fulfilment of functional need, an interesting and effective layout may also facilitate fulfilment pleasure needs (Wakefield and Blodgett, 1996; Kim, Ok and Canter, 2010). Spatial layout that makes people feel constricted may have a direct effect on customer quality perceptions, excitement levels, and indirectly on their desire to return. This implies that service or retail facilities that are specifically designed to add some level of excitement or arousal to the service experience such as in an upscale restaurant should provide ample space to facilitate exploration and stimulation within the physical environment (Machleit, Kellaris and Eroglu, 1994; Wakefield & Blodgett, 1996; Kim *et al.*, 2010). This is supported by Bitner, (1992) who purports that a well-ordered spatial layout makes customers more likely to feel comfortable and customers perceive convenience and safety when they move around in a restaurant.

Furnishings in a service setting encompass the objects and materials that are used within the environment (for example, furniture). The impact of furnishings can be manifested through the affective response of comfort (Wakefield and Blodgett, 1996; Kim *et al*, 2010). Customers who are comfortable should experience more positive affective states (Kim *et al.*, 2010). Creating dining environments that make customers feel comfortable is a key goal of designers and operators. Seating comfort is likely to be a particularly salient

issue for customers in the upscale restaurant context where customers may sit for a number of hours. Seat comfort can be influenced by the physical seat itself as well as the space between the seats. Some seats may be uncomfortable because of their design (for instance, hard benches without back support) or condition (deteriorating or wet). Seats may be also uncomfortable because of their proximity to other seats. Customers may physically and psychologically feel uncomfortable if they sit too close to the customers next to them (Barker & Pearce, 1990; Ryu and Jang, 2008).

Previous research related to perceived crowding suggested that cramped seating quarters were likely to be perceived as displeasing and of poor quality (Eroglu and Machleit, 1990, 2005; Hui and Bateson, 1991; Egle and Maria, 2012). Therefore, comfortable seats with ample space might reduce the feeling of being crowded. Seating comfort refers to the level of physical comfort desired from the seating quality and it is determined by the physical seat itself as well as the space between the seats (Chan, 2008; Lam, Chan, Fong and Lo, 2011). Wake field and Blodgett, (1996); Lam *et al.*, (2011) found that seating comfort in casino setting is significant for customers who stay longer in the facility. On the same note spacing and comfort of the seats in classified restaurants was paramount as customers do not just go there to have quick meals. They spend some time in the facility experiencing the environment as they dine.

2.5 Influence of Signs, Symbols and Artefacts on Customers

Signs, Symbols and Artefacts in the servicescape provide cognitive guidance in locating specific areas and physical features (Wakefield and Blodgett, 1996; Kim *et al*, 2010). The clarity and number of such signs, symbols and artefacts are among the characteristics that

assist consumers' cognitive activity and facilitate and ease transit through the servicescape, thus, minimising feelings of being lost (Newman, 2007). Quality of signage to exits provides guidance and reduces frustration (Anthony *et al.*, (2009).

Signs and symbols are very important since they are the ones which guide on how to move around and sometimes symbols communicate important information that one needs to know for example **no smoking**. As Kim *et al.*, (2010) asserts "customers automatically try to draw meaning from signs and symbols". They also draw cues from them to help them form expectations about the type and level of service that is being offered. They use them to guide through the service environment and service process. Customers get angry and frustrated if they cannot get clear signals from the servicescape. They must be used appropriately by the service providers to guide customers through the service delivery process (Newman, 2007 and Anthony *et al.*, 2009).

The findings are also supported by Zelthaml and Bitner (2007); Kim and Moon (2010) postulates that signs, symbols and artefacts are used to enhance a certain image or direct customers to desired destinations. For instance signs displayed on the exterior and interior of restaurants serve as explicit signals that communicate about the restaurant to guests. Signs may be used as labels for example "name of the restaurant; for direction purposes for example entrances and exits and to communicate rules.

Symbols and artefacts communicate less directly than signs, giving cues to patrons about a restaurant (Zelthaml and Bitner, 2007). For example white table cloths and subdued lighting convey symbolic meaning of fine dining and relatively high prices. Signs, symbols and artefacts are important in forming first impression for guests and for

communicating the type services to expect. When customers are unfamiliar with a particular restaurant, they look for environmental cues or signals, for example table cloths, table setting, menu card designs, brochures, lighting, type of furniture and style of décor as well as food presentation to help them classify the restaurant, which helps them form expectations (Zelthaml and Bitner (2007); Kim and Moon 2010).

This is supported by Jang and Namkung, (2009); Kisang and Heesup, (2010) and Lam *et al.* (2011) who posit that flatware, chinaware, silverware glassware, and linen can be good tools to influence customers' perceptions of overall restaurant service quality. The way in which the table is decorated for example an attractive candle and flower on the table can also make customers feel that they are in a prestigious environment. This dimension though has been largely ignored in the literature probably because it is very unique and valid only to upscale restaurants (Lam *et al.* (2011).

2.6 Perceptions of Cleanliness on Customers

Cleanliness is an essential aspect of the restaurant industry. As dining-out rate has been increased, the issues of restaurant cleanliness and food safety have become increasingly emphasized from both managerial and customer viewpoint. (Seung Ah Yoo, 2012)

Restaurant cleanliness is considered one of the most significant conditions when customers evaluate overall restaurant quality or decide their levels of satisfaction (Seung, 2012). Many studies found that cleanliness is a significant factor in a customers' evaluation of restaurant quality, which can affect customers' level of satisfaction (Zeithaml, Parasuraman *et al.* 1990; Pettijohn 1997; Qu 1997; Becker, Murrmann *et al.*

1999; Bienstock, DeMoranville *et al.* 2003; Threevitaya 2003; Aksoydan 2007; Barber and Scarcelli 2009; Jang and Liu 2009; Barber and Scarcelli 2010).

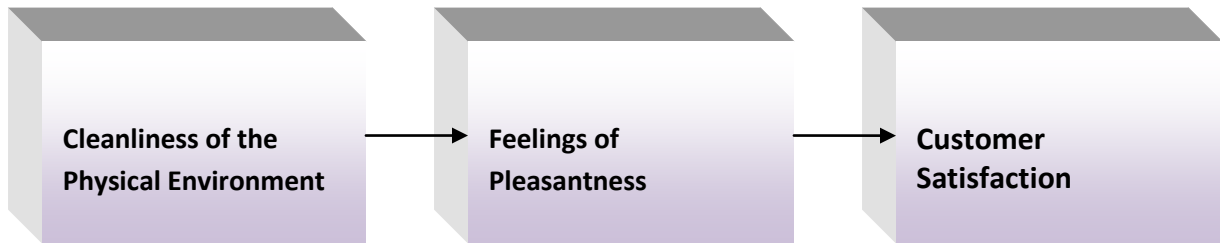


Figure 2.1: Impact of Cleanliness of Servicescape on Customer Satisfaction

Source: Adapted from Barber and Scarcelli (2010).

Bienstock *et al.*(2003) evaluated food safety and sanitation procedures in relation to customer perceptions of service quality in restaurants using three items; dining room cleanliness, restroom cleanliness and food safety. According to their study, unless food safety and cleanliness were obvious to customers, the link to service quality was not evident (Bienstock, DeMoranville *et al.* 2003). Threevitaya (2003) found, in Thailand, that restaurant hygiene and cleanliness were the first factors customers considered when dining out. Zeithaml *et al.*(1990) and Aksoydan (2007) suggested that food service establishments that failed to meet the standards of food hygiene and cleanliness expected by customers would be assessed as having poor or low quality service. Pettijohn (1997) found quality, cleanliness, and value to be the three most important attributes customers consider in selecting restaurants. The cleanliness of the restroom was also found to be an important criterion when a customer evaluates the overall quality of a foodservice establishment (Klara 2004; Barber and Scarcelli 2009).

It is argued that in service establishments like restaurants, the degree of cleanliness carries special importance as it has the potential to impact customers first impression of the service and thereby, customer satisfaction and intentions to revisit. Barber and Scarcelli, (2009) assert that a professional employee uniform may effectively convey an organization's image and core values in a very up-close-and-personal way. Tombs and McColl-Kennedy (2003) further claimed that service staffs are related to the desired social density, which affects customer affective and cognitive responses which consequently leads to customer satisfaction.

It is also important to understand customer's expectations or perceptions of restaurant cleanliness. If a restaurant manager or employee fully understands what aspects a customer considers in determining restaurant cleanliness then they can design their products and service to meet customers' expectations. Several scholars have conducted studies about restaurant cleanliness and they found relationship between customer satisfaction and restaurant cleanliness (Stevens, Knutson *et al.* 1995; Becker, Murrmann *et al.* 1999; Barber and Scarcelli 2009; Barber and Scarcelli 2010).

Similarly, many studies found that cleanliness is a significant factor in a customers' evaluation of restaurant quality which can affect customers' level of satisfaction (Zeithaml, Parasuraman *et al.* 1990; Pettijohn 1997; Qu 1997; Becker, Murrmann *et al.* 1999; Bienstock, DeMoranville *et al.* 2003; Threevitaya 2003; Aksoydan 2007; Barber and Scarcelli 2009; Jang and Liu 2009; Barber and Scarcelli 2010).

2.7 Servicescape and Customer Satisfaction

Customer satisfaction is the degree of correspondence between the expectations that a potential customer has for a product or service, and the perceived service that is in fact provided. If the perceived service fulfils or exceeds the standard of comparison it is based on, customer satisfaction arises (Ladhari, Brun and Morales, 2008; Mc Dougall and Levesque, 2000; Muhammand *et al*, 2014). Ryu and Han (2011) also points out that if perceptions more or less positively correspond with expectations, then one can speak of stabilized customer satisfaction.

The physical environment is an important determinant of customer psychology for example disconfirmation and satisfaction as well as behaviour (that is patronage and word-of-mouth), when a service is consumed primarily for hedonic purposes and when customers spend moderate to long periods of time immersed in a particular atmosphere (Ryu and Jang, 2007; Wakefield and Blodgett, 1994). For instance, in the case of upscale restaurants, customers may remain within an eatery's confines for 2 hours or more, and they take in their physical surroundings consciously and unconsciously before, during, and after the meal.

In addition to food and service, a pleasant physical setting (for example, innovative interior design and décor, pleasing music, subdued lighting, a unique color scheme, agreeable ambient odours, a spacious layout, appealing table settings, and attractive service staff should determine to a large extent the degree of overall customer satisfaction and loyalty resulting from the restaurant visit (Han and Ryu, 2009; Kim and Moon, 2009; Sulek and Hensley, 2004; Turley and Milliman, 2000). Ryu and Jang (2007) argues that

dining is more than eating out for a majority of customers as they may not want to feel at home. They may seek a memorable experience away from home, and atmosphere can play a critical role in creating that memorable experience.

Evidence has emerged over a number of years to suggest that the surroundings within a service act as a form of non-verbal communication and influence a customer's beliefs about the overall service and service provider leading to customer satisfaction (Hightower, 2003; Rapoport, 1982; Muhammand *et al*, (2014). Similarly, Rapoport, (1982); Zeithaml and Bitner (1996); Ryu and Han,(2011) too assert that physical surroundings can influence how customers believe the products and services they will receive inside the building, they can also influence the level of pleasure leading to satisfaction, and they can have tangible impact upon customers physical comfort and discomfort.

Noise level, background music, and seating surface in the restaurant are some examples. A number of empirical studies have demonstrated the importance of servicescape characteristics on customer satisfaction and perceptions of service quality (Bitner, 1992; Rapoport, 1982; Zeithaml and Bitner 1996;2007; Wakefield and Blodgett, 1996; Newman, 2007; Anthony *et al*, 2009; Kisang, 2005; Harris and Ezech, 2008; Threemitaya, 2003; Aksoydan, 2007; Ryu and Han, (2011; Kim *et al* ,2012; Muhammand *et al*, 2014; Morrison *et al*,2011; Ryu and Jang, 2008; Barber and Scarcelli 2009; Eagle and Maria, 2012; Countryman and Jang,2006; Lam *et al*, 2011) among others.

2.8 Moderator Variables

The role of moderators has received relatively little attention although their importance was acknowledged early by (Mehrabian and Russell, 1974). The general influencing

characteristics to include age, gender, community, financial situation and marital status, as well as psychological factors such as role in family, lifestyle, value judgments', and personality. Finally, although largely neglected by researchers, time is an important factor (Knasko, 1989; Spangenberg *et al.*, 2006; Bouzaabia and Rym, 2014).

With increasing age, shoppers are increasingly irritated by inability to find what one needs, bad smells, cleanliness, being deceived by a salesperson, and high pressure selling (d' Astous, 2000). Working women consider employee behaviour in shopping malls more important than homemakers, whereas homemakers are more concerned about accessibility and their overall evaluation are strongly influenced by emotional responses. Re patronage decisions were significantly influenced by overall evaluation of the mall only in case of working women (Hirsch, 1995; Raajpoot, Sharma and Chebat, 2008; Bouzaabia and Rym, 2014). Household size, for instance, increases the likelihood that an in-store stimulus triggers unplanned purchases, presumably because it becomes more difficult to remember each household member's needs (Hirsch and Gay 1991; Inman, Winer and Ferraro, 2009; Mantilla and Wirtiz, 2001; Gueguen and Petr, 2006).

Similarly, Bitner's servicescape model, (1992) suggests considering age, gender, marital status, financial situation (income), community, individual personality traits as well as situational factors for example expectations, mood, plans and purposes for being in the physical environment to have a moderating effect of customers' responses. Expectations are known to play a critical role in the formation of disconfirmation process by serving as a comparison standard. However, the nature of expectations might differ across

customers depending on many factors, such as past experience, word-of-mouth reports, advertising, policies, and price.

Similarly, situation-specific measures, particularly past experience (first-timers versus repeaters) could moderate the effect of customers' perceptions about the quality of physical environment on disconfirmation. For instance, perceived quality of physical environment might vary depending upon target segments (for example, first-time visitors versus repeat visitors). Customers in various frequency stages may evaluate their needs and preferences in food service differently. First-time visitors are more likely to have more complex and differentiated images of products and services than repeat visitors (Petrick, 2004; Hashim *et al.*, 2011). However, a repeat customer is likely to judge the discrepancy between expectations and performance more exactly. Repeaters are desirable because they will require less persuasion to make a repeat visit than first-timers.

2.9 Theoretical Underpinnings Related to Servicescape.

The researcher reviewed some theories related to servicescape or physical environment and the way it affects consumers or customers. Mossberg (2001) explains servicescape as the physical surroundings in which the service is produced, delivered and consumed. Mossberg (2001) argues that a comfortable and attractive atmosphere can lead to higher consumption and higher satisfaction among customers and employees. Kotler (1973-74) observed and concluded that a customer wants and buying intentions change according to the atmosphere. He argues that the atmosphere can be designed to give the consumer a feeling of being important or special, and went further to explain the importance of and to classify the physical surroundings for the customers purchase behaviour.

confirmed in extensive literature (Donovan and Rossiter, 1982; Wirtz, Mattila and Tan, 2000; Newman, 2007). As noted by Harris and Ezeh (2008) “these studies confirm the very widely held stance that customers do indeed respond to servicescapes stimuli”. Their behavioural responses can be classified as either approach or avoidance (Mehrabian and Russell, 1974).

Bitner (1992) and Hoffman and Turley (2002) similarly, have all classified these responses in the following manner:

- 1) A desire physically to stay in (approach) or to get out of (avoid) the environment.
- 2) A desire or willingness to explore or look around the environment (approach) or a tendency to remain inanimate in the environment (avoid) and not interact with it.
- 3) A desire or willingness to communicate with others in the environment (approach) as opposed to a tendency to avoid or ignore communication attempts from others (avoid).

Bitner’s Theoretical Framework

Bitner’s (1992) model proposed that the servicescape comprises of all physical elements that can be controlled by service provider. In this way, they are able to enhance customer and employees actions. Essentially Bitner’s servicescape model (1992) is a more comprehensive version of the Stimulus – Organism – Response (SOR) model originally advanced by Mehrabian and Russel (1974).

The model also takes a holistic view of the internal environment as it relates to the perceived servicescape. Bitner (1992) suggests consumer's perception's are influenced by tangible cues (the physical environment), because they often must form opinions of the service through means other than direct physical contact. Bitner (1992) suggests that a service organization's environment may in fact have a strong impact on consumer's perception of the service experience. She also suggests that customers often look for cues about an organization's capabilities or the quality of the services and that the physical environment is rich with these types of cues. The physical environment is posited to influence the customer's ultimate satisfaction with the service (Bitner 1990; 1992). Bitner's (1992) model 'infers' from the environmental psychology literature that:-

- Customers and employees both respond to the physical environment of a service provider cognitively, emotionally and physiologically.
- These responses are what influence customer's behaviors. The servicescape can be viewed as a form of non-verbal communication that creates meaning through environmental cues. Thus, according to Bitner, the servicescape may elicit cognitive responses, or the servicescape may help the consumer categorize the service organization mentally. In these occasions, physical cues enable customers to perform this categorization process. Bitner (1992) relies on Shostack (1977) and Zeithaml (1981, 1988) to suggest that because of services high intangibility and inseparability they generally "afford fewer intrinsic cues on which to form beliefs about service quality" therefore, the customer must rely on altruistic cues like servicescape to infer quality.

At a basic level, this framework assumes that the physical surroundings influence customer behaviours and satisfaction (Bitner, 1992; Muhammand *et al.*, 2014). This model identified that due to the unique characteristics of services such as intangibility, perishability, heterogeneity and inseparability, the physical surroundings that a service occurs in can greatly impact on a consumer's perception of the service ultimately delivered. This is because before purchase, customers commonly look for cues about the firm's capabilities and quality (Kisang and Heesup, 2010; Mill, 2013). With the realisation that consumers are influenced by their physical environment, comes the opportunity to influence the design of the setting. Each individual comes to a particular service organisation with a goal or purpose that may be aided or hindered by the setting. Indeed, a firm may want to ensure a particular progression of events – that is, following a script, with the ultimate purpose of designing environments being to enhance individual approach behaviours (Bitner, 1992).

2.10 Summary of Reviewed Literature and Gaps Identified

It was evident that customers quite often rely on physical evidence or tangible cues in order to evaluate services provided before purchase. The servicescape elements that influence customers include facility interior design (for example, ambient conditions, spatial layout and functionality, signs, symbols and artefacts as well as cleanliness). Servicescape plays a substantial role in deciding whether customers are satisfied, which influences how long they stay in the facility or whether they will make a repeat visit (Zeithaml *et al.*, 2009; Han and Ryu, 2009; Egle and Maria, 2012). According to Kisang, (2003) in his study on dinescape in up-scale restaurants also observed that, the physical

environment may determine to a large extent the degree of overall customer satisfaction and subsequent behaviour.

Hospitality industry has grown and more customers increasingly expect a more entertaining atmosphere to enhance the dining experience, restaurateurs should make an effort to meet that desire with innovative and exiting designs. Innovative restaurant designs make dining out more exiting to customers (Kearney *et al.*, 2012; Egle and Maria, 2012; Hooper *et al.*, 2013).

According to Kearney *et al.*, (2007; 2012) most studies on servicescape have tended to focus on single elements such as music, colour and lighting. There was little about the entire mix of the aspects of servicescape dimensions, this study tried to address this gap by looking into the entire servicescape elements. In addition majority of the studies done on servicescape came from North America and a few from Europe and so it was important to carry out the study in Kenya in order to have viable comparisons. Studies that have been done in restaurants here in Kenya have focused on the quality food and services offered and have failed to capture this important area. This study on servicescape in restaurants within the classified hotels in Nairobi County, Kenya therefore tried to address these gaps. The study was timely and important as the hotel and tourism sector is the second largest source of foreign exchange revenue.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The chapter describes the methods and procedures that were employed in this study. It covers the research design, study area, target population, sampling techniques, and research instruments as well as data collection procedures and data analysis.

3.2 Research Design

According to Taylor (2005) descriptive research is used to draw a picture of the topic and describe characteristics of the phenomenon and is mainly used when specific research questions or hypotheses are formulated. On the other hand a research design is described as a frame or blueprint for conducting a research project in other words it can be described as a work plan. The function of the research design is to ensure that the results obtained enable us to answer the initial questions as unambiguously as possible (Saunders *et al.*, 2002; 2007).

In view of the above definitions, this study adopted a cross-sectional descriptive survey design. This design was useful in gathering information and facts from customers and managers on the effects of servicescape on customer satisfaction in restaurants within classified hotels in Nairobi County, Kenya. A cross-sectional descriptive survey design involves collecting data from a cross-section of the population at one point in time. Egle and Maria (2012) points out that a cross-sectional study is one of the most often used descriptive designs in marketing research. This design was chosen and considered ideal because helped it to describe the relationship between the dependent and independent

variables, that is, relationship between ambient conditions and customer satisfaction; spatial layout and functionality and customer satisfaction; signs, symbols and artefacts and customer satisfaction as well as cleanliness and customer satisfaction. The study employed the use of questionnaires and interviews to collect data from the respondents.

3.3 Study Area

The study was carried out in restaurants within the classified hotels in Nairobi County, Kenya (Appendix 12). Nairobi being the capital city of Kenya has the highest number of restaurants which are within the classified town hotels (Appendix 5). Out of the 53 classified town hotels in Kenya, 25 of them are in Nairobi County (Appendix 6) which translates to forty seven percent (47%), almost half of the hotels. This therefore made it ideal for the study as it offered a wider sampling frame. Nairobi also hosts many regional and international visitors (Table 3.1). At the same time, being home to Jomo Kenyatta International Airport (JKIA) gives it an added advantage as visitors first arrive in Nairobi and dine in its restaurants.

Table 3.1: Hotel Bed-Nights by Zone, 2010-2014

	'000				
Zone	2010	2011	2012	2013	2014*
Coastal-Beach	3,243.0	3,144.6	3,132.6	2,750.3	2,527.7
Coastal-Other	151.1	283.8	260.0	124.0	95.9
Coastal Hinterland	119.6	82.3	88.7	125.5	133.2
Nairobi-High Class	1,123.6	1,155.7	1,145.0	1,175.3	1,119.1
Nairobi-Other	410.7	526.2	490.5	455.7	388.0
Central	463.5	683.3	526.0	622.2	686.3
Maasailand	472.6	418.6	443.7	473.0	479.5
Nyanza Basin	301.2	301.9	252.1	345.3	357.7
Western	364.1	374.9	464.3	454.1	433.3
Northern	12.9	43.9	57.8	71.2	60.9
TOTAL-OCCUPIED	6,662.3	7,015.2	6,860.8	6,596.7	6,281.6
TOTAL-AVAILABLE ...	17,161.8	17,419.6	18,849.6	18,292.2	19,877.2

*Provisional

Source: Kenya Economic Survey, 2015

3.4 Target Population

Population refers to the entire group under study as per the objectives of the research (Neumann, 2003). The target population for this study comprised of all the 25 restaurants which were within the classified hotels in Nairobi County (Appendix 6). The sampling frame consisted of customers who dine in these restaurants as well as the restaurant managers. It was not possible to establish the target population of the customers as the numbers keep fluctuating depending on room occupancy, number of conferences and walk in guests. However, the estimation was over 10,000 customers.

3.5 Sampling Techniques

Systematic random sampling was used to select the customers where every third customer was picked to fill the questionnaire. This method is useful in situations where the population elements arrive at a certain location over time (Maree, 2005).

For the restaurant managers' purposive sampling was used to pick one restaurant manager from each of the restaurants within classified hotels in Nairobi County. In hotels there are various managers but the restaurant managers were purposively selected since they are the ones who operate the restaurants and therefore were believed to have the correct information being sought. Jackson, (2009) asserts that, purposive sampling allows the researcher to use cases that have the required information with respect to the objectives of the study. Cases of subjects are therefore handpicked because they are informative.

3.6 Sample Size

All the 25 restaurants within the classified hotels were used for the study. However, three of the restaurants were left out for pre-testing leaving 22 which were then used for the final study. This ensured a more comprehensive coverage. For the customers the sample size was calculated according to Fisher, Storman and Heaton (1998) formula which is used in social sciences in determining the sample size as quoted by (Mugenda and Mugenda, 2008), calculated as follows:

$$n = Z^2 \frac{pq}{d^2}$$

Where n = the desired sample size; z = the standard normal deviate at the required confidence level; p = the proportion in the target population estimated to have characteristics being measured; q = -p and d = the level of statistical significance set.

The proportion of the target population therefore was 0.50; the z statistics was 1.96; the desired accuracy was 0.05. The sample size therefore was;

$$n = (1.96)^2 \frac{(0.5) * (0.5)}{(0.05)^2} = 384$$

For the restaurant managers, one manager was picked from each restaurant which gave a total of twenty two (n = 22) managers who were interviewed.

Table 3.2: Summary of Study Sampling Design

Target Population	Population Size	Sample Size	Sampling procedure
Customers	>10,000	384	Systematic Random Sampling
Restaurant Managers	22	22	Purposive Sampling
Total		406	

3.7 Research Instruments

The study employed the use of semi-structured questionnaires to collect data from customers, interviews schedules for restaurant managers and observation checklists.

3.7.1 Questionnaires

Self administered closed and open ended questionnaires were used. The questionnaires were administered to the sampled customers visiting the restaurants. The study used questionnaires based on Parasuraman *et al.*, (1991); Bitner, (1992); Wakefield & Blodgett, (1996); Ryu and Jang, (2008); Omar *et al*, (2010); Eagle and Maria, (2012); Kearney *et al*, (2012), who have carried out researches on servicescape and customer satisfaction in the past. The questionnaire had three sections; the first section consisted of questions relating to the demographic characteristics of the respondents that is, gender, age, marital status, educational level, income level among others.

The second section measured customers' perceptions of the various servicescape dimensions, that is, ambient conditions; spatial layout and functionality; signs, symbols and artefacts as well as restaurant cleanliness. The third section had questions relating to the overall customer satisfaction with the restaurants. A five- point Likert Scale with 1

denoting strongly disagree and 5 denoting strongly agree was used. According to Malhotra and Birks (2007) Likert Scale allows the respondents to choose a degree of disagreement or agreement with each of the statements given. There were also some open ended questions at the end to seek the opinion of the customers on whether they thought the physical environment in restaurants was an area restaurant managers needed to put a lot of emphasis on. Finally, they were asked to give advice to the managers on how to improve the physical environment/ambience in their restaurants (Appendix 2).

3.7.2 Interviews Schedules

Semi structured interview guides were used to collect information from the restaurant managers in the classified restaurants. The purpose of the interviews was to get supplementary information concerning influence of servicescape on customers' satisfaction in the classified restaurants (Appendix 3). The information gathered helped in discussing the results

3.7.3 Observation Checklist

Observation checklist was used to observe the following; lighting and lighting fixtures in the various restaurants; colours used; dining tables and chairs; signs and symbols; music played as well the general restaurant ambience (Appendix 4). Observation method was used as it has an advantage of studying an institution's facility or process in its natural setting thereby providing a richer understanding of the subject (Veal, 2006).

3.8 Pre-testing

The research instruments were pre-tested using thirty (n = 30) customers in three restaurants which were not used in the final study. According to Sheathsley, (1983) a pre-

test with 10-30 cases is sufficient to reveal the major difficulties and weaknesses in a test questionnaire. The main objective of a pre-test is to eliminate potential problems, enable the researcher to observe time it took to fill the questionnaire and to improve validity and reliability. The questionnaire can be tested in terms of question content, wording, sequence, instructions, questions difficulty, ambiguity, form and layout (Malhotra and Birks, 2007). After the pre-test corrections on the questionnaires were made where some questions which seemed ambiguous were rephrased and others which looked similar deleted.

3.9 Validity

Validity is about whether the measuring instrument actually measures what it is intended to measure and accurately achieves the purpose of which it was designed (Cohen, Cohen, West and Alken, 2003). The researcher used content validity to test research instruments' validity which was ascertained through expert reviews (that is, experts in the field and a statistician) to ensure set questions helped to collect the intended responses. Secondly, the scales used in this study were adapted from established existing measures that were applied and validated in previous studies (Parasuraman *et al.*, 1991; Bitner, 1992; Wakefield & Blodgett, 1996; Ryu and Jang, 2008; Omar *et al.*, 2010; Eagle and Maria, 2012; Kearney *et al.*, 2012).

3.10 Reliability

Reliability was ensured by giving the respondents the instruments to fill where the results were replicated. Reliability is the measure of the degree to which a research instrument yields consistent results after repeated trials (Mugenda, 2008). A reliability analysis

using Cronbach's alpha test was performed to test the internal consistency of the all the measurements.

An alpha of 0.7 or above was considered acceptable as a good indication of reliability (Foxall, 1997; Ryu and Jang, 2008). Those items that did not meet the 0.7 threshold were restructured or removed

Table 3.3: Reliability Results

Constructs	Number of items	Cronbach's Alpha Result
Ambient Conditions	27	.933
Spatial Layout and Functionality	7	.881
Signs, symbols and artefacts	10	.886
Restaurant Cleanliness	6	.940
Rating importance of SS elements	7	.727
Overall satisfaction	5	.949

Ambient Conditions

A reliability test was done to test the consistency of the measurements using the Cronbach's Alpha. The 27 items on ambient conditions were used. A Cronbach's Alpha of 0.933 was obtained (Table 3.3) which was way above the recommended threshold of 0.7. Having attained the threshold value, the 27 items were aggregated by taking their average to give rise to the ambient condition index.

Spatial Layout and Functionality

A reliability test was done to test the consistency of the measurements using the Cronbach's Alpha. The 7 items on spatial layout and functionality were used. A Cronbach's Alpha of 0.881 was obtained (Table 3.3) which was way above the recommended threshold of 0.7. Having attained the threshold value, the 7 items were aggregated by taking their average to give rise to the spatial layout and functionality index.

Signs, Symbols and Artefacts

A reliability test was done to test the consistency of the measurements using the Cronbach's Alpha. The 10 items on signs, symbols and artefacts were used. A Cronbach's Alpha of 0.886 was obtained (Table 3.3) which was way above the recommended threshold of 0.7. Having attained the threshold value, the 10 items were aggregated by taking their average to give rise to the signs, symbols and artefacts index.

Restaurant Cleanliness

A reliability test was done to test the consistency of the measurements using the Cronbach's Alpha. The 6 items on restaurant cleanliness were used. A Cronbach's Alpha of 0.940 was obtained (Table 3.3) which was way above the recommended threshold of 0.7. Having attained the threshold value, the 6 items were aggregated by taking their average to give rise to the restaurant cleanliness index.

Rating Importance of Servicescape Elements

A reliability test was done to test the consistency of the measurements using the Cronbach's Alpha. The 7 items on importance were used. A Cronbach's Alpha of 0.727 was obtained (Table 3.3) which was above the recommended threshold of 0.7. Having attained the threshold value, the 7 items were aggregated by taking their average to give rise to the importance index.

Level of Satisfaction

A reliability test was done to test the consistency of the measurements using the Cronbach's Alpha. The 5 items on customer satisfaction were used. A Cronbach's Alpha of 0.949 was obtained (Table 3.3) which was way above the recommended threshold of 0.7. According to Foxall (1997); Ryu and Jang (2008) an alpha of 0.7 is considered acceptable as a good indication of reliability. Having attained the threshold value, the 5 items were aggregated by taking their average to give rise to the customer satisfaction index.

3.11 Data Collection Techniques

Prior to data collection, the researcher first visited the sampled restaurants to seek permission from the managers and explain the purpose of the research. The researcher with the help of two research assistants then personally visited the restaurants and distributed questionnaires to every third customer who walked into the restaurant. The researcher first explained the aim of the study to the customers and requested them to participate. It was emphasised that the researcher would treat the information provided as

confidential and anonymous. Customers who were willing to participate in the study would receive a questionnaire. Those who needed assistance in filling the questionnaire and those who wanted more clarification on certain items were assisted. Completed questionnaires were picked as customers left the restaurants. For restaurant managers, the researcher would book appointments with them when they were available. The researcher would ask the questions and write down the responses.

3.12 Response Rate

Data was collected from customers who visited the restaurants within classified hotels in Nairobi County as well as the restaurant managers in those restaurants. The target numbers of customers was 384 and 22 restaurant managers giving a total of 406 respondents. The number of questionnaires which were dully filled and returned was 314 while all the twenty two (22) restaurant managers were interviewed as scheduled. The response rate was therefore was 83% that is 336 respondents (Table 3.3). According to Mugenda and Mugenda (2003) a response rate of 60% is good, while that of 70% and over is very good. This is also supported by Johnson and Wislar (2012) who assert that a response rate of 60% is used as a threshold for quality surveys in social sciences.

Table 3.4: Response Rate

Category of Respondents	Sample	Response	Response Rate
Customers	384	314	82%
Restaurant Managers	22	22	100%
Total	406	336	83%

3.13 Data Analysis

After the data collection, raw data was edited where the questionnaires were checked for completeness and accuracy to make sure there were no missing entries which could affect the results. Data was then coded for example the question on gender male was assigned 0 and female 1. Data on perceptions of customer on the various servicescape elements were on a likert scale ranging from 1 denoting strongly disagree to 5 denoting strongly agree. These data was then keyed into Statistical Package for Social Sciences (SPSS) version 17.0. Descriptive analysis employing frequencies, percentages, means and standard deviations were used to summarize quantitative data and then presented using tables, graphs and charts. Qualitative data from interviews was organised into themes and used to complement the quantitative data which were presented using direct quotes or voices. Observations on the other hand were reported verbally and by use of pictorials.

Pearson's Moment Correlation coefficient (PMCC) was used to assess the relationship between dependent and independent variables. For example, the relationship between ambient conditions and customer level of satisfaction. Correlation analysis permits one to

analyse several variables either singly or in combination affecting a particular phenomenon being studied (Jackson, 2009). Simple linear regression model was used to test the four hypotheses while significant regression coefficient was used to test the moderating effect of the demographics (gender, age, marital status and income) on the relationship between servicescape dimensions and customer satisfaction. Multiple linear regression model analysis was employed to determine the best predictor variable for customer satisfaction. The following regression model was used:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where;

Y = Dependent Variable

β_0 = Constant

β_1 to β_4 = Coefficients to be estimated

X = Independent Variables

Where;

X_1 = Ambient Conditions (AC)

X_2 = Spatial Layout and Functionality (SLF)

X_3 = Signs, symbols and Artefacts (SSA)

X_4 = Restaurant Cleanliness (RC)

e = the error term describes the characteristics of the difference between independent and dependent variable.

The regression output of the beta and significance coefficients were used to interpret the influence of independent variables on the dependent variable.

Table 3.5: Research Objectives and Methods of Analysis

Research Objectives	Method of Analysis
1) To assess the influence of ambient conditions on customer satisfaction in restaurants within classified hotels in Nairobi County.	Descriptive Analysis Pearson's Moment Correlation Simple linear regression coefficient
2) To establish the influence of spatial layout and functionality on customer satisfaction in restaurants within classified hotels in Nairobi County.	Descriptive Analysis Pearson's Moment Correlation Simple linear regression coefficient
3) To explore the effect of signs, symbols and artefacts on customer satisfaction in restaurants within classified hotels in Nairobi County.	Descriptive Analysis Pearson's Moment Correlation Simple linear regression coefficient
4) To determine customer perceptions of cleanliness and their effect on satisfaction in restaurants within classified hotels in Nairobi County	Descriptive Analysis Pearson's Moment Correlation Simple linear regression coefficient
5) To determine the moderating effect of demographics gender, age, marital status and income on the relationship between servicescape dimensions and customer satisfaction in restaurants within classified hotels in Nairobi County.	Significant linear regression coefficients
6) To determine the best predictor variable for customer satisfaction in restaurants within classified hotels in Nairobi County.	Multiple regression coefficients

3.14 Logistical and Ethical Considerations

Permission to conduct the research in the classified restaurants was first sought from the National Commission for Science, Technology and Innovation (NACOSTI) which is under the Ministry of Education (MoE). Before the commencement of the research the researcher personally visited the restaurants to explain to the managers the purpose of the research and to seek their consent before collecting data from the customers and also taking photographs. The researcher too booked appointments with the managers to conduct interviews when they were not busy. Consent from customers was also sought

before giving them the questionnaires to fill. Both managers and customers were given assurance that the information collected would be treated with utmost confidentiality. This was ensured by not asking the customers to put their names on the questionnaire and making sure the restaurants were coded so that names do not appear.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

In this chapter the findings, discussion and implications of the present study are presented. The purpose of this study was to assess the influence of servicescape on customer satisfaction in classified restaurants in Nairobi County, Kenya. To achieve this purpose the information presented was guided by the study objectives.

The first section covered the background information such as demographic characteristics of the respondents (that is, gender, age, marital status, education level, nationality and monthly income). The second part covered perceptions about the servicescape or physical environment (that is, ambient conditions, spatial layout and functionality, signs, symbols and artefacts, cleanliness among others), relationship between the dependent variable (customer satisfaction) and independent variables of the study and testing of the hypotheses. The other part was on determining the moderating effect of demographics (gender, age, marital status and income) on the relationship between servicescape dimensions and customer satisfaction. The last part was on determining the best predictor variable for customer satisfaction. The data was presented using tables, charts and graphs, both descriptive analysis and inferential statistics were used then interpreted and discussed in line with the study objectives so as to enable the researcher report the results in detail.

4.2 Background Information of the Respondents

It was important to find out the background information of the respondents as this enables the researcher to know the kind of respondents in terms of age, gender, education and income. These normally has implications in terms of how different people perceive different things, for example the way a female customer may perceive a certain servicescape element may be different from the way a male customer may perceive the same. . This is in line with a study carried out by Raajpoot and Chebet (2008) evaluating irritant shopping and eating environments, they found out that women are significantly more irritated by inappropriate temperature, size of the restaurant ('too small') or crowding.

4.2.1: Gender of the Respondents

The study sought to find out the number of males and females who responded to the questionnaires. The results are presented in Figure 4.1

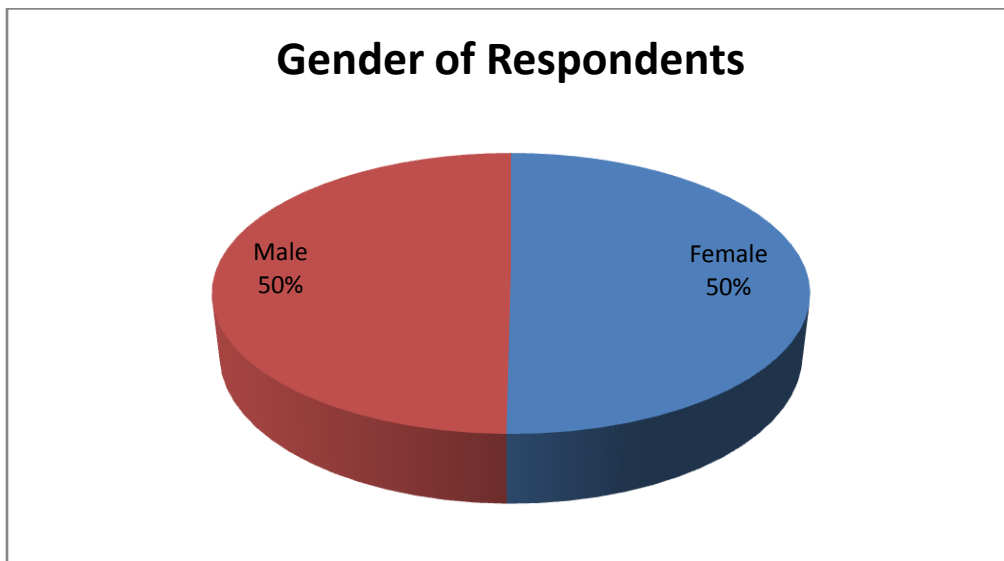


Figure 4.1: Gender of the respondents

The results in Figure 4.1 show that the females were (50%) and the males were also (50%) this means there was an equal representation of both genders. This therefore means females are nowadays visiting the restaurants as much as the males. This could be attributed to the fact that more females are nowadays as well educated as the males and holding good jobs and earning more money than it was some years back. These results are in agreement with those of Bond Marybeth (2015) who points out that women travel statistics indicate that women consumers now drive the world's travel economy. Women are earning more, spending more and influencing all levels of the travel industry. Women's purchasing power in the travel segment has never been higher; women (young, old, single, married and widowed) are fuelling an explosive growth in travel industry. This implies that when Restaurant Managers (RM) were striving to make their restaurant environments look pleasing they should consider both male and female equally.

4.2.2 Age of Respondents

The respondents were asked to indicate their ages. It was important to ask for the ages in this study so as to know how the servicescape dimensions influence the different age groups. The results are displayed in Figure 4.2

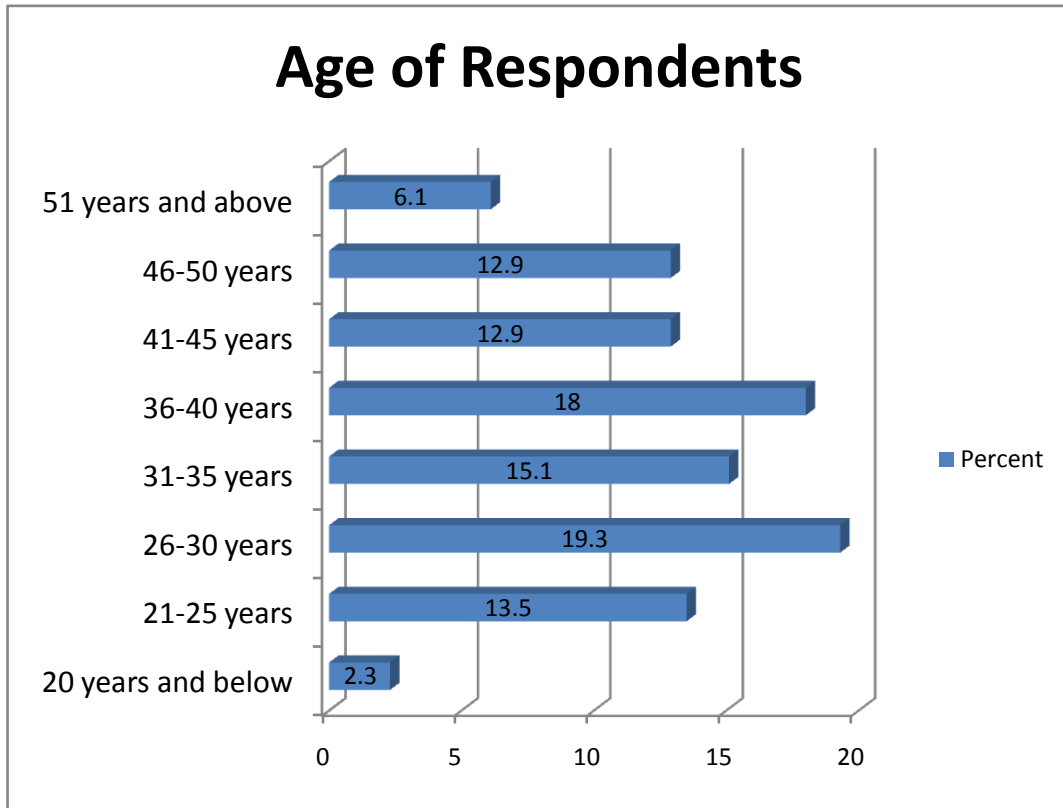


Figure 4.2: Age of the respondents

The results in Figure 4.2 indicate that the highest age was 26-30 years (19.3%), followed by 36-40 years (18%), 31-35 years (15.1%), while the age groups of 41-45 and 46-50 had the same percentage that is (12.9%) respectively. Age groups with the lowest percentages were those who were twenty years and below (2.3%) followed by those who were 51 years and above with (6.1%). This shows that most respondents were youth and people in their middle age and this can be explained by the fact that these are people who mostly are in the workforce and have money to go out, spend and have fun. The categories who had the lowest percentages were those who were 20 years and below which can be explained by the fact most of them are still in school and not working, while the other category with the lower percentage (51 years and above) could be having

the money but most of them may not be as energetic as the young people and perhaps not as adventurous as the younger groups. This concurs with past studies by Fox (2007) and Kivela (2006) who observed the same trends in their respective related studies. This implies that the restaurant managers should target the youth and those who are in their middle ages as they seem to form a good sizeable number.

4.2.3 Marital Status

The respondents were asked to indicate their marital status and the results are shown in

Figure 4.3

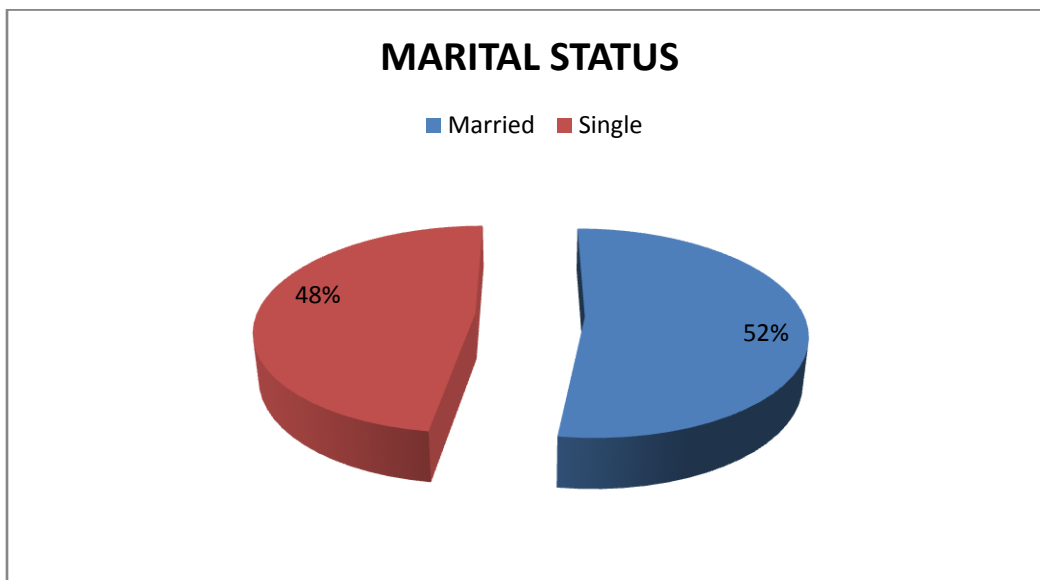


Figure 4.3: Marital status of the respondents

Results in Figure 4.3 indicate that 52% of the customers were married and 48% were singles. This shows that a majority of the respondents were married, though by a small margin. This could be attributed to their ages as earlier results indicated that most of the respondents ranged between 25 – 40 years of age and therefore most likely to be

married. However, this implies that the managers should target both the married and the unmarried.

4.2.4 Respondents' Level of Education

The respondents were asked to indicate their highest level of education and the results are displayed in Figure 4.4

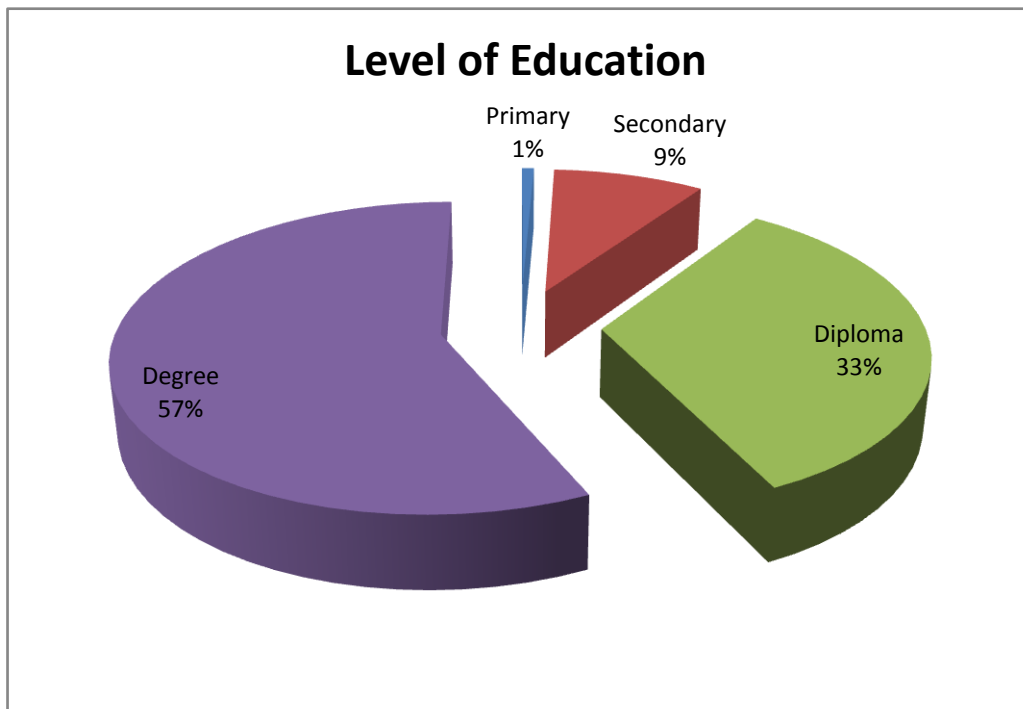


Figure 4.4: Respondents Highest Level of Education

Results in Figure 4.4 indicate that majority of the customers had attained university degree (57.0%), followed by those who had diploma (33%). Those who had secondary level of education were 9% while those with primary level were 1%. This clearly shows that those people who visited the classified restaurants are highly learned people as many of them had attained university degrees. Education is linked to higher levels of exposure

as Wade and Martens (2000) assert, the higher education a person has the more one is exposed and therefore likely to travel more and experience new things.

4.2.5 Nationality of Respondents

The researcher sought to find out how many of the customers were Kenyans and how many were Non-Kenyans, results are presented in Figure 4.5.

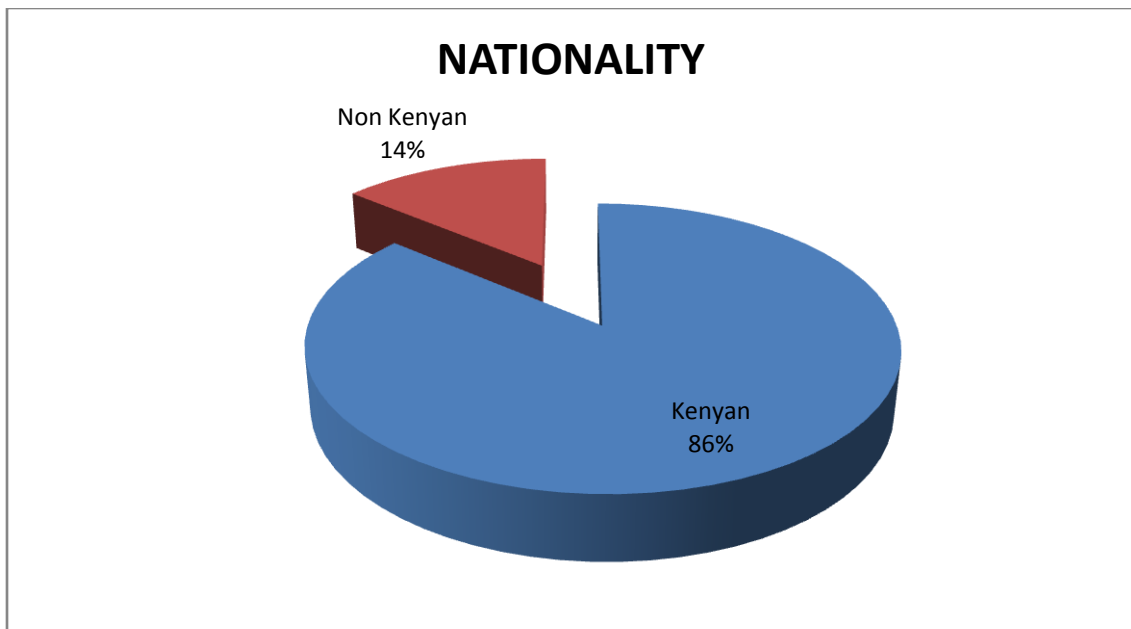


Figure 4.5: Nationality of the Respondents

Results in Figure 4.5 show that 86% were Kenyans while 14% were Non-Kenyans. This is quite in order considering that the study was carried out in Kenya it is normal to have more Kenyans, again more and more Kenyans are now embracing domestic tourism so many are eating out and becoming adventurous unlike before. This concurs with the Kenya National Bureau of Statistics (KNBS) economic survey (2015) which indicates that domestic tourism spending generated 58.1 % of direct travel and tourism Gross Domestic Product (GDP) in 2014 compared with 41.9% for foreign visitor spending. On

the other hand the Kenya Tourism Board (KTB) report (2015) indicates that contribution of bed nights by domestic visitors is expected to grow from the current 47% to 50% by 2016 as domestic tourism continues to improve. Most of the Non- Kenyan guests were from Britain, America, German, Italy, Sweden, Burundi, Nigeria, Canada, and Uganda among other countries. This implies the managers should target both Kenyans and non Kenyans.

4.2.6 Monthly Income of the Respondents

It was important to find out the monthly income of the customers in order to know the kind of guests who frequented the classified restaurants, for example were they low income earners, middle or high income earners. Results are presented in Figure 4.6.

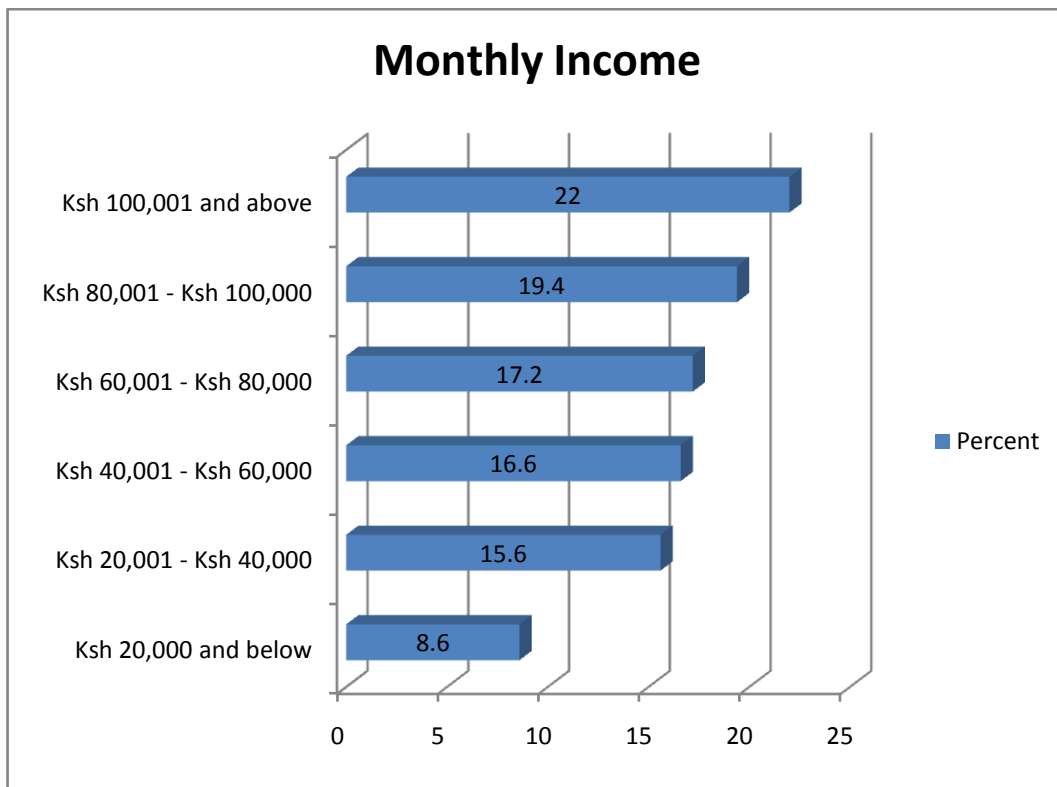


Figure 4.6: Monthly income of the respondent

The results presented in Figure 4.6 revealed that majority of the respondents (22.%) earned over Kshs. 100,000, 19.4% earned between 80,001 – 100,000, 17.2% earned 60,001 – 80,000, 16.6% earned 40,001 – 60,000, 15.6% earned 20,001- 40,000 while those who earned the least money were 8.6%. This show that most of the people who frequent these classified restaurants were middle and high income earners, This can be explained from earlier results which showed that the respondents were highly educated and therefore likely to be holding big jobs and earning good money. Kim *et al.*, (2010) noted that people with a higher disposable income may enable them afford to go on trips and dine out in up-scale restaurants.

4.2.7 Frequency of Visit to the Restaurants

The researcher sought to find out the frequency of visits to the restaurants and the results are displayed in Figure 4.7.

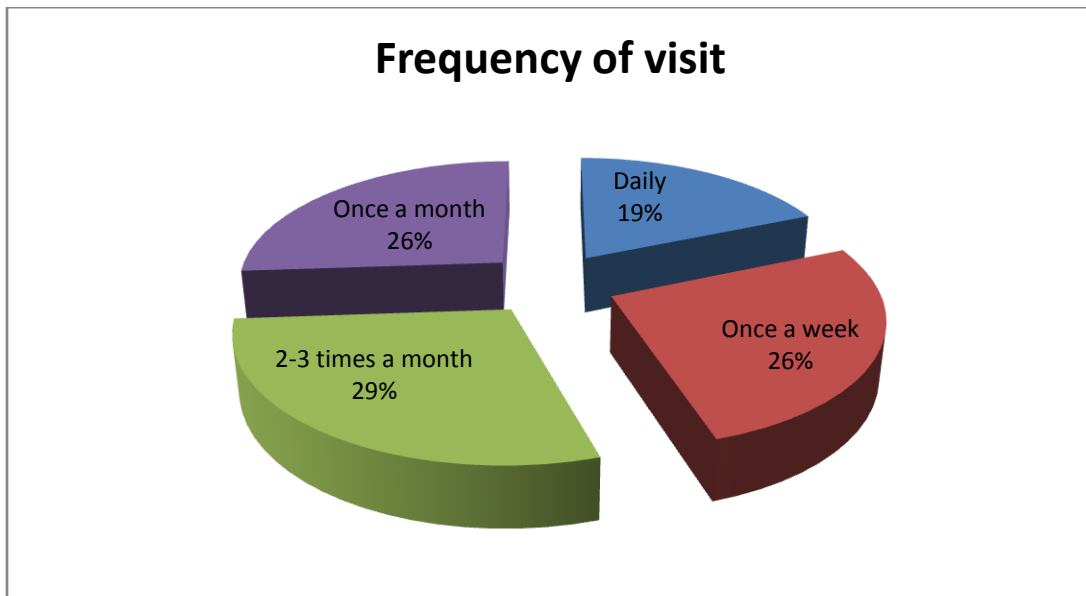


Figure 4.7: Respondents frequency of visiting the restaurants

Results in Figure 4.7 reveals that majority of the respondents (29%) visited the restaurants 2 -3 times a month, followed by those who visited once a week (26%) who tied in percentage with those who frequented once a month with also (26%), while those who visited on daily basis were (19%). This could be attributed to the fact that most meals in these classified restaurants are quite expensive and therefore most people cannot afford to eat on daily basis.

4.3 Perceptions about Servicescape Dimensions

Servicescape dimensions consist of ambient conditions, spatial layout and functionality, signs, symbols and artefacts as well as cleanliness and the objectives were set based on these dimensions.

4.3.1. Influence of Ambient Conditions on Customer Satisfaction

This was the first objective and respondents were asked to rate the ambient conditions on a Likert scale which had five levels ranging from 1 strongly disagree to 5 strongly agree. This was important because as Kim *et al.*, (2010) noted ambient conditions are characteristic of the service environment that pertain to our five senses. Even when they are not consciously noted, they impact upon people's emotional well being, perceptions and even attitudes. The resulting atmosphere then creates a mood which is perceived and interpreted by the customers. Ryu and Jang, (2008) on the other hand points out that ambient condition are particularly important in the restaurant industry as it helps create an image and influence customer satisfaction.

Ambient environment or atmosphere is composed of literally hundreds of design elements and details which have to work together to create desired service environment Baker (1987) on the other hand posits that ambient elements are intangible background characteristics that tend to affect the all the five senses and may have a subconscious effect. These ambient conditions include colour, lighting, ceilings and walls, plants and flowers, paintings and pictures, music, air quality and temperature, scents and odours as well as the noise level among others. The results were therefore presented and discussed under these themes.

Colour: Colour ratings by customers in the classified restaurants in Nairobi County are presented in Figure 4.8

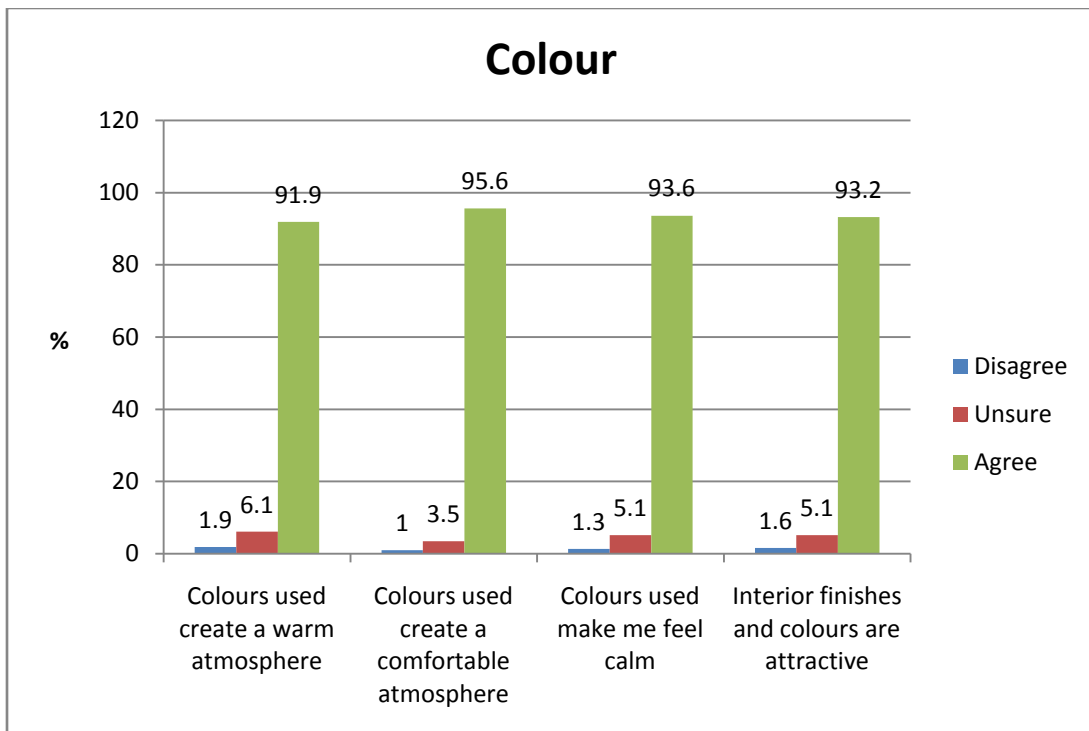


Figure 4.8: Colour ratings by customers in classified restaurants in Nairobi

The results in Figure 4.8 show that 95.6% agreed that colours used create a comfortable atmosphere and 1% disagreed. Those who agreed that colours used make them feel calm were 93.6% while those who disagreed were 1.3%. On the other hand 93.2% agreed that interior finishes and colours used are attractive while 1.6% disagreed. This was clear indication that the respondents found the colours used in the restaurants quite attractive and creating a warm and comfortable atmosphere. This implies that the restaurant owners / management should aim at decorating the restaurants with eye catching interior designs and colours. Jones and Prine (2002) points out that a restaurant is a place where customers satisfy hunger as well as experience excitement, pleasure, and a sense of personal wellbeing. Aesthetic factors like colour are elements that can contribute to the creation of a restaurant environment that provides a positive dining experience to customers.

Comments from some of the customers to support this point;

“Customers appreciate restaurants with good ambience, so apart from the food and services; you want to feel good in the environment”

“Customers want to have an experience, so apart from food, drink & services the environment is paramount”

These results are in agreement with the findings of Khouw (2004) who noted “that people see and interact with colour within both natural and built environments and that about 80% of the information that people assimilate through the senses is visual”. However, colour does more than just give people objective information; it actually influences how

people feel (Levy and Weitz, 2012). The presence of colour becomes even more important in interior environments in generating positive feelings such as warmth, comfort and calmness. Similarly according to Babin, Hardesty and Suter, (2003) colour is a strong visual component in a physical setting, particularly in an interior setting. Ballatine *et al*, (2010) also points out that colours are one of the obvious visual cues in the physical surroundings and has shown that different colours stimulate different personal moods and emotions. Kumar *et al* (2011) concurs that colour can contribute to the mood of a restaurant and that different colours and/or colour combinations can portray a different message or image to customers. The restaurant managers too agreed with these sediments.

Lighting: Lighting normally has a great impact on customers as they dine in restaurants. Results on lighting are displayed in Table 4.1

Table 4.1: Lighting as rated by customers in classified restaurants in Nairobi

LIGHTING	Disagree	Unsure	Agree	Total
Factor	%	%	%	%
Lighting is Appropriate	0.6	3.9	95.5	100
Lighting create a comfortable atmosphere	1.6	3.2	95.1	100
Lighting create a warm atmosphere	1.6	3.6	94.9	100
Lighting is adequate	0.9	4.8	94.2	100
Lighting makes me feel welcome	1.9	6.5	91.5	100

Results in Table 4.1 indicate that those who agreed that lighting is appropriate were 95.5% and those who disagreed were 0.6%. On whether lighting creates a comfortable

atmosphere 95.1% agreed while 1.6% disagreed. Those who agreed that lighting was adequate and makes them feel welcome were 94.2% and 91.5% respectively, while 0.9% and 1.9% disagreed. These implies that lighting in the restaurants has effect on the customers who come to dine there, comment from one of the customers was

“Lighting and seating area is highly important”.

These findings were also supported by some of the restaurant managers who said lighting has a positive impact on the customers. However, the restaurant managers pointed out that lighting will also depend on individuals because there are those customers who like bright light and those who like dark light depending on the purpose of visit and time of the day. What most restaurant managers are therefore doing is to have more than one restaurant with different themes and lighting to cater for all the groups of customers. Through observation this was evident as most places there were more than one restaurant and all had different themes and the kind of lighting was also different.

These observations and results are in line with those of Countryman and Jang (2006) who noted that firstly, lighting can be designed to guide people’s movement through space and secondly, lighting can be designed in such a way that it has a positive influence on the appreciation of a space, via the perception of that space. The research indicates that there is the relationship between lighting level preferences and individuals’ emotional responses as well as their levels of satisfaction. In another research, Baron (1990) pointed out that subjects had more positive effect in conditions of low levels of lighting compared to high levels of lighting. The level of comfort was increased at relatively low levels of light, while comfort decreased with high levels of light (Countryman and Jang, 2006;

Egle and Maria, 2012). In addition lighting can be one of the most powerful physical stimuli in restaurants, particularly in upscale restaurants. While bright lighting at fast-food restaurants for example, McDonald's may symbolize quick service and relatively low prices, subdued and warm lighting may symbolically convey full service and high prices (Kisang Ryu and Han, 2010).

The following were some of the pictures showing lighting and lighting fixtures in selected restaurants (Plate 4.1)



Plate 4.1: Pictures showing types of lighting and lighting fixtures in selected restaurants

Carpeting and Flooring: Results on carpeting and flooring are displayed in Figure 4.9

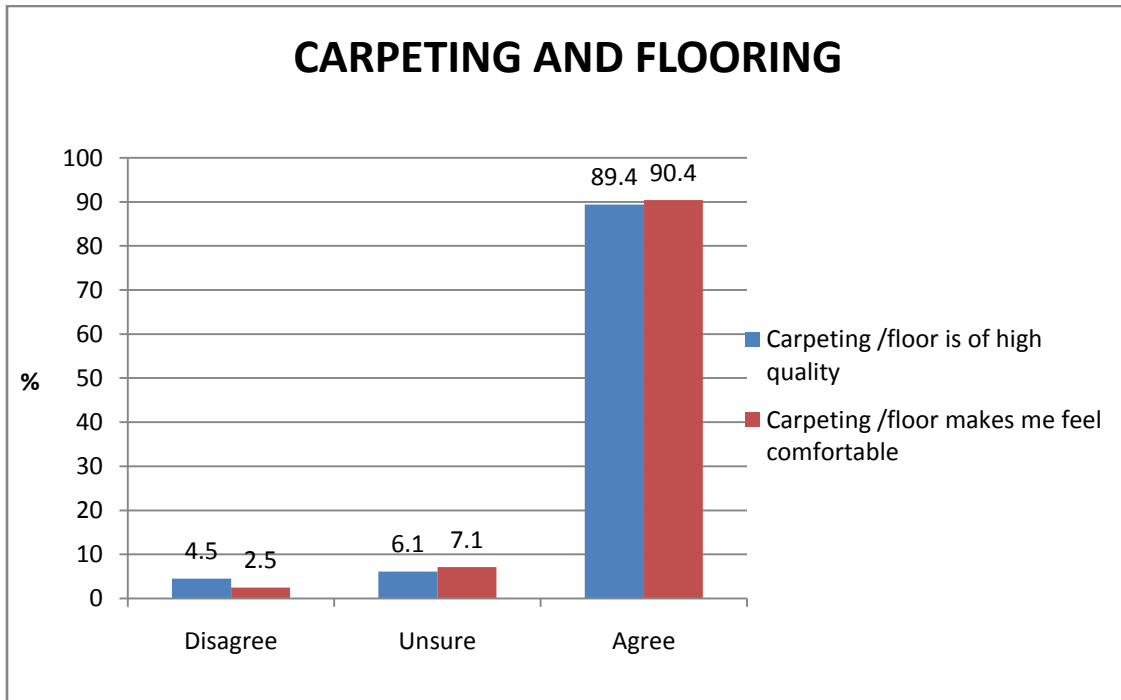


Figure 4.9: carpeting and flooring ratings by customers in classified restaurants in Nairobi

Results in Figure 4.9 indicate that 89.4% agreed that carpeting/flooring was high quality and 4.5% disagreed. Those who agreed that carpeting/flooring make them feel comfortable were 90.4%, unsure were 7.1% and those who disagreed were 2.5%. These show that the floors were also rated highly though there was small percentage of the respondents who were unsure and others disagreed. Through observation most of floor finishes in the restaurants were wooden, tiled and others carpeted which made them look attractive, comfortable and of high quality. A few of them however had concrete floors which made them look unattractive and feel uncomfortable, probably the reason why some found them unattractive and uncomfortable. This implies that the customers' value good floors and carpeting therefore the restaurant managers need to invest on good

quality and attractive floors. These findings have been supported by Wakefield and Blodgett, (1994); Lam *et al.*, (2011) and Egle and Maria, (2012) who argue that restaurants should be designed to deliver a prestigious image to attract upper class customers. For instance high quality floors and floor coverings influence perceptions of the overall restaurant physical environment.

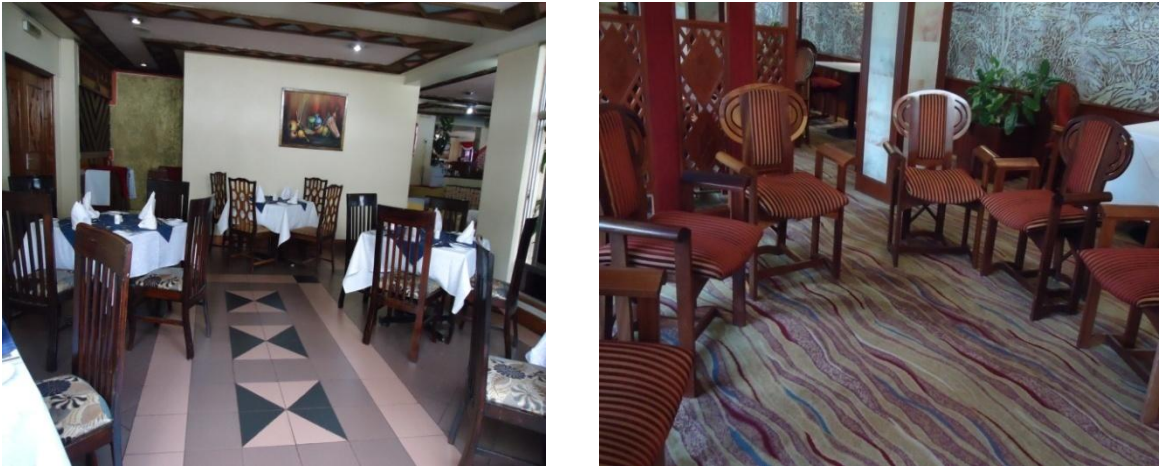


Plate 4. 2: Pictures showing types of floors in selected restaurants

Plate 4.2 above show types of floors finishes in some of the restaurants as it was observed. One of the floors as seen in the picture had tiles and the other one was carpeted making them look attractive and of high quality.

Ceilings and walls: Customers were asked to rate the ceilings and walls in the various classified restaurants in Nairobi County and the results are presented in Figure 4.10

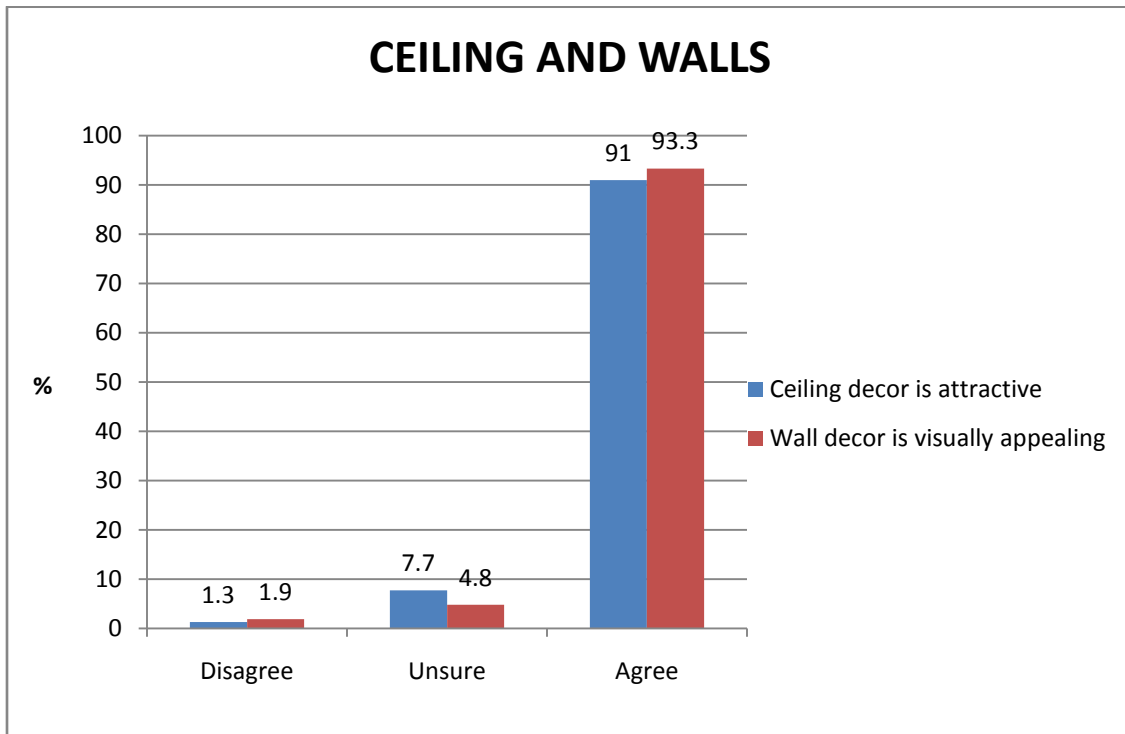


Figure 4.10: Ratings on ceilings and walls by customers in classified restaurants in Nairobi

Results in Figure 4.10 indicate that those who agreed that the ceiling is attractive were 91%, 7.7% were unsure and 1.3% disagreed. Those who agreed that the walls were visually appealing were 93.3%, and those who disagreed were 1.3%. Results show the majority of the respondents were happy and satisfied with interior finishes and colours and therefore the implication is that restaurant managers need to maintain that and at the same time keep improving. Through observation, most ceilings and walls were actually very attractive and indeed the whole of the interior finishes were done well. Observations too revealed that most of them were done with the theme of the restaurant in mind for example restaurants serving traditional foods the wall and ceilings were made using traditional material such as bamboo, wood and other traditional materials. Results are supported by Baker *et al*, (1988); Namkung and Jang, (2007); and Han and Ryu,

(2011) who posit that in addition to the appearance of the dining area's architectural design, customers may be influenced by the design and colour schemes of the ceilings and walls.

Examples of some walls finishes and ceilings are displayed in Plate 4.3 and 4.4 below. As observed some of the ceilings were made of wood, others using bamboo and others were made of modern materials depending on the theme of restaurant but all of them were appealing to the eye.

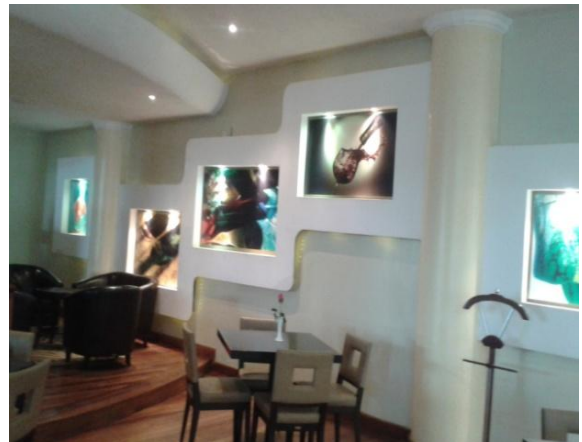
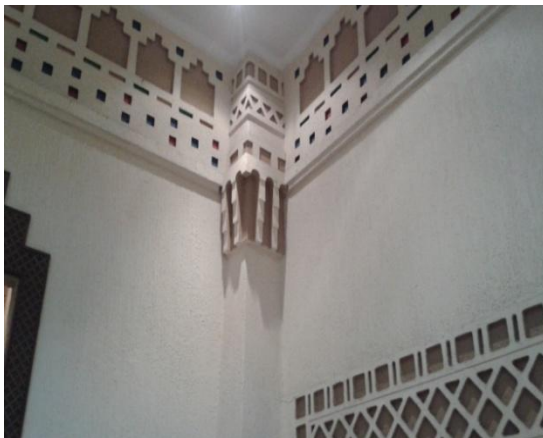


Plate 4. 3: Pictures of walls in selected classified restaurants



Plate 4.4: Pictures showing types of ceilings in selected classified restaurants

Plants and flowers: Customers ratings on plants and flowers in classified restaurants in Nairobi are displayed in Figure 4.11

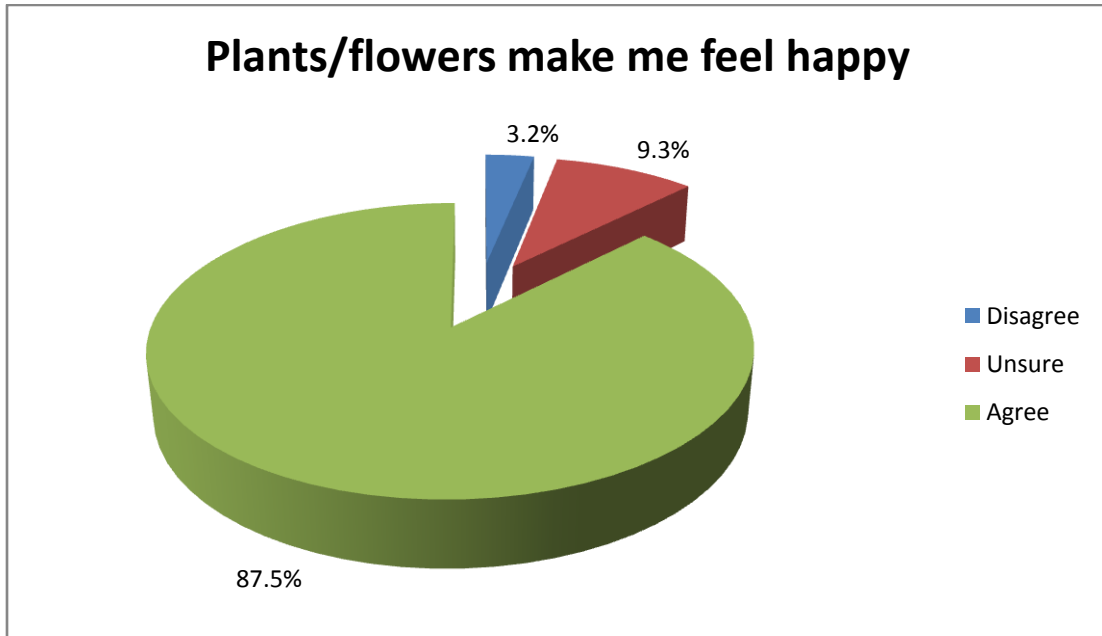


Figure 4.11: Ratings on plants and flowers by customers in classified restaurants in Nairobi

Results in Figure 4.11 show that those who agreed that plants and flowers make them feel happy were 87.5%, unsure were 9.3 and those who disagreed were 3.2%. This reveals that majority of the respondents were happy with the presence of plant and flowers and therefore rated them highly. This implies that the restaurant owners should make sure that the restaurants have good looking flowers and plants that are well tendered to. According to a study by Baker *et al*, (1988); Namkung and Jang, (2007); and Han and Ryu, (2011) other aspects of interior design, such as plants and flowers may also serve to enhance the perceived quality of the physical environment leading to customer satisfaction. Plate 4.5 shows some plants and flowers in some selected restaurants.



Plate 4.5: Pictures showing some plants and flowers in selected restaurants

Paintings and pictures: Paintings and pictures were other items customers were asked to rate and their responses are displayed in Figure 4.12

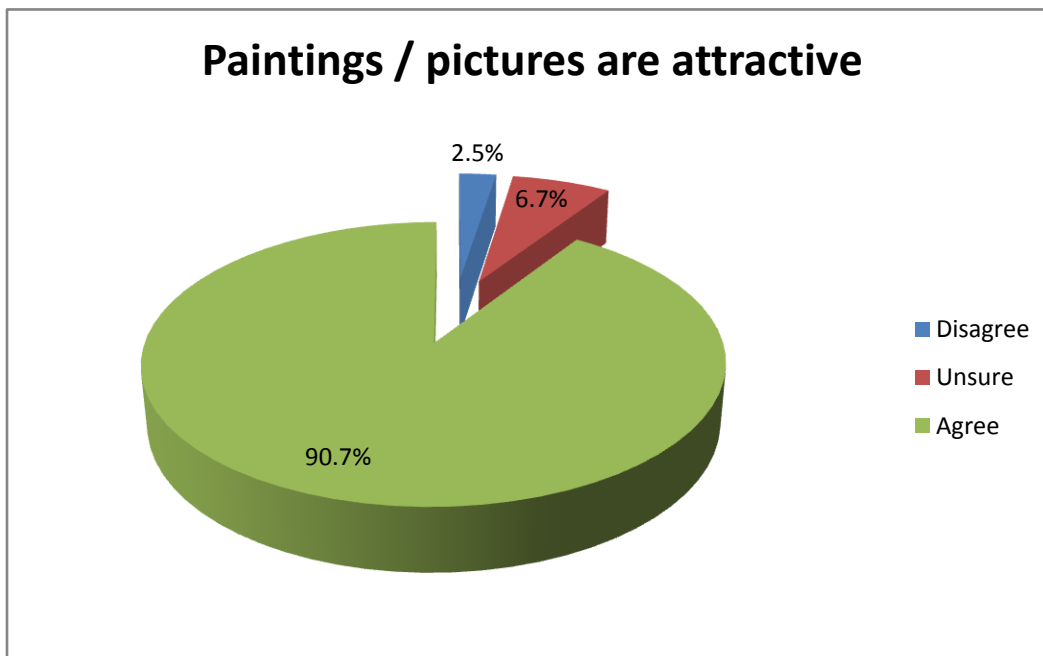


Figure 4.12: Ratings on Paintings and pictures by customers in classified restaurants in Nairobi

Results in Figure 4.12 indicate that those who agreed that the paintings and pictures are attractive were 90.7% unsure were 6.7% while those who disagreed were 2.5%. These results show the majority of the respondents agreed the paintings and pictures were attractive. The implication is that the customers were happy and satisfied with the paintings and pictures. An interview with the managers revealed that when the management of the hotels are coming up with the styles of décor or deciding on how they want to do it, they are mostly guided by the theme of the restaurant. For example, if they decide that in a certain restaurant they want an African theme or a theme from a certain country they then decide accordingly so as to match the theme. In some cases they are guided by the history or origin of the hotel, for example, the picture in (Plate 4.6) this is what one of the restaurant managers said;

*“ the railway line used to pass here long time in the 1900s and there was a thorn tree which people used to put letters as it acted like a post office then. So, for this reason the restaurant is called **“thorn tree”** and the decorations and drawings on the wall are mostly **thorn tree, a railwayline and a train** which depicts the origin of the hotel”*
(Restaurant manager 1)

“It feels good especially when foreign guests come and appreciate, they love the african culture, both food and ambience”(Restaurant Manager 19)

“Customers have been appreciating the servicescape dimensions in the restaurant, especially the wall hangings and drawings on the walls” (Restaurant Manager 1)

This was one aspect that had been implemented so well in the restaurants especially through paintings and pictures on walls, as it could be seen through observations.

This concurs with studies of Baker *et al*, (1988); Namkung and Jang, (2007) and Han and Ryu, (2011) who assert that, some items in the physical environment such as paintings and pictures serve to enhance the perceived quality of the physical environment and can lead to customer satisfaction.

Below are some pictures and paintings in some selected restaurants (Plate 4.6; Plate 4.7; plate 4.8).



Plate 4.6: Paintings and pictures depicting the founder and origin of the hotel in one of the restaurants



Plate 4.7: Pictures and wall hangings in a Japanese themed restaurant



Plate 4.8: Pictures and wall hangings in an African themed restaurant

The architecture: The customers were also asked to indicate whether the architecture in the restaurant gave an attractive character and the results are displayed in Figure 4.13.

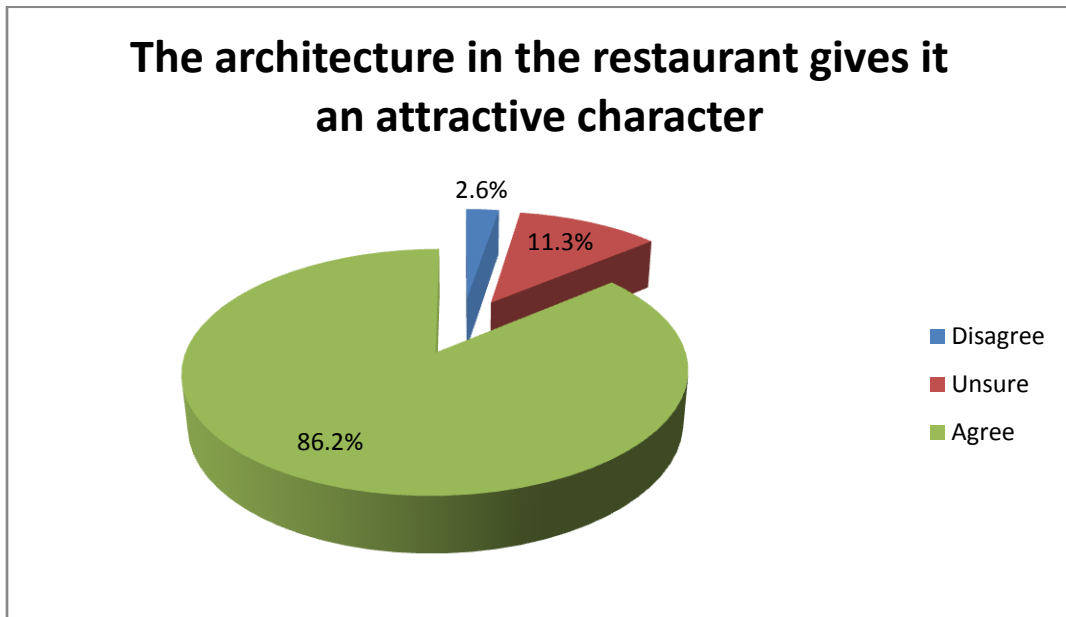


Figure 4.13: Ratings on architecture by customers in classified restaurants in Nairobi

Those who agreed that the architecture (Figure 4.13) in the restaurant gives it an attractive character 86.2%, unsure 11.3% and those who disagreed were 2.6%. This implies the customers too would want a well designed restaurant therefore the restaurants management need to renovate the restaurants especially the old ones to give an attractive design and character. These results have been supported by Wakefield and Blodgett, (1994) as well as Han and Ryu, (2011) who assert that customers are also attracted by eye-catching aesthetics in a restaurant which includes architectural design, décor, and interior design, which customers view and make judgments on and which consequently contribute to the attractiveness of the physical environment

Music: Results on customer ratings on music are displayed in Table 4.2

Table 4.2: Music as rated by customers in classified restaurants in Nairobi

MUSIC	Disagree	Unsure	Agree	Total
Factor	%	%	%	%
Background music/sound is appropriate	5.5	13.5	80.9	100
Background music relaxes me	5.8	15.5	78.7	100
Background music is pleasing	5.5	15.8	78.7	100
Background music makes me want to stay longer	12.3	22	65.7	100

Source: Research data, 2015

Results in Table 4.2 reveal that majority (80.9%) agreed that background music/sound was appropriate, 13.5% were unsure while 5.5% disagreed. Those who agreed that music was relaxing and pleasing were tied with 78.7% while 5.8% and 3.2% disagreed respectively. Another item was on whether music makes them want to stay longer and 65.7% agreed, 22.0% were unsure while 12.3% disagreed. It is obvious that most respondents rated music in restaurants highly though there was also a certain percentage that were not sure and another small percentage that disagreed. These findings stress the importance of this element in restaurants as it is evident that most customers would like to go to restaurants with background music. This implies that the restaurant management should invest in providing good and relaxing music in their restaurants

However, it is also good to seek the opinion of the customers to know the kind of music they liked and not assume that they will just like what is played, this is because some of the respondents comments were that;

“The music is good but would prefer live bands instead of the piped music” and

“Would like to hear more of live African Music”

The music tempo varies with the time of the day for example lunch time it is a bit loud than in the morning and evening.

Most people love music, not only is music a great mood enhancer, soothing us when we need to relax and stimulating us when we need a boost, but when used effectively music also has the power to influence our attitudes, behaviour, and the effects of music don't end there; that's why it's important for a business or restaurant to use music to its advantage (Dube and Chebat, 1997; Nguyen and Lebanc, 2002). As one psychologist and lecturer in Music Psychology, Dr Vicky Williamson as quoted by Jain and Bagdane, (2011) says

“Have you ever walked into a hotel, restaurant, store, etc. and been greeted with graveyard silence? The experience is uncomfortable and somewhat intimidating, you feel like the focus is on you and every move you make is being watched. It can be a massive deterrent to customers, who will simply look elsewhere for a more inviting and comforting atmosphere. Hoteliers who played background music in their restaurants had happy and satisfied customers who stayed 18% longer and made 17% more purchases”

These results are in agreement too with those of Hashin ,Moharnad and Raja (2011) who assert that, as music is such a key factor to setting the atmospherics in your restaurant, it is vital that the right style of music is played. He continues to say that fast music increases the customer turnaround in restaurants, and slow music, increases the individual

customer spend. This is because loud, fast music increases arousal, meaning customers tend to eat faster. Similarly, slow music make customers drink slower, eat fewer bites per minute and make them more likely to order that extra glass of wine. On the other hand according to Hashin , Moharnad , Raja p, (2011) postulate that hospitality businesses get different kind of customers throughout the day, and therefore it is important to have music which suits your interior brand and caters for everyone. For example, a bar or restaurant could be quiet early afternoon, and get lively as soon as it gets to happy hour, so restaurant managers need to play music that reflects the change in atmosphere.

The results are also consistent with the findings of Yalch and Spangenberg (1993); Areni, (2003), Mandila and Gerogiannis, (2012) who examined the effect of background music on the behavior and satisfaction of restaurant customers. Findings indicated that music tempo variations could significantly affect number of purchases, length of stay at table, and estimated gross margin of the restaurant. In addition, music is a more highly controllable physical element than other atmospheric elements. Music may range from soft to loud, slow to fast, vocal or instrumental, light rock to heavy rock, or classical to contemporary urban.

Similarly, Jain and Bagdane, (2011) argue that music has been shown to affect customers' responses to service environments, typically in a positive manner. Morrison, Gan, Dubelaar and Oppewal, (2011) also noted that, playing music in the service environments like restaurants is like adding a favourable feature to a product, and the outcome is a more positive evaluation of the environment which eventually leads to customer satisfaction. This argument suggests that the presence of music will result in customers having more favourable evaluations of a restaurant environment compared

with a restaurant environment without music. Ryu and Jang (2008) concurs and asserts that music affects customer perceptions while consuming food in restaurants, and Morrison *et al.*, (2011) suggested that music can reduce issues with waiting in restaurants. In addition, Wood and Allan, (2012) found out that customers tend to perceive that they spend less time in restaurants when there is music than when there is no music. A slower music tempo and lower volume has positive effect and can increase customer willingness to purchase and spend money more than fast music. Diners too spend more time and when the music matches their musical taste. Types of music played in most of the restaurants include cool country music, cool jazz, instrumental music, gospel music, piped music, soft rock, smooth jazz, music depending on the season/occasion for example, Christmas music, Easter among others.

Air quality and temperature: When one is in a restaurant air quality and temperature inside the restaurant is very key as it can make the customer comfortable or uncomfortable. It is important that the air quality is good and that there is plenty of fresh air. Results on air quality and temperature are displayed in Figure 4.14.

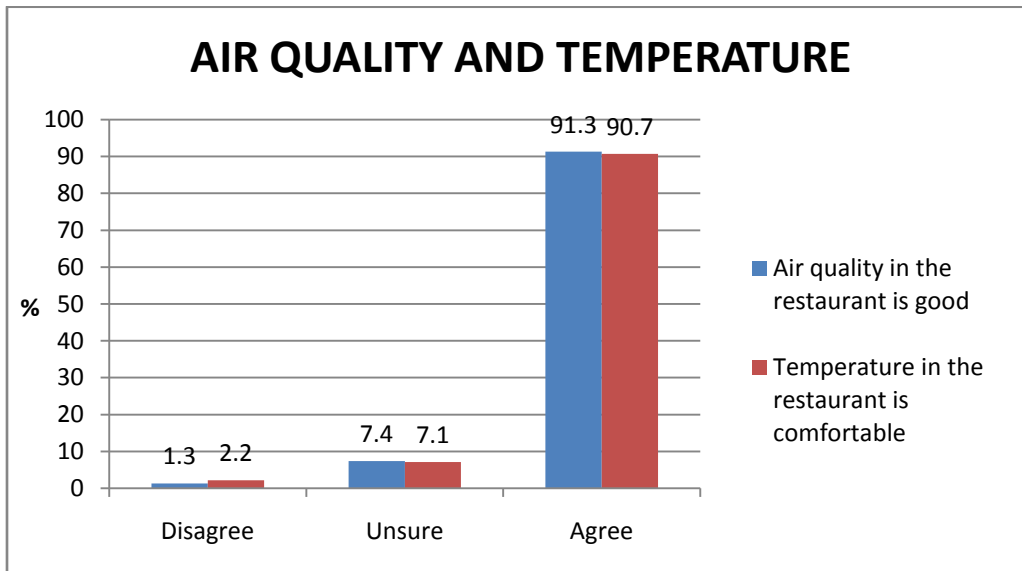


Figure 4.14: Air quality and temperature ratings by customers in classified restaurants in Nairobi

Results in Figure 4.14 indicate that majority agreed that air quality and temperature in the restaurants was good and comfortable with 91.3% and 90.7% respectively. 1.3% disagreed that air quality in the restaurant was good while 2.2% disagreed that the temperature in restaurants was comfortable.

Comments from some customers were as follows;

“I like the cool breeze which comes from the pool”.

“Tables situated next to windows allow for fresh air and pleasant view of the street below”.

“Adding more fire places outside at the gardens will improve the temperature at night”

It was evident majority of the respondents were happy with quality of air and temperature in the restaurants. This therefore implies that the restaurant owners should

try and make sure that there was ample of fresh air in restaurants by putting enough windows to allow more air and install air conditioners, at the same time ensure that the temperatures inside the restaurants are comfortable for the customers

The results were in agreement with those of Hui, Dube and Chebat (1997); Nguyen and Leblanc (2002) who posits that comfortable temperature and fresh air in a restaurant, may result in customers having more favourable perceptions of an operation and evaluating their experiences more positively. Similarly, Han and Rye, (2010) adds that, temperature of the restaurant affects customers physiologically for instance if the temperature is too cold or too hot in the restaurant customers may be uncomfortable. The comfort will be reflected through their avoidance behaviour (Zelthaml and Bitner, 2001). They will choose another restaurant to go to in the next visit.

Scents and odours: Pleasant scents and odours have been known to have a powerful impact on customers' mood and desire to eat especially in restaurants. Customer's responses are displayed in Table 4.3

Table 4.3: Scents and odours as rated by customers in classified restaurants in Nairobi

SCENTS AND ODOUR	Disagree	Unsure	Agree	Total
Factor	%	%	%	%
The odour/scent in the restaurant is appropriate	1.3	7.7	91	100
Aroma is enticing	3.3	8.7	88	100

Results in Table 4.3 reveal that majority of the respondents (91%) agreed that the odour/scent in the restaurants were appropriate and (1.3%) disagreed. Those who agreed that the aroma in the restaurants were enticing were (88%) and those who disagreed were (3.3%). Since these items were rated highly by the customers, the implication for the restaurant management was that they should make sure that the aromas and scents in restaurants are appropriate and enticing.

Lin (2004) asserts that similar to other environmental stimuli for example music “scent should be evaluated with other environmental cues when examining the impact of the physical surroundings on customer satisfaction”. Individuals do not evaluate the physical environment based on only one environmental stimulus. All discrete pieces combine to form a holistic picture. In this case, it is through various environmental cues that individuals receive input through their sensory systems to form a mental picture, which then stimulates an emotional response thus the reason why the researcher looked in to scents and aroma.

The influence of pleasant scents as a powerful tool in increasing sales has gained much attention in the restaurants (Bone and Ellen, 1999; Hirsch, 1991, 1995; Lin, 2004; Mattila and Wirtz, 2001). Restaurateurs know that aroma can have an impact on a customer’s desire to eat. Ambient odours might also simply influence a customer’s mood, emotion or subjective feelings. This is also supported by Gulas and Bloch, (1995); Spangenberg *et al.*, (2006) who posits that when shoppers and diners encounter a pleasant scent, they

may experience some elevation in mood. In addition, vanilla aroma has been shown to be perceived as pleasant by both males and females (Spangenberg *et al.*, 2006).

Noise level: Customers were asked to indicate whether the noise level in the various classified restaurants in Nairobi County was comfortable. Results are displayed in Figure 4.15.

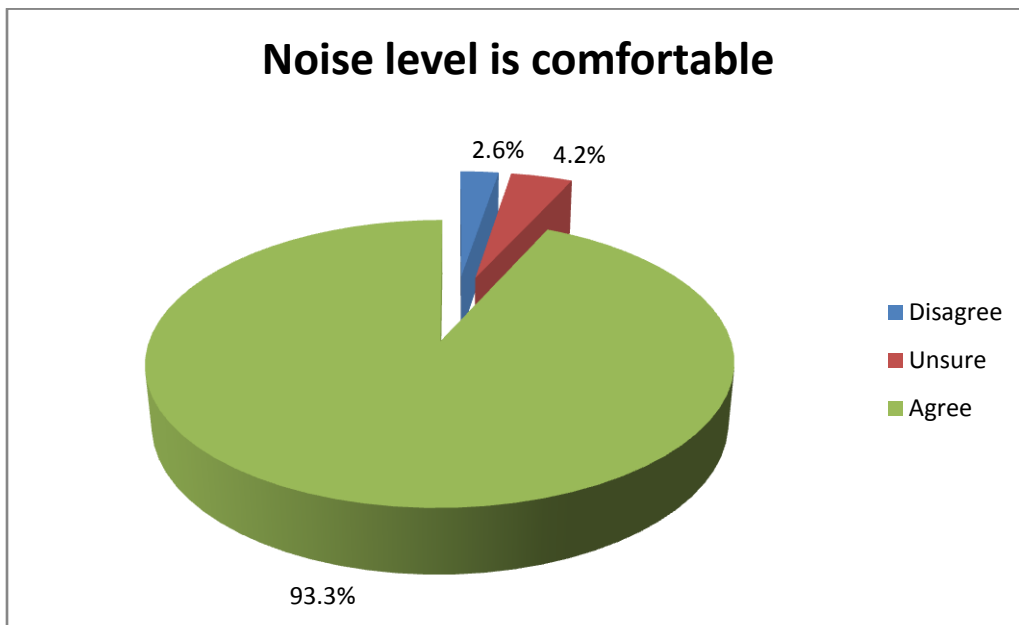


Figure 4.15: Noise level as rated by customers in classified restaurants in Nairobi

Results in Figure 4.15 indicate that majority of respondents (93.3%) agreed that noise level in restaurants was comfortable while (2.6%) disagreed. It was evident that majority agreed that noise level was comfortable except a small percentage. The researcher too noted that noise level was comfortable in most restaurants. However, a few restaurants which are situated near the city streets were noisy.

Comments from some of customers were;

“They should put sound proof windows to reduce the noise that comes from the street”.

“The music is at times distracting due to the volume”

This implies that the restaurant management should make sure that the noise level in restaurants is comfortable for the customers and this can be achieved by putting noises especially from music low or by installing sound prove devices.

Dube and Chebat (1997); Nguyen and Leblanc (2002) asserts that ambient conditions of the physical environment in restaurants encourage customers to pursue the service consumptions and consequently affect their attitudes and behaviours toward the provider, low noise level all harmonising with other elements in a restaurant, may result in customers having more favourable perceptions of an operation and evaluating their experiences more positively.

In summary majority of the respondents (96.8%) agreed that overall, the ambient condition in the restaurants makes it comfortable to stay in while 2.6% disagreed. The results are displayed in Figure 4.16

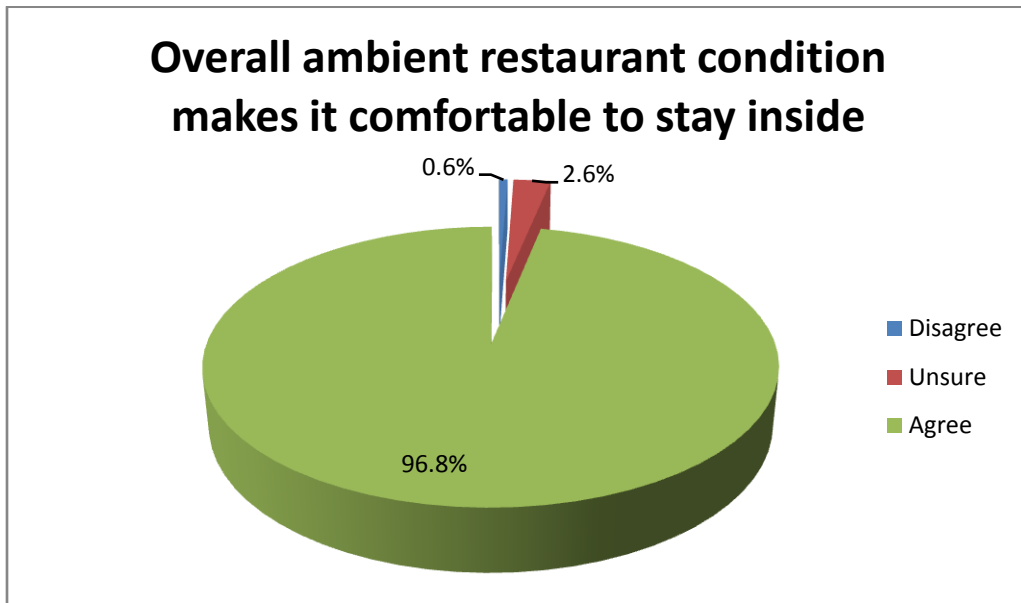


Figure 4.16: Overall rating of the restaurant ambient conditions by customers

It was clear from the results that the customers were happy and satisfied with the ambient conditions in the classified restaurants in Nairobi County.

Comment from customer a to sum it up;

“Generally the ambience is very accommodative; it is attractive and welcoming and makes me feel like I am in the right place. Everything is just amazing! Definitely it is worth visiting”.

Restaurant managers too concurred and these were their comments;

“When the environment is clean and pleasing, you can tell the customers are usually very happy and make them visit again and again” (Restaurant Manager 4)

“Customers are appreciative, feel comfortable and relaxed as they dine. Their comments tell you that they are happy. Our customers are loyal, they always come back”

(Restaurant Manager 16)

“The guests like the ambience of the restaurant and they like coming to the restaurant”

(Restaurant Manager 20)

“They are impressed, excited and like the place” (Restaurant Manager 2)

Hypothesis testing

Ho₁: There is no statistically significant influence between ambient conditions and customer level of satisfaction.

Further the researcher sought to find out whether ambient conditions influence customer level of satisfaction. This was achieved by fitting a simple linear regression model.

Results of the model are displayed in Tables 4.4a, 4.4b and 4.4c.

Table 4.4a: Regression model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409 ^a	.167	.164	.46227

Table 4.4b: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.188	1	13.188	61.713	.000 ^a
	Residual	65.819	308	.214		
	Total	79.006	309			

Table 4.4c: Coefficients of variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.558	.258		9.933	.000
	Ambient Condition	.466	.059	.409	7.856	.000

From the Table 4.4b, the model was found to be valid ($F(1, 308) = 61.713, p < 0.001$). The model R squared was found to be 0.167 implying that 16.7% of the variation in customer satisfaction can be explained by ambient conditions. The linear equation is customer satisfaction (CS) = 2.55 + 0.46 ambient condition (AC). For one unit increase in ambient conditions (AC), customer satisfaction (CS) increases by 0.46 units. Under objective 1 the null hypothesis (H_{01}): There is no statistically significant influence between ambient

conditions and customer level of satisfaction was rejected ($t = 7.856$; $P < 0.001$). This therefore means that ambient conditions significantly influence customer level of satisfaction. The results are in agreement with those of (Bitner, 1992; Kisang, 2003; Wakefield and Blodgett, 1996; Yatch and Spangeberg, 1993; Mattila and wirtz, 2001; Han and Ryu, 2009; Morrison *et al*, 2011; Countryman and Jang, 2006; Newman, 2007; Anthony *et al*, 2009; Kim *et al*, 2010; Kim and Moon, 2009; Egle and Maria, 2012; Lam *et al*, 2011; Jain and Bagdane, 2011; Ryu and Jang, 2008; Ballantine, 2010; Omar *et al*, 2013; Mohhidin and Bahar, 2013; Mhalanga *et al*, 2014) among others.

4.3.2. Influence of Spatial Layout and Functionality on Customers Satisfaction

This was the second objective and it aimed at getting the perceptions of the customers on the lay out, seating arrangements, and furniture in the classified restaurants. This element is also very important as it can cause customers to be either satisfied or dissatisfied with a restaurant and even decide not to visit it again. As Kim *et al.*, (2012) point out spatial lay refers to how furnishings, counters and equipment are arranged. Functionality refers to their ability to facilitate the performance of service transactions. Both affect buying behaviour, customer satisfaction and hence the business performance of the service quality. Results are displayed in Table 4.5.

Table 4.5: Spatial layout and functionality as rated by customers

Factor	Strongly Disagree		Disagree		Unsure		Agree		Strongly agree		Mean
	n	%	n	%	n	%	n	%	n	%	
Layout makes it easy to move around	1	0.3	4	1.3	14	4.5	162	52.1	130	41.8	4.34
Layout is Logical to me	1	0.3	4	1.3	19	6.1	156	50.2	131	42.1	4.32
Overall layout make it easy to get to where I want to go	0	0	4	1.3	21	6.8	131	42.1	155	49.8	4.41
Furniture (e.g. chair, dining table) is of high quality	4	1.3	7	2.3	21	6.8	172	55.3	107	34.4	4.19
There are sufficient chairs and tables in the restaurant	5	1.6	1	0.3	23	7.4	144	46.3	138	44.4	4.32
Seating arrangement gives me enough space	1	0.3	5	1.6	9	2.9	148	47.7	147	47.4	4.4
Seats and dining tables are comfortable	3	1	3	1	12	3.9	139	44.7	154	49.5	4.41

Layout: Results in Table 4.5 indicates that majority of the respondents (52.1%) agreed that layout in restaurants made it easier to move around and 1.3% disagreed. Those who agreed that layout was logical were 50.2% and those who disagreed were 1.3% and the item had a mean of 4.32. Those who strongly agreed that overall, the restaurant's layout made it easier to get to where they want to go were 49.5% and those disagreed were 1.0%, the item had a mean score of 4.41. It is evident from the results that majority of the respondents were happy with the layout even though a small group disagreed. This implies that the restaurant managers should always provide ample space in their layouts to make sure customers and employees move and do their things with ease. These results

are in line with those of Wakefield and Blodgett (1996); Kim *et al.*, (2010) who noted that spatial layout that makes people feel constricted may have a direct effect on customer quality perceptions, excitement levels, customer satisfaction, and indirectly on their desire to return. This implies that service facilities that are specifically designed to add some level of pleasure and excitement to the service experience such as in an upscale restaurant should provide ample space to facilitate exploration and stimulation within the physical environment. This is supported by Bitner, (1992) who purports that a well-ordered spatial layout makes customers more likely to feel comfortable and customers perceive convenience and safety when they move around in a restaurant.

From the observations made some restaurants had catered for ample space in their layouts which enabled the employees and customers move and do their activities with ease though there were still others who had not catered for it, which made the customers feel crowded and uncomfortable. An interview with the restaurant managers revealed that majority are not guided by policies regarding spacing. This therefore calls for policy makers in the Ministry of Tourism (MoT) to make sure that policies are in place to guide on spacing and should also be enforced to cater for this very important element. They should also consider persons with physical disabilities so that they too can feel comfortable while in the restaurant, they should have special chairs for them too as quite a number of customers commented on this issue;

“Space is paramount; they should also consider spacing for persons with disabilities as space is not enough for them”.

“Should have special chairs for physically challenged persons”

“They should consider physically challenged people in terms of space”



Plate 4.9: Pictures showing table layouts in selected restaurants

Plate 4.9 above show spacing and layouts in some restaurants, as observed some of the layouts allowed enough spacing while others were a bit squeezed.

Furnishings: The other item related to layout was on furnishings where the respondents were supposed to rate on Likert scale. Furnishings in a service setting encompass the objects and materials that are used within the environment for example furniture. Results in Table 4.5 indicate that majority of the respondents 55.3% agreed that furniture for example, dining tables and chairs were of good quality while a small percentage that is

2.3% disagreed. Those who strongly agreed that seats were comfortable were 49.5% and those who disagreed were 1.0%. Still on furniture 46.3% agreed that there were sufficient chairs and tables in the restaurants while 1.6% strongly disagreed. The following comments from customers imply that this is also an important factor for managers in classified restaurants to consider;

“The tables and chairs are comfortable and of high quality, and this makes me want to come again and again”

“Good and quality furniture”

“Chairs are old fashioned and needs to be changed”

“Seats are less in the main restaurant as compared to the number of guests the hotel accommodates”

The impact of furnishings can be manifested through the affective response of comfort (Wakefield and Blodgett, 1996; Kim *et al.*, 2010). Customers who are comfortable should experience more positive affective states (Kim *et al.*, 2010). Creating dining environments that make customers feel comfortable is a key goal of designers and operators. Seating comfort is likely to be a particularly salient issue for customers in the upscale restaurant context where customers may sit for a number of hours. Seat comfort can be influenced by the physical seat itself as well as the space between the seats. Some seats may be uncomfortable because of their design for example, hard benches without back support or condition (deteriorating or wet). Seats may be also uncomfortable because of their proximity to other seats. Customers may physically and psychologically

feel uncomfortable (Barker & Pearce, 1990; Ryu and Jang, 2008) if they sit too close to the customers next to them.



Plate 4.10: Pictures showing dining chairs in selected restaurants

Seating arrangement: Those who agreed that seating arrangement gave enough space were 47.7% and those who disagreed were 1.0%, the item had average mean of 4.41 (Table 4.5). The majority of the respondents agreed that seating arrangement gave them enough space though a small percentage disagreed. The implication of these results to manager and stakeholders in the industry is that they should ensure that the seating arrangement gave ample space.

Previous research related to perceived crowding suggested that cramped seating quarters were likely to be perceived as displeasing and of poor quality (Eroglu and Machleit, 1990; Hui and Bateson, 1991; Egle and Maria, 2012). Therefore, comfortable seats with ample space might reduce the feeling of being crowded. Seating comfort refers to the level of physical comfort desired from the seating quality (Chan, 2008; Lam, Chan, Fong and Lo, 2011). It is determined by the physical seat itself as well as the space between the seats (Wake field and Blodgett, 1996; Lam *et al.*, 2011) found that seating comfort in restaurants and casino setting is significant for customers who stay longer in the facility.

Hypothesis testing

Ho₂: There is no statistically significant influence between spatial layout and functionality and customer level of satisfaction.

The researcher sought to find out whether spatial layout and functionality influence customer level of satisfaction. This was achieved by fitting a simple linear regression model and the results are displayed in Tables 4.6a, 4.6b and 4.6c.

Table 4.6a: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.449 ^a	.202	.199	.45245

Table 4.6b: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.955	1	15.955	77.940	.000 ^a
	Residual	63.051	308	.205		
	Total	79.006	309			

Table 4.6c: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.726	.210		12.950	.000
	Spatial Layout and Functionality	.425	.048	.449	8.828	.000

From the Table 4.6b, the model was found to be valid ($F(1, 308) = 77.94, p < 0.001$). The model R squared was found to be 0.202 implying that 20.2% of the variation in customer satisfaction can be explained by spatial layout and functionality. The linear equation is Customer satisfaction (CS) = 2.72 + 0.42 Spatial layout and functionality (SLF). For one unit increase in spatial layout and functionality (SLF), customer satisfaction (CS) increases by 0.42 units. Under objective 2 the hypothesis H_{02} : There is no statistically

significant influence between spatial layout and functionality and customer level of satisfaction was rejected ($t = 8.828$; $P < 0.001$), implying that spatial layout and functionality significantly influences customer satisfaction. The results are in agreement with findings of (Bitner, 1992; Kisang, 2003; Wakefield and Blodgett, 1996; Yatch and Spangeberg, 1993; Mattila and wirtz, 2001; Han and Ryu, 2009; Morrison *et al*, 2011; Countryman and Jang, 2006; Newman, 2007; Anthony *et al*, 2009; Kim *et al*, 2010; Kim and Moon, 2009; Egle and Maria, 2012; Lam *et al*, 2011; Jain and Bagdane, 2011; Ryu and Jang, 2008; Ballantine, 2010; Omar *et al*, 2013; Mohhidin and Bahar, 2013; Mhalanga *et al*, 2014).

4.3.3. Influence of Signs, Symbols and Artefacts on Customers' Satisfaction

This was the third objective and the aim was to find out how the customers rated the signs, symbols and artefacts in the classified restaurants and a Likert scale was used. Signs and symbols are very important since they are the ones which guide on how to move around and sometimes symbols communicate important information that one needs to know for example, **no smoking**. The results are presented in Table 4.7

Table 4.7: Signs, symbols and artefacts as rated by customers

FACTOR	Strongly Disagree		Disagree		Unsure		Agree		Strongly agree		Mean
	n	%	n	%	n	%	n	%	n	%	
Menu card design/Brochures are attractive	4	1.3	5	1.6	16	5.2	164	52.9	121	39	4.27
Food presentation is visually attractive	2	0.6	4	1.3	4	1.3	151	48.7	149	48.1	4.42
Table setting is visually attractive	0	0	2	0.6	21	6.8	138	44.4	150	48.2	4.4
Tableware (e.g. glass,china,silverware) is of high quality	0	0	4	1.3	29	9.3	158	50.8	120	38.6	4.27
The linen (e.g. table cloths,napkin) are attractive	0	0	7	2.3	25	8.1	146	47.1	132	42.6	4.3
Sufficient directional signs (e.g. entrance, exit, toilets)	4	1.3	9	2.9	26	8.4	149	47.9	123	39.5	4.22
Directional signs give guidelines of how to move in the restaurant	4	1.3	8	2.6	33	10.6	129	41.5	137	44.1	4.24
Easy to follow and understand directional guidelines	5	1.6	11	3.5	24	7.7	133	42.8	138	44.4	4.25
Directional signs are visually appealing and large enough to be seen	6	1.9	10	3.2	22	7.1	137	44.1	136	43.7	4.24
Artefacts and decorations are appropriate			4	1.3	12	3.9	148	47.7	146	47.1	4.41

Source: research Data, 2015

Menu cards and brochures: Results in Table 4.7 show that those who agreed that the menu card design/ brochures are attractive were 52.9% and those who disagreed were 1.6%, average mean score for the item was 4.27. This reveals that majority of the respondents were happy with the menu cards and the brochures and therefore rated them highly. The implication for restaurant managers is that they should not ignore the importance of menu cards in terms of clarity, neatness as well as attractiveness. Jang and Namkung, (2009) and Kisang and Heesup, (2010) posit that the way in which the table is decorated for example an attractive candle or flowers, attractive menu card and brochures make customers feel that they are in a prestigious restaurant. Plate 4.11 shows some of the menu cards in the restaurants.



Plate 4.11: Menu cards in selected restaurants

Food presentation: Table 4.7 indicates that those who agreed food presentation was visually attractive were 48.7% and those who disagreed were 1.3%. It was therefore evident that majority of the respondents rated food presentation highly. Food presentation is very important because as the saying goes “*we eat with our eyes first*”. This is because a customer looks at the presentation of the food first, and it can raise appetite or put the customer off even though the food may be good, and so this is a key factor for restaurant managers to look into. This is supported by Raaj Poot (2002) and Namkung and Jang (2007) who assert that how food is presented on the plates and serving dishes is an important determinant of food quality as well as the satisfaction of the customer. A comment from one of the customers was; “*Good food presentation is appealing to customers*” Observations made were that most restaurants valued presentation of the food as seen in the pictures (Plate 4.12)



Plate 4.12: Presentation of food in selected restaurants

Table setting: Results in Table 4.7 indicate that 48.2% strongly agreed that table setting was visually appealing and 0.6% disagreed with a mean of 4.40. On the other hand 50.8% agreed that tableware e.g., china, silverware, glass were of high quality while 1.3% disagreed. On linen for example table cloths and napkins being attractive 47.1% agreed and 2.3% disagreed. This was also rated highly by the respondents, it goes hand in hand with the food presentation. This implies that the restaurant managers should take table setting, table ware, linen and food presentation very seriously. Below are some table set ups as observed in some restaurants (Plate 4.13).



Plate 4.13: Table setup showing table cloths, napkins and cutlery in selected restaurants

These findings are supported by Han and Ryu, (2009); Ryu and Jang,(2007); Moon, (2009); Berry and Wall, (2007); Jang and Namkung, (2009); Kisang and Heesup, (2010) who posits that upscale restaurants should be designed to deliver a prestigious image to attract upper-class customers. For instance, high quality flatware, chinaware, silverware glassware, and linen and overall table set up can be good tools to influence customers' perceptions of overall restaurant quality. The way in which the table is decorated for example an attractive candle or flowers on the table can also make customers feel that they are in a prestigious environment. This dimension though has been largely ignored in

the literature probably because it is very unique and valid only to upscale restaurants (Lam *et al*, 2011).

Directional signs and symbols: Results on signs, symbols and artefacts are presented in Table 4.7 and they indicate that 47.9% agreed that there were sufficient directional signs while 2.9% disagreed. Those who strongly agreed that the directional signs easy to follow and understand were 44.4% and those who disagreed were 3.5% and mean for the item was 4.25. At the same time 44.1% strongly agreed that directional signs gave guidelines on how to move around while 2.6% disagreed; mean score for the item was 4.24. Results also indicate that 44.1% agreed that directional signs were visually appealing and large enough to be seen while 3.2% disagreed.. Forty seven point seven percent (47.7%) of the respondents agreed that the artefacts and decorations in restaurants were appropriate while 1.3% disagreed.

Signs and symbols were also rated highly by the respondents; through observation most restaurants had the signs and symbols to guide the customers. Some restaurants even had big screens showing the hotel facilities in general and also showing conferences and meetings taking place and the directions, only a few of the restaurants did not have enough signs. This implies that signs and symbols are very important and restaurant managers should invest in putting up sufficient directional signs which are large enough, clear and easy to understand. These results are in line with other researchers who assert that signs, symbols and artefacts in the servicescape provide cognitive guidance in locating specific areas and physical features (Wakefield and Blodgett, 1996; Kim *et al*, 2010). The clarity and number of such signs, symbols and artefacts are among the

characteristics that assist customers' cognitive activity and facilitate and ease transit through the servicescape, thus, minimising feelings of 'lostness' (Newman, 2007). Quality of signage to exits provides guidance and reduces frustration (Anthony *et al.*, (2009).

The findings are also supported by Zelthaml and Bitner (2007); Kim and Moon (2010) postulates that signs, symbols and artefacts are used to enhance a certain image or direct customers to desired destinations. For instance signs displayed on the exterior and interior of restaurants serve as explicit signals that communicate about the restaurant to guests. Signs may be used as labels for example "name of the restaurant; for direction purposes for example entrances and exits and to communicate rules like "**no smoking**".

Similarly, Kim *et al.*, (2010) assert that customers automatically try to draw meaning from signs and symbols. They also draw cues from them to help them form expectations about the type and level of service that is being offered. They use them to guide through the service environment and service process. Customers get angry and frustrated if they cannot get clear signals from the servicescape. They must be used appropriately by the service providers to guide customers through the service delivery process especially where staffs to guide are few (Newman, 2007 and Anthony *et al.*, 2009).

Symbols and artefacts communicate less directly than signs, giving cues to patrons about a restaurant (Zelthaml and Bitner, 2007). For example white table cloths and subdued lighting convey symbolic meaning of fine dining and relatively high prices. Signs, symbols and artefacts are important in forming first impression for guests and for communicating the type services to expect. When customers are unfamiliar with a

particular restaurant, they look for environmental cues or signals, for example table cloths, lighting, type of furniture and style of décor to help them classify the restaurant, which helps them form expectations (Zelthaml and Bitner (2007); Kim and Moon 2010).

Some comments from customers on this issue;

“Signs are sufficient and direct you to move around, signs are well situated where guests can locate them quickly”

‘More directional signs needed and should also have screens to enhance directional signs especially now the world has gone digital’

“Signs not clear enough and should be reflecting especially at night”

“Apart from signs to toilets, there are no other signs and waiters guide one where go and how to serve”



Plates 4.14: Pictures showing signs and symbols in selected restaurants

Hypothesis testing

H_{03} : There is no statistically significant influence between signs, symbols and artefacts and customer level of satisfaction.

Further the researcher sought to find out whether a significant influence existed between signs, symbols and artefacts and customer level of satisfaction. This was achieved by fitting a significant simple linear regression model. Results of the model are displayed in Tables 4.8a, 4.8b and 4.8c.

Table 4.8a: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.490 ^a	.240	.237	.44158

Table 4.8b: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.950	1	18.950	97.184	.000^a
	Residual	60.057	308	.195		
	Total	79.006	309			

Table 4.8c: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.551	.206		12.364	.000
	Sign symbols and Artefacts	.470	.048	.490	9.858	.000

From the Table 4.8b, the model was found to be valid ($F(1, 308) = 97.18, p < 0.001$). The model R squared in Table 4.8a was found to be 0.24 implying that 24% of the variation in customer satisfaction can be explained by signs, symbols and artefacts. The linear equation is $CS = 2.55 + 0.47 SSA$. For one unit increase in signs, symbols and artefacts (SSA), customer satisfaction (CS) increases by 0.47 units. Under objective 3 the hypothesis H_{03} : There is no statistically significant influence between signs, symbols and

artefacts and customer level of satisfaction was rejected ($t = 9.858$; $P < 0.001$), meaning that signs, symbols and artefacts does influence customer satisfaction. These results concurs with those of (Bitner, 1992; Kisang, 2003; Wakefield and Blodgett, 1996; Yatch and Spangeberg, 1993; Mattila and wirtz, 2001; Han and Ryu, 2009; Morrison *et al*, 2011; Countryman and Jang, 2006; Newman, 2007; Anthony *et al*, 2009; Kim *et al*, 2010; Kim and Moon, 2009; Egle and Maria, 2012; Lam *et al*, 2011; Jain and Bagdane, 2011; Ryu and Jang, 2008; Ballantine, 2010; Omar *et al*, 2013; Mohhidin and Bahar, 2013; Mhalanga *et al*, 2014) among others.

4.3.4. Perceptions of Cleanliness on Customer Satisfaction

This was the forth objective and the aim was to find out the perception of customers on cleanliness. Cleanliness especially in restaurants is of great importance as no customer would like to be served food in a dirty restaurant or by dirty and untidy staff. Results are displayed in Table 4.9

Table 4.9: Restaurant cleanliness as rated by customers

Factor	Strongly Disagree		Disagree		Unsure		Agree		Strongly agree		Mean
	n	%	n	%	n	%	n	%	n	%	
Restaurant maintains clean food service areas	0	0	1	0.3	2	0.6	109	35.2	198	64	4.63
Restaurant maintains clean rest areas	1	0	1	0.3	3	1	120	38.7	185	60	4.57
Restaurant maintains clean walkways, corridors and exits	0	0	2	0.6	4	1.3	116	37.5	187	61	4.58
Staff are clean and neat	0	0	2	0.6	6	1.9	119	38.4	183	59	4.56
Attractive employees make me feel good	1	0	1	0.3	19	6.1	99	31.9	190	61	4.54
Overall, facility is clean	0	0	1	0.3	6	1.9	90	29	213	69	4.66

Source: Research Data, 2015

Restaurant cleanliness: Results in Table 4.9 reveal that majority that is 63.9% strongly agreed that restaurants maintain clean food service areas and 0.3% disagreed; mean was 4.63. Those who strongly agreed that restaurants maintained clean rest rooms were 59.7% and those who disagreed were 0.3%; mean for the item was 4.57. At the same time 60.5% strongly agreed that restaurants maintain clean walkways, corridors and exits and 0.6% disagreed. Those who strongly agreed that staff in restaurants were clean and neat were 59.0% while those who disagreed were 0.3%; mean =4.56. 61.3% strongly agreed that attractive employees make them feel good were 61.3% and those who disagreed were 0.3%. On the overall facility cleanliness 68.7% strongly agreed while 0.3% disagreed; mean for the item was 4.66. It was evident that majority of the respondents rated cleanliness in restaurants very highly. The findings imply that there was need to put a lot of effort in making sure that food service areas, rest rooms, walkways as well as the

restaurant staff are always clean and neat. Through observation majority of the restaurants actually maintained high level of cleanliness.

Comment from a customer;

“Always maintain cleanliness as it is paramount!”

Results of the interview too revealed that cleanliness was of great importance especially in restaurants as these is what some restaurant managers had to say;

“When the environmet is clean and well maintained it increases patronage”(restaurant Manager 7)

“Customers want to eat and stay in a clean and pleasing environmet. No matter how good the food and drinks are, guests will not be comfortable in an untidy place. Most of our customers are very loyal and keep coming”(Restaurant Manager 9)

These results concurs with other studies that have been carried out on cleanliness for example Seung (2012) posits that Restaurant cleanliness is considered one of the most significant conditions when customers evaluate overall restaurant quality or decide their levels of satisfaction. Many studies found that cleanliness is a significant factor in a customers’ evaluation of restaurant quality, which can affect customers’ level of satisfaction (Zeithaml, Parasuraman *et al.* 1990; Pettijohn 1997; Qu 1997; Becker, Murrmann *et al.* 1999; Bienstock, DeMoranville *et al.* 2003; Threemitaya 2003; Aksoydan 2007; Barber and Scarcelli 2009; Jang and Liu 2009; Barber and Scarcelli 2010).

Bienstock *et al.*(2003) evaluated food safety and sanitation procedures in relation to customer perceptions of service quality in restaurants using three items; dining room cleanliness, restroom cleanliness and food safety. According to their study, unless food safety and cleanliness were obvious to customers, the link to service quality was not evident (Bienstock, DeMoranville *et al.* 2003). Threevitaya (2003) found, in Thailand, that restaurant hygiene and cleanliness were the first factors customers considered when dining out. Zeithaml *et al.*(1990) and Aksoydan(2007) suggested that food service establishments that failed to meet the standards of food hygiene and cleanliness expected by customers would be assessed as having poor or low quality service. Pettijohn (1997) found quality, cleanliness, and value to be the three most important attributes customers consider in selecting restaurants. Similarly, a Seung Ah Yoo (2012) point out that cleanliness is an essential aspect of the restaurant industry. As dining-out rate has been increasing, the issues of restaurant cleanliness and food safety have become increasingly emphasized from both managerial and customer viewpoint.

The cleanliness of the restroom was also found to be an important criterion when a customer evaluates the overall quality of a foodservice establishment (Klara 2004; Barber and Scarcelli 2009). It is argued that in service establishments like restaurants, the degree of cleanliness carries special importance as it has the potential to impact customers first impression of the service and thereby, customer satisfaction and intentions to revisit. Barber and Scarcelli, (2009) assert that a professional employee uniform may effectively convey an organization's image and core values in a very up-close-and-personal way. Tombs and McColl-Kennedy (2003) further claimed that service staff are related to the

desired social density, which affects customer affective and cognitive responses which consequently leads to customer satisfaction.

Hypothesis testing

Ho₄: There is no statistically significant relationship between restaurant cleanliness and customer level of satisfaction.

Further the researcher sought to find out whether a significant linear relationship existed between restaurant cleanliness and customer level of satisfaction. This was achieved by fitting a significant simple linear regression model. Results of the model are displayed in Tables 4.10a, 4.10b and 4.10c.

Table 4.10a: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.370 ^a	.137	.134	.47081

Table 4.10b: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.772	1	10.772	48.598	.000 ^a
	Residual	68.049	307	.222		
	Total	78.821	308			

Table 4.10c: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.847	.248		11.459	.000
	Restaurant Cleanliness	.375	.054	.370	6.971	.000

From the Table 4.10b, the model was found to be valid ($F(1, 307) = 48.59, p < 0.001$). The model R squared was found to be 0.137 implying that 13.7% of the variation in customer satisfaction can be explained by restaurant cleanliness. The linear equation is $CS = 2.84 + 0.37 RC$. For one unit increase in restaurant cleanliness (RC), customer satisfaction (CS) increases by 0.37 units. Under objective 4 H_{04} : There is no statistically significant relationship between restaurant cleanliness and customer level of satisfaction was rejected ($t = 6.971; P < 0.001$).

4.3.5 Correlation between Customer Level of Satisfaction and Servicescape

Variables

The researcher tested the linear relationship between the dependent variable (*customer satisfaction*) and independent variables (*ambient condition; spatial layout and functionality; signs, symbols and artefacts; as well as restaurant cleanliness*) using Pearson's moment correlation coefficient (PMCC) and the results are displayed in Table 4.11.

Table 4.11: Correlation between the dependent and independent variables.

Variables		Ambient Condition	Spatial Layout and Functionality	Sign symbols and Artefacts	Restaurant Cleanliness	Level of satisfaction
Ambient Condition	Pearson Correlation	1	.555**	.591**	.514**	.409**
	Sig. (2-tailed)		0	0	0	0
	N	314	314	314	314	314
Spatial Layout and Functionality	Pearson Correlation	.555**	1	.624**	.446**	.449**
	Sig. (2-tailed)	0		0	0	0
	N	314	314	314	314	314
Sign symbols and Artefacts	Pearson Correlation	.591**	.624**	1	.437**	.490**
	Sig. (2-tailed)	0	0		0	0
	N	314	314	314	314	314
Restaurant Cleanliness	Pearson Correlation	.514**	.446**	.437**	1	.370**
	Sig. (2-tailed)	0	0	0		0
	N	314	314	314	314	314
Level of satisfaction	Pearson Correlation	.409**	.449**	.490**	.370**	1
	Sig. (2-tailed)	0	0	0	0	
	N	314	314	314	314	314

** . Correlation is significant at the 0.01 level (2- Tailed).

According to Table 4.11 all the study variables were found to be having a significant correlation with customer level of satisfaction as all the p values were less than the significant level of 0.01, $p < 0.01$ (2- Tailed) as shown in the table. That is;

For Ambient condition (AC); $r = 0.409$, $P < 0.001$,

For Spatial layout and functionality (SLF); $r = 0.449$, $P < 0.001$

For Signs, symbols and artefacts (SSA); $r = 0.49$, $P < 0.001$

For Restaurant cleanliness (RC); $r = 0.37$, $P < 0.001$

This implied there was need to focus on appealing to customers with eye catching interior designs to maximize customer satisfaction. The purpose of customers visiting fine dining restaurants or up-scale restaurants is for hedonic reasons (Ryu and Han, 2011). That is, fine dining restaurant guests expect excitement, fun and enjoyment (hedonic attributes) not functionality, effectiveness, and practicability (utilitarian attributes).

The findings have been supported by other past researchers on servicescape who found out that there was relationship between servicescape elements and customer level of satisfaction (Bitner,1992; Kisang,2003; Wakefield and Blodgett, 1996; Yatch and Spangeberg, 1993; Mattila and wirtz, 2001; Han and Ryu, 2009; Morrison *et al*, 2011; Zelthaml *et al*, 2009;Kearney *et al*, 2007;2012; Countryman and Jang,2006; Newman, 2007; Anthony *et al*, 2009; Kim *et al*, 2010; Kim and Moon, 2009; Egle and Maria, 2012; Lam *et al*, 2011; Jain and Bagdane, 2011; Ryu and Jang, 2008; Ballantine, 2010; Omar *et al*, 2013; Mohhidin and Bahar,2013; Mhalanga *et al*, 2014) among others.

Overall therefore, these results have a practical implication for restaurant management / owners of classified restaurants in Nairobi, that even as they aim to offer good quality food and service, they should also remember to focus on the physical environment as it is an important determinant of customer satisfaction. The importance of physical surrounding that is servicesacpe has been emphasized in the hospitality industry because customers experience quality not only from interactions with employees, but also from their impressions of the physical surrounding (Seung, 2012).

Comments from some customers;

“The physical environment speaks a lot about the restaurant in general as it tells you what to expect”

“When the physical environment is good one feels comfortable and relaxed and wants to visit time and again”

“People eat primarily for entertainment, not food, so the atmosphere and staff needs to be carefully chosen”

From the above comments it can be implied that customers go to the classified restaurants not only for food, drinks and good services but to have a wholesome experience therefore, when choosing where to go they look for restaurants with good physical environment. It is the responsibility of restaurant owners and all the stake holders in the industry to focus more on the environment to attract more customers.

4.3.6. Rating Importance of Servicescape Elements in relation to Customer

Satisfaction.

The researcher sought to find out how the customers would rate some of the servicescape elements in relation to customer satisfaction; this was vital as it would give an insight to the restaurant managers on what customers considered most important. There were three levels; 1 = least important; 2 = important; 3 = most important. The results are displayed in Table 4.12.

Table 4.12: Rating importance of some servicescape elements

Factor	Least Important		Important		Most Important		Mean	Std. Deviation
	n	%	n	%	n	%		
Interior finishes and colour	11	3.5	171	55.2	128	41.3	2.38	0.554
Lighting /lighting fixtures	3	1	176	56.6	132	42.4	2.41	0.513
Music	43	13.9	166	53.7	100	32.4	2.18	0.656
Space/Layout	6	1.9	142	46	161	52.1	2.5	0.538
Cleanliness	1	0.3	24	7.7	286	92	2.92	0.289
Comfort of dining tables and chairs	2	0.6	45	14.5	264	84.9	2.84	0.382
Sign, symbols and artefacts	28	9	102	32.9	180	58.1	2.49	0.657

Source: research Data, 2015

Cleanliness of restaurants: Results in Table 4.12 indicate that the servicescape element rated as the most important was restaurant cleanliness with a mean score of 2.92. Those who rated it as most important were n= 286, 92%, important n=24, 7.7% while only one (n=1, 0.3%) rated it as least important. This implies that customers really value cleanliness in the restaurants and therefore there is need for restaurant managers to make sure that they maintain a high level of cleanliness. These results were in agreement with those of the restaurant managers as majority of them said cleanliness was most important in relation to customer satisfaction. Results on relationship too indicated that there was a significant relationship between cleanliness and customers' level of satisfaction. These results are resonate with other studies carried out by Barber and Scarcelli (2009; 2010)

and Jang and Liu (2009) who found out that cleanliness is a significant factor which can affect a customers' level of satisfaction.

According to Seung Ah Yoo (2012) Cleanliness is an essential aspect of the restaurant industry. As dining-out rate has increased, the issues of restaurant cleanliness and food safety have become increasingly emphasized from both managerial and customer viewpoint. As such, providing safe and clean restaurant environment by reducing the burden of disease from food is the responsibility of restaurant owners, employees, health officials and indeed everyone.

However, it is also important to understand customer' expectations or perceptions of restaurant cleanliness. If a restaurant manager or employee fully understands what aspects a customer considers in determining restaurant cleanliness then they can put emphasis on the key areas to meet customers' expectations (Barber & Scarcelli, 2009; 2010) and (Jang & Liu, 2009). Observations too showed that most of the restaurants were indeed very clean. A quote from one of the customers was

“Everyone loves to be in a clean environment and therefore cleanliness in restaurants is paramount”.

Comfort of dining tables and chairs: Results displayed in Table 4.12 also indicate that comfort of the dining tables and chairs was rated second position with a mean of 2.84. Those who rated comfort of dining tables and chairs to be most important were n= 264, 84.9%, important n= 45, 14.5% and least important n- 6, 0.6%. Therefore, according to the majority of the respondents this aspect of comfort of tables and chairs is very

important. The results agree with the restaurant managers too who said comfort of dining tables and chairs was also very important.

“Customers appreciate if the restaurant is clean, tidy, the layout is good and the place is comfortable to stay in, they especially value the comfort of the seats. These helps us attract more clients hence improve business performance in terms of sales” (Restaurant Manager 15)

This implies that the restaurant management have to invest on good quality and comfortable dining tables and chairs, these increases customer level of satisfaction and makes them stay for a longer time than usual which is good for the business as staying longer most times implies spending more.

Furnishings in a service setting encompass the objects and materials that are used within the environment for example furniture. The impact of furnishings can be manifested through the affective response of comfort (Wakefield and Blodgett, 1996; Kim *et al.*, 2010). Customers who are comfortable should experience more positive affective states (Kim *et al.*, 2010). Creating dining environments that make customers feel comfortable is a key goal of designers and operators. Seating comfort is likely to be a particularly salient issue for customers in the upscale restaurant context where customers may sit for a number of hours. Seat comfort can be influenced by the physical seat itself as well as the space between the seats. Some seats may be uncomfortable because of their design for example hard benches without back support or condition (deteriorating or wet). Seats may be also uncomfortable because of their proximity to other seats. Customers may

physically and psychologically feel uncomfortable (Barker & Pearce, 1990; Ryu and Jang, 2008) if they sit too close to the customers next to them.

Space and Layout: Results in Table 4.12 show that space and layout was rated third position with a mean score of 2.50. Those who rated it as most important were $n = 161$, 52.1% followed by those who rated it as important were $n = 142$, 46.0% and $n = 6$, 1.9% who rated it as least important. From the results majority of the respondents rated space and layout as most important. These implies that spacing and layout of the tables and chairs as well as other equipment in restaurants is paramount and an area restaurant managers need to consider seriously though most of the managers too agreed it is an important area.

Spatial layout refers to the way in which objects (e.g., machinery, equipment, and furnishings) are arranged within the environment. Just as the layout in discount stores facilitates the fulfilment of functional needs (Baker and Cameron, 1996), an interesting and effective layout may also facilitate fulfilment pleasure needs (Wakefield & Blodgett, 1996; Kim, Ok and Canter, 2010). Spatial layout that makes people feel constricted may have a direct effect on customer quality perceptions, excitement levels, customer satisfaction and indirectly on their desire to return. This implies that service or retail facilities that are specifically designed to add some level of excitement or arousal to the service experience such as in an upscale restaurant should provide ample space to facilitate exploration and stimulation within the physical environment (Wakefield & Blodgett, 1996; Kim *et al.*, 2010).

Signs, symbols and artefacts: Results in Table 4.12 indicate that signs, symbols and artefacts were rated highly too with a mean of 2.49. Those who rated most important were n = 180, 58.1%, important n= 120, 32.9% and least important n = 28, 9.0% and therefore it is clear that majority rated signs, symbols and artefacts highly. These implies that the customers really value the signs, symbols and artefacts in restaurants, therefore restaurant managers need to put enough and clear signs and symbols to direct the customers. These findings are supported by Kim *et al* (2012) who posits that customers automatically try to draw meanings from signs, symbols and aretfacts. They too draw cues from them to help them form expectations about the type and level of service being offered. They use them to guide them through the service environment and service process. They further assert that customers get angry and frustrated if they cannot get clear signals from the servicescape. Signs, symbols and artefacts must be used appropriately by the service providers to guide customers through the service delivery process. These are extremely important especially where service staff are few.

Newman (2007) in his study too emphasis that the clarity and number of such signs, symbols and artefacts are among the characteristics that assist consumers' cognitive activity and facilitate and ease transit through the servicescape, thus, minimizing feelings of 'lostness'. Quality of signage provides guidance and reduces frustration. Results on relationship too indicated that there was a significant relationship between signs, symbols and artefacts and customer satisfaction.

Lighting and Lighting Fixtures: Results in Table 4.12 show that lighting and lighting fixtures were also rated highly with a mean of 2.41. n = 132, 42.4% voted lighting and

lighting fixtures as most important, $n = 176$, 56.6% important and $n = 3$, 1.0% as least important. This implies that this is an important aspect to be considered in restaurants as Quartier and Cleempoel (2008) in their research on influence of lighting in build environment posit firstly, lighting can be designed to guide people's movement through space.

Secondly, lighting can be designed in such a way it has a positive influence on the appreciation of a space, via the perception of that space. Research indicates that there is the relationship between lighting level preferences and individuals' emotional responses and approach-avoidance behaviours as well as customer satisfaction. Baron (1990) showed that subjects had more positive affect in conditions of low levels of lighting compared to high levels of lighting. The level of comfort was increased at relatively low levels of light, while comfort decreased with high levels of light (Countryman and Jang, 2006; Egle and Maria, 2012). In addition, higher levels of illumination are associated with increased physiological arousal (Countryman and Jang, 2006).

Lighting can be one of the most powerful physical stimuli in restaurants, particularly in upscale restaurants. While bright lighting at fast-food restaurants for example McDonald's may symbolize quick service and relatively low prices, subdued and warm lighting may symbolically convey full service and high prices (Kisang Ryu & heesup Han, 2010). These findings have also been supported by Kumar *et al* (2010) who states that what most of us assume is proven scientifically, that bright lighting conditions in combination with orange coloured walls induce feelings of low quality restaurants and

low price perceptions. Soft lighting conditions on the other side appear to increase feelings of high quality restaurants and high price perceptions.

They further assert that lighting can be used to draw attention away from less attractive areas and also highlight certain areas of interest in the restaurant. Lighting help to create excitement, to change a customers' mood and help improve the restaurant image. Most of the restaurants managers also agreed that lighting was an important aspect to be considered in restaurants, through observation it was clear many restaurants had really used lighting to bring out different effects of lighting and also to accent or highlight some areas of interest. Following are some of the examples (Plate 4.15)



Plate 4.15: Examples of uses of lighting in selected restaurants

Interior finishes and colours: This is another aspect that the customers were asked to rate whether they consider it important. The results in Table 4.12 indicate that the overall rating had a mean of 2.38 and those who rated it as most important were $n = 128$, 41.3%, important $n = 171$, 55.2% and least important were $n = 11$, 3.5%. People see and interact with color within both natural and built environments. About 80% of the information that people assimilate through the senses is visual (Khouw, 2004). However, colour does more than just give people objective information. It actually influences how people feel. The presence of colour becomes even more important in interior environments in generating positive feelings. Colour is one of the obvious visual cues in the physical surroundings (Ballatine *et al*, 2010). According to Babin, Hardesty and Suter, (2003) colour is a strong visual component in a physical setting, particularly in an interior setting. Research has shown that different colours stimulate different personal moods and emotions (Ballatine *et al*, 2010).

These sentiments concurs with those of Mohhidin and Bahar (2013) who assert that a restaurant is a place where customers satisfy hunger as well as experience excitement, pleasure, and a sense of personal wellbeing. Aesthetic factors (specifically colours) are elements that can contribute to the creation of a restaurant environment that provides a positive dining experience to visitors. Individuals' perceptions of a restaurant servicescapes tend to include many aesthetics elements such as the decor, style and furniture, artwork, and architecture. It is also evaluated by including sensory inputs such as color of the environment. All these elements contribute to the formation of customers' image of the restaurant and influence their evaluations. Therefore, in order to analyze the

psychological impact of aesthetic elements in servicescapes, one must understand the many ways in which people perceive their surroundings (Jones and Prine, 2002). There are many facility aesthetics that exist within a restaurant but color could be considered as one of the most important attribute because of its impact in forming the first impressions by customers.

According to Knutson (1988), it is usually easier to meet or exceed customer expectations when the first impressions have been positive. Colors have certain behavioral connotations and influence states of mind as well as the perception of some physical qualities of the immediate environment and, if used resourcefully in design of these environments, can influence the user's emotional and mental balance (Wells *et al.*, 2012). While many types of service are utilitarian, or function-oriented, dining at theme restaurants, family chain restaurants, upscale restaurants, or consuming leisure services are usually hedonic or emotion centred (Wakefield and Blodgett, 1994; Ryu and Jang, 2007; Kim and Moon, 2009). In this respect, the servicescapes of a restaurant can either enhance or inhibit customers' feelings and emotions. In an effort to explain environmental psychology, Mehrabian and Russell (1974) described it as the direct impact of physical stimuli on human emotions and the effect of physical stimuli on a variety of behaviors. This therefore implies that colour is a very important aspect to be considered in restaurants.

Music: music was another aspect the customers were asked to rate (Table 4.12) and the overall mean was 2.18. Those who rated it as most important were n = 100, 32.4% and

those who rated it as important were $n = 166$, 53.7%, least important were $n = 43$, 13.9%. According to the results majority rated music as important which means the restaurant managers need consider playing music in their restaurants. The results are consistent with those of Hashin, Moharnad and Raja (2011) who points out that hospitality business get a mixture of customers throughout the day, so it's important to have music which suits your interior brand and caters for everyone. For example, a bar could be quiet early afternoon, and get lively as soon as it gets to happy hour, so you therefore need music that reflects the change in atmosphere.

Similarly, Jain and Bagdane, (2011) argue that music has been shown to affect consumers' responses to service environments, typically in a positive manner. Morrison, Gan, Dubelaar and Oppewal, (2011) noted that, playing music in the (service) environment is like adding a favourable feature to a product, and the outcome is a more positive evaluation of the environment. This argument suggests that the presence of music will result in customers having more favourable evaluations of a store's environment compared with a store environment without music. Ryu and Jang. (2008) concurs and asserts that music affects customer perceptions while consuming food in restaurants, and Morrison *et al.*, (2011) suggested that music can reduce issues with waiting.

Psychologist and lecturer in Music Psychology, Dr Vicky Williamson, sums up the effects of music on consumer behaviour rather nicely,

“Music positively influences consumer mood/emotional states through psycho-physiological reactions and autobiographical memory associations. Silence by

comparison can be intrusive, as it throws unwelcome attention on the consumers' behaviour."

"Music also provides an effective and adaptable tool for bringing a sense of pleasure and relaxation, thereby promoting a positive attitude, and boosting a sense of brand identity and loyalty."

4.3.7. Rating Overall Customers' Level of Satisfaction.

The researcher sought to find out the overall customers' level of satisfaction. There were five statements which customers were asked to rate their level of satisfaction in a Likert scale ranging from 1= strongly disagree, 2 = Disagree, 3 = Unsure, 4 = Agree and 5 = strongly agree. The results are displayed in Figure 4.17



Figure 4.17: Rating overall customers' level of satisfaction

Results in Figure 4.17 show that the mean score of those who voted that the overall feeling they get from the restaurant puts them in a good mood was 4.49, which was way above the minimum score. Mean of those who voted that they enjoyed spending time in the restaurant was 4.56. I would like to come back to this restaurant again or in future had a mean of 4.59. I would recommend this restaurant to my friends and others had a mean of 4.60 and those who voted that “overall, I am satisfied with this restaurant” had a mean of 4.61. All the mean scores were way above the minimum, which means majority of the respondents were happy and satisfied with the restaurants servicescape. This implies that the restaurant owners/managers should put a lot of effort in making sure that the physical environment of restaurants looks neat, clean and visually appealing.

These findings are in agreement with those of Kivela *et al*, (2000); Voon, (2011) who assert that hospitality service is complex, so restaurateurs should focus not only on food quality but also other elements such as physical environment to attract more customers. Han and Ryu (2009) and Hooper *et al*, (2013) support the argument that a high quality physical environment (using décor and artefacts, spatial layout, and ambient conditions) creates more customer satisfaction.

Similarly, according to Ballatine *et al* (2010) customers respond to the three elements of the physical surroundings cognitively, emotionally, and physiologically. Physical surroundings can influence how customer believe the products and service they will receive inside the building. They can also influence the level of pleasure and they can have tangible impact upon customers’ physical comfort and discomfort. Some examples are noise level, background music, and seating surface in the restaurant.

4.3.8. Opinions of Customers on whether Physical Environment is an area Restaurant Owners' need to put a lot of Emphasis

The customers were asked whether they thought the physical environment / ambience in restaurants was an area that restaurant managers and owners need to put a lot of emphasis, and they were to tick either “yes” or “no” and the results are displayed in Figure 4. 18

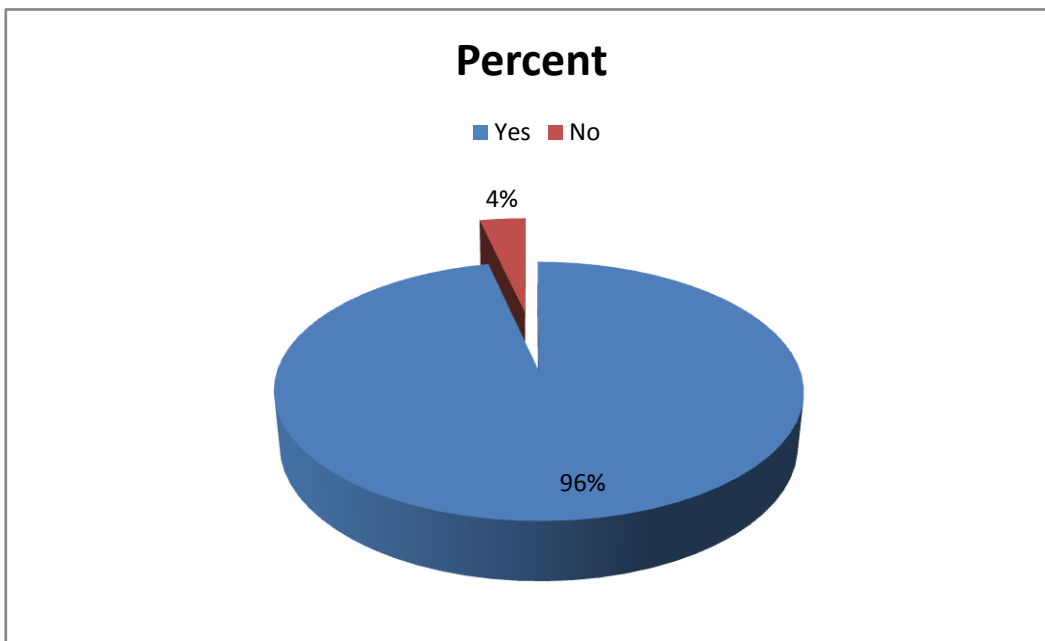


Figure 4.18: Opinion of customers on physical environment/ ambience

Results in Figure 4.18 show that 96% of the respondents said “yes” and only 4% said “no”, this clearly show that the customers really value good and attractive physical environment. The same question was also put across to restaurant managers and they all (100%) concurred with the customer’s sentiments that it was an area that need a lot of emphasis.

This simply implies that servicescape dimensions should not be ignored; they should be taken very seriously in the hospitality industry especially in restaurants. Time has gone when restaurant managers would only focus on giving good quality food and service as the kind of customers these days want to have an experience.

Table 4.13: Customers comments as to why physical environment was an area restaurant managers need to put emphasis

Factor	n	%
It contribute to overall guest satisfaction	25	8.3
It creates a first impression to customers as one can tell the standard of the restaurant from the outlook	25	8.3
Cleanliness and service are paramount in a restaurant along with the comfort	24	8
Customers want to have an experience, so apart from food ,drink & services the environment is paramount	20	7
The environment speaks a lot about the restaurant in general it tells you what to expect	18	6
A good environment makes one want to stay for a longer time than usual	15	5
A good area to capture customer, appearance of a place attracts more people	12	4
Good appearance attracts all people and creates a good impression	12	4
Good physicals environment creates comfort and relaxation which makes someone enjoy, that's why we prefer these good restaurants.	12	4
Customers appreciate restaurants with good ambience, so apart from the food and services, you want to feel good in the environment	11	3.6
Because it makes someone comfortable and when comfortable they can spend	10	3.5
Because this is what makes the guest to come again; Creates repeat customers, sometimes we come to these restaurants not just to have a meal but enjoy.	10	3.5
Good ambience and physical environment makes one feel comfortable and in good hands	10	3.5
The ambience in restaurants puts customers in a good mood, you like everything else in the restaurant	10	3.5
When the environment is good one feels comfortable and relaxed and wants to visit time and again	10	3.5
Bring comforts and happiness to most people, appearance attracts all from young to old	9	3
For the sake of customers satisfaction and keeping up with the competition	9	3
People eat primarily for entertainment , not food .so the atmosphere and staff need to be carefully chosen	9	3
The eyes are taste buds of the soul, You like or hate what you see	9	3
Creates the right mood and atmosphere, has welcoming mood	8	2.6
It's the first thing one will experience in the restaurant, no one can enjoy dinning in unlovely environment	8	2.6
Creates an attractive, comfortable and friendly atmosphere to customers	7	2.3
Physical environment and ambience is a form mechanization & makes guests welcomed & comfortable	7	2.3
It's as important as quality food and service	6	2
For safety reasons and good ambience makes the whole experience more enjoyable	5	1.7

N = 301 (Customers) Source: Research Data, 2015

Customers who said yes to the question on whether physical environment / ambience is an area restaurant managers need to put a lot of emphasis, were further asked to give brief comments why they thought so. The comments are displayed in Table 4.13

From the customers' comments, it was evident that when customers visit restaurants that are clean and the physical environment is comfortable and attractive, they are more satisfied. They want to stay for a longer time and also visit again. This was supported by the restaurant managers who said that the physical environment was something which should be emphasized in restaurants. This was part of what increases patronage, causes repeat visits and consequently increases sale and profits. It was also a key indicator of customer satisfaction. Managers comments were;

“It is important as guests want to eat in good environments, they feel comfortable and they want to come back. It is an area to invest in apart from quality food and service” (Restaurant Manager 2)

“Increase patronage, customers too tell you a lot. If the physical environment is pleasing customers want to stay for longer time because they are comfortable” (Restaurant Manager 4)

The environment can make make the guests disappaer. Guest judge the restaurant from what they can see. If the restaurant environment is pleasing they imagine even the food and the services will be good” (Restaurant Manager 6)

“This is key indicator of customer satisfaction since by doing it right will help attract more guests which means good revenues for hotel. Guest retention is high”(restaurant Manager 10)

“The industry is growing hence if emphasis is not put on enhancing the physical environment in our restaurants we may loose many of our renowned clients”(Restaurant Manager 12)

Table 4.14: Customers’ suggestions to restaurant managers on how to improve the physical environment

Factor	n	%
Always maintain high cleanliness	27	9
Be more stylish and unique, seek expert services and engage an interior designer	24	8
Decorate in line with the theme of restaurant and also take customer’s comments seriously	22	7.4
Visit other restaurants and see the current trends and get new ideas	20	6.7
Have live music bands, invest on having live music performances	19	6.4
Know what the guests expect can also seek advice from competitors	18	6
Lighting and the sitting area is highly important	16	5.3
Proper maintenance and to make sure every year they give the restaurant a face lift	15	5
Improve on spacing and layout to cater for people with disabilities	13	4.3
Like to hear appropriate African music	13	4.3
Creating a good and lovely ambience and facilities that are comfortable and appealing for all age groups	12	4
Do a lot of research and invite suggestions from customers and staff, let employees get involved in decoration	12	4
Manager to purchase sound proof windows since hotel is situated at the central business district	12	4
Take customers comments’ seriously and keep improving	12	4
Should match the decor with theme of the restaurant , use different colour schemes that harmonizes the themes	11	3.7
Ambience of restaurant must go in hand with the theme and style of service &cuisine	10	3.3
Good job already, good keep it up!	10	3.3
Ensure proper spacing between tables for some privacy & prevent accidents	10	3.3
Be more creative and on look out for new trends should also install internet to attract more customers	9	3
Regular painting and watering the flowers	7	2.3
Just know your niche market and attend to their needs	4	1.3
Change the seats, carpet and the wooden floor and also change table layout and set up weekly	3	1

N = 299 (Customers) Source: Research Data, 2015

The respondents (customers) were later asked what suggestions they would give the restaurant managers in order to improve the physical environment / ambience in restaurants, and the suggestions are displayed in Table 4.14

Highlighting on a few of the suggestions given to restaurant managers, for example;

“Do a lot of research and invite suggestions from customers and staff, let employees get involved in decoration”

“Decorate in line with the theme of restaurant and also take customers comments seriously”

“Take customers comments’ seriously and keep improving”

“Know what the guests expect can also seek advice from competitors”

The above suggestions implies that as much as the restaurants were said to have good ambience, the restaurant managers should be involving their staff and customers in their decisions as they are coming up with styles of décor. It good to also consult them on this matter and not just assume that customers would like the décor chosen as some of them may have very good ideas. Employee too should be consulted as they experience the décor when they are working especially the waiting staff, on the other hand these are the people who are likely to hear customers’ comments or ask them what they would prefer as they interact with them more. Visiting to other competitor restaurants was also suggested, as they can get a lot of ideas from them, especially those who are already doing well in the industry.

An interview with restaurant managers revealed that those who came up with or decided on the servicescape features or style of decor in the restaurants are mostly the management of the restaurant (82%) and only 18% said they consulted their customers or employee. They said management of the hotel sit down and decide on the style of décor, then later they engage an interior designer. This reveals that most restaurants do not consult with their customers, employees or even seek to find out what their competitors are doing when deciding on the style of décor or even ask for their suggestions or comments on what they would prefer. There is therefore need for restaurant management / owners to be seeking advice before deciding on the style of decor.

4.4. Moderating Effect of Demographics on the Relationship between Servicescape Dimensions and Customer Satisfaction

To test the moderating effect of the demographics (gender, age, marital status, monthly income) on the relationship between servicescape elements (Ambient Condition (AC); Spatial Layout and Functionality (SLF); Signs, Symbols and Artefacts (SSA); Restaurant Cleanliness (RC) and Customer Satisfaction (CS) three models were used hieratically.

1. First a simple regression model with AC, SLF, SSA and RC as the predictors and CS as the dependent variable were entered.
2. The moderating variables (gender, age, marital status and monthly income) were added to the model containing the predictors.
3. Introducing the interaction term (the product of the independent variable and the moderator variables).

All the three models were significant at the beginning as all the P values were < 0.05 . However, when the interaction term was added some of the P values changed, the results are summarised in Table 4. 15.

Table 4.15: Results of the Moderating Variables

Moderator	Variable	R Square Change	F Change	P - Value
Gender	AC	0.013	4.693	0.031
	SLF	0.009	3.407	0.066
	SSA	0.007	2.886	0.090
	RC	0.011	3.956	0.048
Age	AC	0.002	0.635	0.426
	SLF	0.000	0.063	0.802
	SSA	0.004	1.577	0.210
	RC	0.002	0.813	0.368
Marital Status	AC	0.006	2.272	0.133
	SLF	0.002	0.605	0.437
	SSA	0.001	0.464	0.496
	RC	0.000	0.047	0.829
Income	AC	0.005	1.796	0.181
	SLF	0.004	1.519	0.219
	SSA	0.004	1.693	0.194
	RC	0.004	1.434	0.232

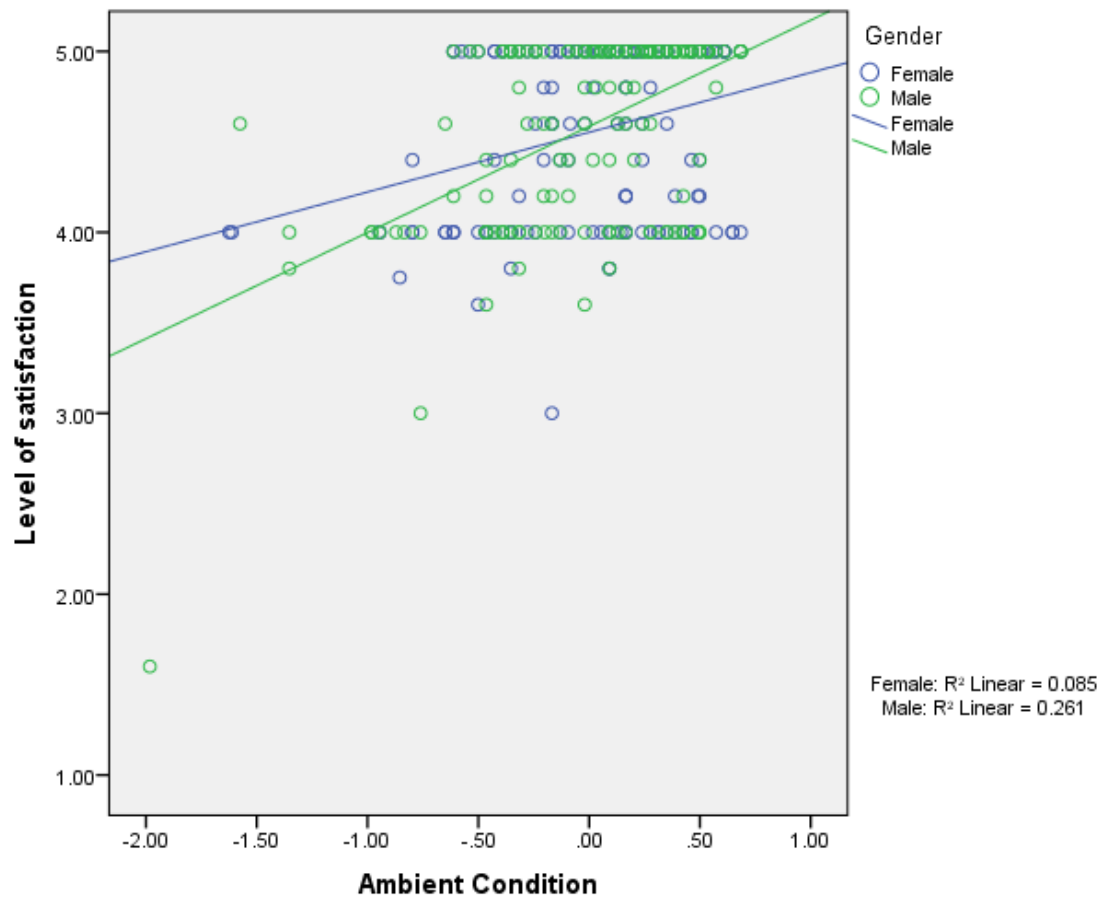


Figure 4.19: Scatter plot showing the relationship between gender and ambient condition

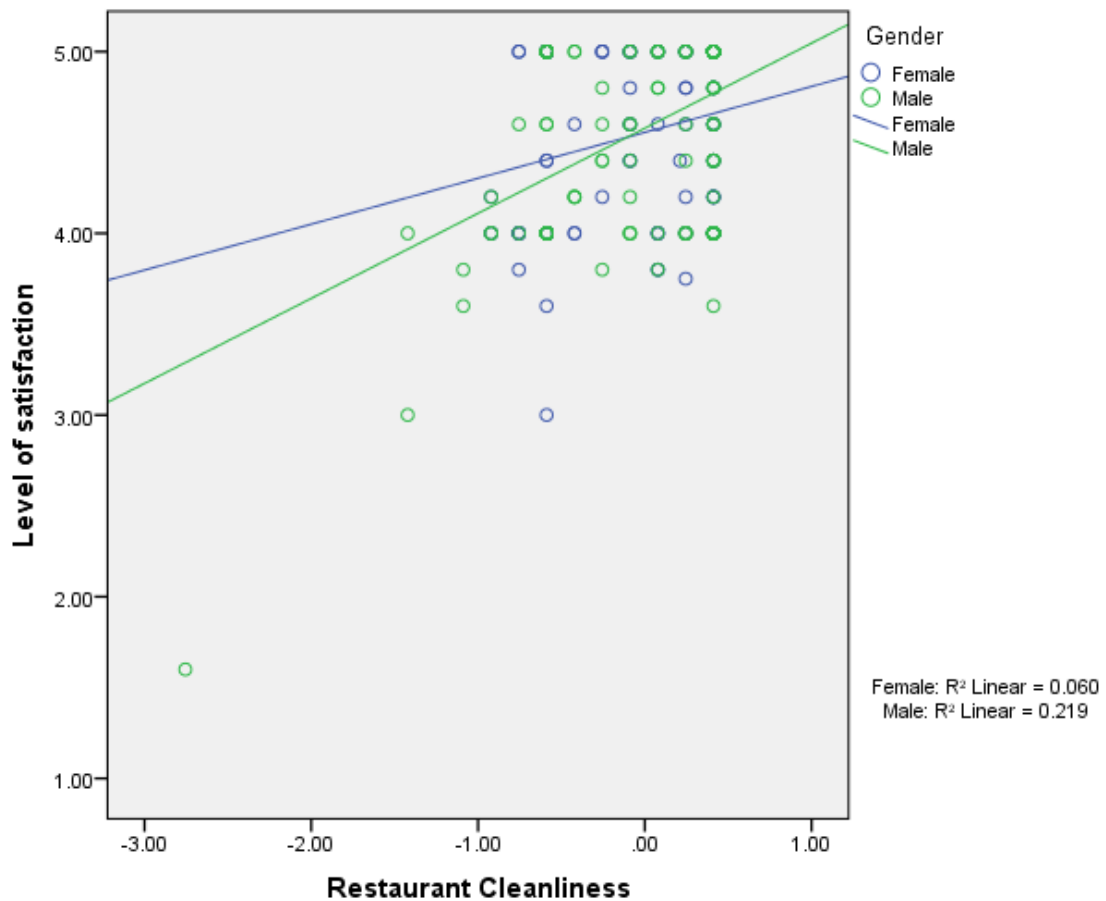


Figure 4.20: Scatter plot showing the relationship between gender and restaurant cleanliness

Results in Table 4.15 on Gender and Ambient Condition (AC) show R square change = 0.013, F change = 4.693, P value = 0.031 indicating that it is significant as $P < 0.05$. This confirms what had been observed in the scatter plot (Figure 4.19) implying that gender significantly moderates the relationship between the Ambient Condition (AC) and Customer Satisfaction (CS).

Results in Table 4.15 on gender and Restaurant Cleanliness (RC) show R square change = 0.011, F change = 3.956, P value = 0.048 indicating that it is significant as $P < 0.05$. This confirms what had been observed in the scatter plot (Figure 4.20) implying that

gender significantly moderates the relationship between the Restaurant Cleanliness (RC) and Customer Satisfaction (CS). This concurs with results of other authors who confirmed that gender does moderates the relationship between servicescape elements and customer satisfaction (Mehrabian and Russell, 1974; Bitner, 1992; Raajpoot *et al*, 2005; Han and Ryu, 2011).

4.5. The Best Predictor Variable for Customer Satisfaction

The researcher sought to find out the best predictor variable for customer satisfaction within the four servicescape dimensions that is (*ambient conditions; spatial layout and functionality; signs, symbols and artefacts; restaurant cleanliness*). This was achieved by fitting a significant linear regression model. The results are displayed in Table 4.16a, 4.16b, 4.16c.

Table 4.16a: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 ^a	.294	.284	.42795

Table 4.16b: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.147	4	5.787	31.599	.000^a
	Residual	55.674	304	.183		
	Total	78.821	308			

Table 4.16c: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.709	.274		6.232	.000
	Ambient Condition	.093	.075	.081	1.240	.216
	Spatial Layout and Functionality	.164	.062	.173	2.662	.008
	Sign symbols and Artefacts	.265	.064	.276	4.130	.000
	Restaurant Cleanliness	.133	.059	.131	2.258	.025

From the Table 4.16b, the model was found to be valid ($F(4, 304) = 31.599, p < 0.001$). The model R squared was found to be 0.294 implying that 29.4% of the variation in customer satisfaction can be explained by the four predictor variables (*ambient conditions; spatial layout and functionality; signs, symbols and artefacts; restaurant cleanliness*). This therefore means that there are other factors that predict customer satisfaction apart from the ones introduced in this study. The linear equation is $CS = 1.709 + 0.093 AC + 0.164 SLF + 0.265 SSA + 0.133 RC$. For one unit increase in ambient conditions (AC) customer satisfaction (CS) increases by 0.93 units; spatial layout and functionality (SLF) increases by 0.164 units; signs, symbols and artefacts (SSA) increases by 0.265 units while restaurant cleanliness (RC) increases by 0.133 units. Ambient condition (AC) was however not a predictor variable for customer satisfaction because the significant level was > 0.05 (.216).

The Beta results indicate that the first predictor variable for customer satisfaction were signs, symbols and artefacts (SSA). This implies that when customers visit restaurants with sufficient directional signs, which are visually appealing, and which give guidance on how to move around their satisfaction levels are raised. Restaurant managers (RM) then need to invest on having sufficient and visually appealing directional signs which guide the customers on where they want to go without having to ask, thus minimizing frustrations. These findings are in agreement with the results of other researchers who have stressed the importance of signs, symbols and artefacts (Wakefield and Blodgett, 1996; 2002; Zelthaml and Bitner, 2007; Newman, 2007; Athony *et al*, 2009; Kim and Moon, 2009; Kim *et al*, 2012).

The second predictor variable according to the Beta results is spatial layout and functionality. This implies that when customers visit restaurants where layouts are logical, make them move around with ease and seating arrangement gives them enough space their satisfaction levels go up. Restaurant managers should therefore make sure that there is good layout of furniture and equipment in restaurants and also invest in good quality dining tables and chairs which are comfortable. This is a key factor in making sure customers are always satisfied and when they are satisfied research has shown that they spend more hours than expected which is good for business. These findings were in concurrent with those of (Bitner, 1991; Wakefield and Blodgett, 1996; Chan, 2008; Kim and Moon, 2009; Kim *et al*, 2010; Lam *et al*, 2011; Eagle and Maria, 2012).

The third predictor variable for customer satisfaction was restaurant cleanliness according to the Beta results. This implies that customers would be satisfied if they visited or

dined in clean food service areas as well as being served by clean and neat staff. Results earlier revealed that restaurant cleanliness as a whole was rated very highly and customers commented that cleanliness is normally a key factor when choosing where to eat. These therefore need be taken very seriously by the restaurant managers in making sure the restaurants, staff, walkways and rest rooms are kept spotlessly clean always, failure to which customers become dissatisfied leading to avoidance behavior. These findings are in line with those of other researchers who have researched on restaurant cleanliness (Pettijohn, 1997; Baker *et al*, 1999; Murrmann *et al*, 1999; Beinstock *et al*, 2003; Jang and Liu, 2009; Threelitaya, 2003; Hoffman *et al*, 2003; Aksoydan, 2007; Barber and Scarcelli, 2009; 2010; Seung, 2012; Mohhidin and Bahar, 2013).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter comprises of the summary of the findings, conclusion, recommendations for policy and practice as well as suggestions for further study.

5.2 Summary of the Study Findings

The purpose of this study was to assess the influence of servicescape on customer's satisfaction in classified restaurants in Nairobi County, Kenya. This study adopted a cross-section descriptive survey design and the respondents consisted of customers in the classified restaurants as well as the managers.

Servicescape consists of several dimensions or elements namely: ambient conditions; spatial layout and functionality; signs, symbols and artefacts as well cleanliness and the objectives were drawn from them. On the demographics the study found out that both men and women had equal representation, majority of the customers were aged between 26 years to 35 years, and most of them were married. On education level 57% of them had university degrees who were the majority followed by those who had diplomas (33%). Results too revealed that most of the customers were Kenyans and only a small percentage was non-Kenyans. These results implies that the restaurant managers should target the youth both male and female, but should also have packages that entice the older age group (51years and above) as the results showed that they were the least, yet they have the money. It also implies that Kenyan citizens have embraced domestic tourism as many of the customers were Kenyans.

5.2.1 Ambient Conditions and Customer Satisfaction

This objective aimed at assessing the influence of ambient conditions on customers' satisfaction. Results revealed that items that were rated highly by customers were as follows: colours used; Lighting vis- a- vis that create a warm and comfortable atmosphere; ceiling, wall and floor decor; interior finishes that are attractive; comfortable temperatures and good air quality; Noise level vis- a- vis comfortable (not so loud) as well as scents and aromas in the restaurant. The overall mean for ambient condition was 4.59. A customer's comment to sum it up was "*Generally the ambience is very accommodative; it is attractive and welcoming and makes me feel like I am in the right place. Everything is just amazing! Definitely it is worth visiting*". This meant that customers were happy with the ambient conditions in the restaurants and therefore restaurant managers should aim at maintaining these and keep improving. However, music rated least among all the other items as most customers thought the music played was not appropriate. Music is one of the key factors for success in restaurant business, as it is said to make customers stay for longer periods than usual, restaurant managers should therefore put a lot of emphasis on it and consult their customers to know the kind of music they preferred.

The Pearson's correlation analysis showed that there was a significant positive relationship between ambient condition and customer level of satisfaction ($r = 0.409$; P value <0.001). Implying that good ambient conditions influenced customers positively thus rising their satisfaction levels. Results of the hypothesis H_{01} : There is no statistically significant influence between ambient condition and customer level of satisfaction was rejected ($t = 7.856$; P value <0.001).

5.2.2 Spatial Layout and Functionality and Customer Satisfaction

This objective aimed at establishing the influence of spatial layout and functionality on customers' satisfaction. The results revealed that items that were rated highly by the customers were as follows: overall layout makes it easy to get to where they want to go; layout is logical; seats and dining tables are comfortable; seating arrangement gives me enough space; there are sufficient chairs and tables and furniture is of high quality. It was evident from these results that most of the customers were happy with the layout and furniture. This implies that service facilities that are specifically designed to add some level of pleasure and excitement to the restaurants should provide ample space to facilitate exploration and stimulation within the physical environment. Restaurant managers should therefore aim at providing such facilities.

Correlation results too revealed that there was a significant relationship between spatial layout and functionality and customer level of satisfaction, ($r=0.449$; P value <0.001). Implying that restaurant with good spatial layout and functionality influenced the customers positively and hence likely to be satisfied. Results of; H_0 : There is no statistically significant influence between spatial layout and functionality and customer satisfaction was also rejected ($t = 8.828$; P value <0.001)

5.2.3 Signs, Symbols and Artefacts and Customer Satisfaction

This objective aimed at exploring the effect of the signs, symbols and artefacts on the customer satisfaction. Results revealed that the following items were rated highly; Food presentation being visually attractive with a mean of 4.42; linen (for example table cloths, napkins) are attractive ; Artefacts and decorations are appropriate with a mean of 4.41; Table setting is visually attractive; Table-ware is of high quality and menu cards design and brochure are attractive. The least rated items were signs and symbols and customers felt they were not sufficient, they are not easy to follow and understand at the same time some of them were not visually appealing and large enough to be seen. This implies that the restaurant managers should concentrate more on the signs and symbols to make sure they are sufficient and give clear guidance on how to move around. Some guests suggested that there should be screens showing directions to meetings and conferences. Through observation only a few restaurants had video screens showing facilities in the hotel and directions to important places and events taking place.

Pearson's moment correlation analysis showed that there was a significant correlation between signs, symbols and artefacts and customer level of satisfaction ($r= 0.49$; P value <0.001), implying that signs, symbols and artefacts influenced the customer positively and consequently raise their level of satisfaction. The null hypothesis; H_0 : There is no statistically significant influence between signs, symbols and artefacts and customer level of satisfaction was also rejected ($t= 9.858$; P value <0.001).

5.2.4 Facility Cleanliness and Customer Satisfaction

This sought to determine the customer's perceptions of cleanliness and effect on satisfaction. Cleanliness especially in restaurants is of great importance as no customer would like to be served food in a dirty restaurant. The items that were rated highly were; overall, the facility is clean with a mean of 4.60. Restaurant maintains clean food service areas; Restaurant maintains clean walking areas, corridors and exits; Restaurant maintains clean restroom areas; Staff are clean and neat. This therefore meant that customers were happy with the cleanliness in the restaurants. Findings imply that restaurant managers need to put a lot of effort in making sure that food service areas, restrooms, corridors, exits as well as restaurant staff are always clean and neat. Observation check list also showed most restaurants maintained high levels of cleanliness.

The results revealed that there was a significant relationship between cleanliness and customer level of satisfaction ($r = 0.37$; P value <0.001) implying that when hotels maintain cleanliness in the restaurant, customers level of satisfaction rises.

The results of hypothesis; H_{04} : There is no statistically significant relationship between restaurant cleanliness and customer level of satisfaction was rejected ($t=6.971$; P value <0.001).

5.2.5 Effect of the Moderating Variables

This was to determine the moderating effect of demographics (Gender, age, marital status, income) on relationship between servicescape dimensions and customer satisfaction and the results showed that:

- Gender significantly moderates the relationship between ambient conditions and customer satisfaction (P value <0.05).
- Gender significantly moderates the relationship between restaurant cleanliness and customer satisfaction (P value <0.05).

The other variables were not significant (Figure 5.1).

Additionally, findings from qualitative data revealed that there could be other moderating variables apart from the demographic variables (Figure 5.1). Situational factors like the plan and purpose of visit as well as expectations of a person were variables that could also moderate the relationship between perceived servicescape elements and customer satisfaction. Most guests commented that the main reasons for visiting the restaurants was not just for having a meal but also to enjoy, relax and spend more time in the facility.

Below are comments from some of the customers:

“Customers want to have an experience, so apart from food, drink & services the environment is paramount”

“Good physicals environment creates comfort and relaxation which makes someone enjoy, that’s why we prefer these good restaurants”

Time is another moderator variable to be considered as the more time spent in the restaurant the more one is likely to experience the ambience, appreciate and finally

increase the level of satisfaction. When customers are satisfied, they become loyal and keep making repeat visits which was confirmed by the managers. Below is a comment from one of the managers:

“Customers are appreciative, feel comfortable and relaxed as they dine. Their comments tell you that they are happy. Our customers are loyal, they always come back”
(restaurant Manager 16)

From the observations, emotional states like the mood of the customers whether happy, unhappy or sad could also have a moderating effect on the relationship between the servicescape dimensions and customer satisfaction.

5.2.6 Predictor Variables for Customer Satisfaction

This was to determine the best predictor variable for customer satisfaction. Results showed that among the four predictor variables; Ambient condition; Spatial layout and functionality; Signs, symbols and artefacts and restaurant cleanliness. Three variables were significant as follows: First best predictor variable for customer satisfaction were the signs, symbols and artefacts (Figure 5.1), second was spatial layout and functionality and the third was restaurant cleanliness. These variables were also rated as most important by the customers therefore restaurant managers need to put a lot of emphasis on them.

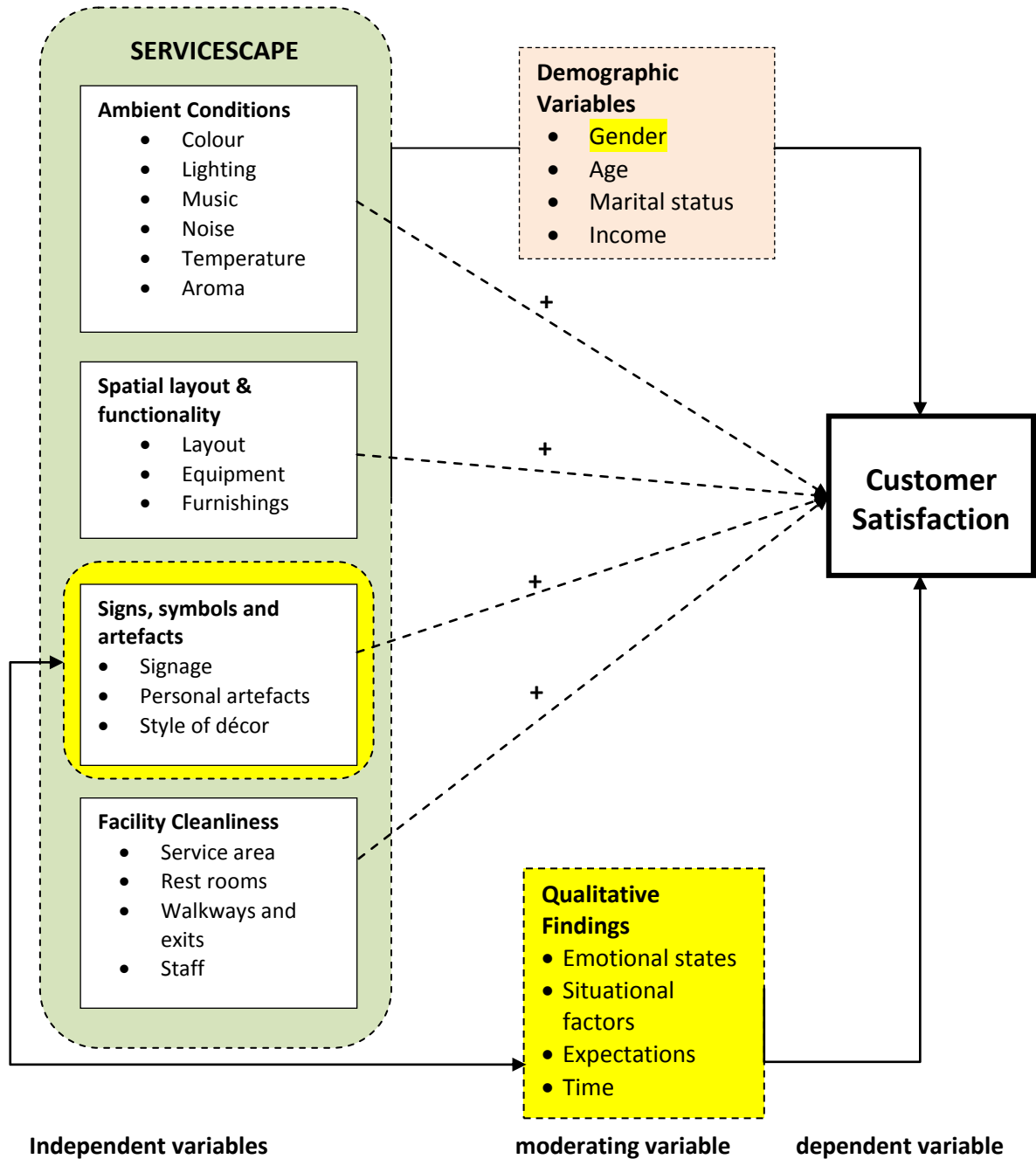


Figure 5.1: Developed conceptual model on influence of servicescape on customer satisfaction based on study findings.

5.3 Conclusion

Based on the research findings, the following conclusions were made:

Pertaining ambient conditions, it can be concluded that customers were happy with the colours used; Lighting, ceiling, wall and floor décor; Attractive interior finishes; Temperatures and air quality as well as noise levels in the restaurant. Observations too revealed that in most restaurants the interiors were indeed appealing, this calls for restaurant managers to maintain and keep improving to keep their customers satisfied. However, the managers need to improve in terms of the music played in the restaurants, as most customers thought the music was not appropriate, they preferred live bands and African music which most restaurants did not play.

On spatial layout and functionality, it can be concluded that customers were satisfied if the restaurant had spacious seating arrangements and logical layouts which enabled them to move around with ease; if there were sufficient tables and chairs which were of high quality and at the same time comfortable. This means that the restaurant managers should invest in good quality furniture that is comfortable and make seating arrangements spacious and logical as the customers really value these. They should also consider the physically challenged people as some customers felt that this was not catered for adequately.

Concerning signs, symbols and artefacts, study findings established that the customers were more satisfied if the following factors were positive; food presentation being visually appealing, table setting, menu cards, table cloths and napkins being attractive. However they felt that signs and symbols in most restaurants were not sufficient and they

did not give clear guidelines on how to move around. This is an area where restaurant managers need to put a lot of emphasis as customers get frustrated if they don't get clear signals.

In relation to restaurant cleanliness, customers were satisfied with cleanliness in most restaurants. They felt that the service areas, restrooms, walkways were kept clean and the staffs were clean and neat too. This implies that when customers visit clean restaurants their satisfaction levels rise; this therefore means the restaurants managers should maintain cleanliness in restaurants.

On determining the moderating effect of the demographics (gender, age, marital status, income) on the relationship between servicescape elements and customer satisfaction, results established that gender significantly moderates the relationship between (ambient condition; restaurant cleanliness) and customer satisfaction. However, other factors came up from the qualitative data which could also moderate the relationship between servicescape elements and customer satisfaction for example; situational factors, expectations, emotional factors as well as time factor.

Results on multiple regression showed that the three factors namely signs, symbols and artefacts, spatial layout and functionality, restaurant cleanliness were the best predictor variables that influenced customer satisfaction.

Finally, it is important for hoteliers and restaurateurs to take the issue of servicescape seriously, because this is the first thing that customers experience and creates a first impression that tells the standard of the restaurant and what kind of service to expect.

Good physical environment creates comfort and relaxation which makes someone enjoy and want to spend more time in the facility. As one of the guests commented *“The eyes are the taste buds of the soul, what you see you like or hate”*

5.4 Recommendations for Policy and Practice

Hospitality service is complex due to its intangible nature. This therefore calls for stakeholders in the industry not only to focus on food and methods of food service but also other elements such as the physical environment to attract more customers. Results of the current study findings and reviewed literature have shown that high quality and attractive physical environment creates more customer satisfaction. Today's customers are demanding for more, as what they want is to have an experience, so apart from food, drink and service the environment is paramount.

In line with the above statement, the following recommendations were suggested:-

1. Policy makers in the Ministry of Tourism (MoT) in conjunction with Hotels and Restaurants Authority (HRA) which has since changed to Tourism Regulatory Authority (TRA) need to incorporate the attractiveness of the physical environment including the interiors of the restaurants as a key component when coming up with classifications for hotels and restaurants.
2. The Ministry of Tourism (MoT) to create more awareness in hotels and restaurants on the need to put up hotels and restaurants with good architectural designs, high quality and attractive physical environments, as well as invest in good quality and comfortable furniture.

3. There is need to have clear guiding policies on how to enhance the physical environment of restaurants. This is important in order to cater for the physically challenged persons, in terms of spacing and providing special furniture for them as most restaurant managers said there were no clear guiding policies.
4. Restaurant managers need to look for a way of capturing the older generation, since they did not seem to be many as the youth, yet they are the ones with the money. They should aim at coming up with products and services as well as physical environments that favour them.
5. Restaurant managers should be consulting with both customers and employees when making decisions about the style of décor and not just assume that customers will appreciate what they find. This is because some customers commented that they would prefer live bands and African music which was missing in most restaurants. Customers can offer good advice and employees too as they experience the décor when they are working especially the waiting staff. They are also likely to hear comments from customers and sometimes can ask them what they would prefer as they interact with them more.
6. Study recommends that restaurant managers should be making visits to other competitor restaurants as they can get a lot of ideas from them, discover the latest trends and especially those restaurants that are doing well already.
7. It is recommended that hoteliers and restaurant managers consider space, layout and comfort of the dining table and chairs. It is important that they provide for ample and spacious seating arrangements as well as come up with logical layouts and comfortable furniture. This was rated highly as an important factor by the

customers and it is the key in making customers stay for longer time in restaurants which is good for business. Spacing in restaurants as well as dining tables and chairs should also be made with the physically challenged persons in mind.

8. Hoteliers and restaurateurs should make sure that they provide sufficient signs and symbols that guide customers on how to move about and show them directions. This reduces frustrations and feelings of being lost.

5.5 Recommendations for Further Research

Based on the study findings, further research is recommended in the following areas:-

1. Further study to be conducted to determine whether the findings of the present study are restricted to certain geographical area or type of restaurants.
2. The present study on servicescape only looked into the interior design and decoration of the classified restaurants. Further study need to be carried out focusing on the exterior environment.
3. A similar research needs to be carried out incorporating more variables / or different variables than the ones captured in this study.
4. A comparative study on servicescape can be carried out within the different categories of restaurants.

5.6 Contribution of the Current Study

- 1) The findings of this study would be beneficial to the policy makers in the Ministry of Tourism (MoT) in that they would be more informed when making decisions to support the industry, given its importance in achieving vision 2030.

- 2) The stakeholders in the industry could use the information to market hotels and restaurants with unique concepts. This would make them differentiate their products from others, making them have a distinctive competitive advantage.
- 3) The study provides new and additional knowledge in the area of servicescape within the restaurants context.
- 4) Study also boosts literature on servicescape which is scanty in the Kenyan context.
- 5) It would also act as a reference document for those wishing to carry out further researches on servicescape in future.

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APPENDICES**Appendix 1: Introduction Letter**

INTRODUCTION LETTER

Beatrice N. Kamau,
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Thika

Email: bettyngonyo@yahoo.com

TO WHOM IT MAY CONCERN

SUBJECT: DATA COLLECTION

I am Beatrice Kamau a Phd student in Kenyatta University, School of Hospitality and Tourism, Department of Hospitality Management. I am carrying out a research on *“Influence of servicescape on customer satisfaction in restaurants within classified hotels in Nairobi County, Kenya”*. The purpose of this letter is to request you to allow me collect data from your customers. The study is basically about the physical environment/ambience in classified restaurants in Nairobi County. This study will help restaurateurs like you determine how customers perceive servicescapes/physical environments in classified restaurants. An understanding of the effect of physical surroundings on customer satisfaction may help guide restaurateurs in decision-making concerning facility renovation or redesign. Your help is essential for the success of this study.

Yours Sincerely,

Beatrice N. Kamau

Appendix 2: Questionnaire for the Customers

I am a PhD student from Kenyatta University School of Hospitality and Tourism, Department of Hospitality Management. I am carrying out a research on the *'Influence of servicescape on customer satisfaction in restaurants within classified hotels in Nairobi County, Kenya'*. The study basically is about the physical environment/ ambience in classified restaurants and its influence on customers' satisfaction.

Your participation in this survey is voluntary, but very important. I would really appreciate if you could spare a few minutes to respond to the following questionnaire. All respondents will remain anonymous and the data collected will only be used for purpose of this research.

Section A: Background information

1. Gender

- (a) Male (b) Female

2. Age group

- (a) 20 years and below (b) 21 – 25 years
 (c) 26 – 30 years (d) 31 - 35 years
 (e) 36 -40 years (f) 41 – 45 years
 (g) 46 - 50 years (h) 51 years and above

3. Marital status

- (a) Married (b) Single

4. Highest level of education

- (a) Primary (b) Secondary
 (c) Diploma (d) Degree
 (e) Other specify _____

5. Nationality

- (a) Kenyan (b) Non Kenyan
 (c) If non Kenyan, specify _____

6. Monthly income

- (a) Kshs 20,000 and below [] (b) Kshs 20,001 – 40,000 []
 (c) Kshs 40,001 – 60,000 [] (d) Kshs 60,001 – 80,000 []
 (e) Kshs 80,001 – 100,000 [] (f) Kshs 100,001 and above []

7. How often do you visit this restaurant?

- (a) Daily [] (b) Once a week []
 (c) 2 – 3 times a month [] (d) Once a month []

Section B: Perceptions about the Servicescape (Physical Environment)

Instruction: Please tick (√) on the number that best describes your opinion.

8. Physical Environment

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

1 = Strongly Disagree, 2 = Disagree, 3 = Unsure 4 = Agree, 5= Strongly Agree.

Ambient Conditions	Strongly Disagree		3	Strongly Agree	
	1	2		4	5
Carpeting / flooring is of high quality	1	2	3	4	5
Carpeting / flooring makes me feel comfortable	1	2	3	4	5
Ceiling decor is attractive	1	2	3	4	5
Wall decor is visually appealing	1	2	3	4	5
Plants / flowers makes me feel happy	1	2	3	4	5
Paintings / pictures are attractive	1	2	3	4	5
Interior finishes and colours are attractive	1	2	3	4	5
The architecture in the restaurant gives it an attractive character	1	2	3	4	5
Interior wall and floor colour schemes are attractive	1	2	3	4	5

Colours used create a warm atmosphere	1	2	3	4	5
Colours used create a comfortable atmosphere	1	2	3	4	5
Colours used make me feel calm	1	2	3	4	5
Lighting is Adequate	1	2	3	4	5
Lighting is Appropriate	1	2	3	4	5
Lighting creates a comfortable atmosphere	1	2	3	4	5
Lighting creates a warm atmosphere	1	2	3	4	5
Lighting makes me feel welcome	1	2	3	4	5
Background music/sound is appropriate	1	2	3	4	5
Background music relaxes me	1	2	3	4	5
Background music is pleasing	1	2	3	4	5
Background music makes me want to stay longer	1	2	3	4	5
Air quality in the restaurant is good	1	2	3	4	5
Temperature in the Restaurant is comfortable	1	2	3	4	5
The odour/scent in the restaurant is appropriate	1	2	3	4	5
Aroma is enticing	1	2	3	4	5
Noise level is comfortable	1	2	3	4	5
Overall, the ambient condition in the restaurant makes it comfortable to stay inside	1	2	3	4	5

Any other comments about the ambience of this restaurant?-----

Spatial Layout and Functionality	Strongly Disagree			Strongly Agree	
Layout makes it easy for me to move around	1	2	3	4	5
Layout is Logical to me	1	2	3	4	5
Overall, the restaurant's layout make it easy to get to where I want to go	1	2	3	4	5
Furniture (e.g., dining table, chair) is of high quality	1	2	3	4	5
There are sufficient chairs and tables in the restaurant	1	2	3	4	5
Seating arrangement gives me enough space	1	2	3	4	5
Seats and dining tables are comfortable	1	2	3	4	5

Any other comments about the Space/layout and furniture of this restaurant ?-----

Signs, Symbols and Artefacts	Strongly Disagree			Strongly Agree	
Menu card design/Brochures are attractive.	1	2	3	4	5
Food presentation is visually attractive.	1	2	3	4	5
The table setting is visually attractive	1	2	3	4	5
Tableware (e.g., glass, china, silverware) is of high quality	1	2	3	4	5
The linen (e.g., table cloths, napkin) are attractive.	1	2	3	4	5
There are sufficient directional signs(e,g entrance, exit, toilets)	1	2	3	4	5
The directional signs (eg above) give guidelines on how to move in this restaurant	1	2	3	4	5
It is easy to follow & understand directional signs (eg above) displayed in this restaurant	1	2	3	4	5

Directional signs are visually appealing and large enough to be seen	1	2	3	4	5
Artefacts and decorations in the restaurant are appropriate	1	2	3	4	5

Any other comments about the signs, symbols and artefacts in this restaurant ?-----

Restaurant Cleanliness	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
The restaurant maintains clean food service areas	1	2	3	4	5
The restaurant maintains clean rest rooms	1	2	3	4	5
The restaurant maintains clean walkways, corridors and exits	1	2	3	4	5
The staff in this restaurant are clean and neat	1	2	3	4	5
Attractive employees make me feel good	1	2	3	4	5
Overall, the facility is clean	1	2	3	4	5

Any other comments on cleanliness in this restaurant? -----

Rating popularity of servicescape elements

Please indicate the extent of how important the following servicescape dimensions are in relation to customer satisfaction. For each, please use the following scale:

1= Least Important 2= Important 3= Most Important

Variable	Least Important	Important	Most Important
Interior finishes & colours	1	2	3
Lighting/lighting fixtures	1	2	3
Music	1	2	3
Space / Layout	1	2	3
Cleanliness	1	2	3
Comfort of dining tables and chairs	1	2	3
Signs, symbols & artefacts	1	2	3

Is there any other ambient condition you consider important and is not included in this list? Please specify-----

Section C: Customer Satisfaction

The following statements concern **your overall satisfaction** with this restaurant

Measure of satisfaction	Strongly Disagree		3	Strongly Agree	
	1	2		4	5
The overall feeling I get from this restaurant puts me in a good mood	1	2	3	4	5
I enjoy spending time in this restaurant	1	2	3	4	5
I would like to come back to this restaurant again or in future	1	2	3	4	5
I would recommend this restaurant to my friends and others	1	2	3	4	5
Overall, I am satisfied with this restaurant	1	2	3	4	5

9(a) In your own opinion, do you think the physical environment / ambience in restaurants is an area that restaurant owners / managers need to put a lot of emphasis in?

Yes [] No []

(b) If your answer is 'Yes', briefly explain why -----

10. What advice would you give the restaurant managers in order to improve the physical environment / ambience in restaurants?-----

Thank you for your participation

Appendix 3: Interview Schedule for the Restaurant Managers

1. Who decided on the servicescape features in this restaurant that is, colour; lighting; music; spatial layout and functionality; signs symbols and artefacts as well as the menu cards, table were and table setting?

(a) Management { }

(b) Interior designer { }

(c) Customers { }

(d) Employees { }

(e) Other, specify { }

2. Are you guided by any hotel / restaurant policies?-----

3. Please indicate the extent of how important the following servicescape dimensions are in relation to customer satisfaction. For each, please use the following scale

Variable	Least Important	Important	Most Important
Interior finishes & colours	1	2	3
Lighting/lighting fixtures	1	2	3
Music	1	2	3
Space / Layout	1	2	3
Cleanliness	1	2	3
Comfort of dining	1	2	3

tables and chairs			
Signs, symbols & artefacts	1	2	3

4. Are there any other servicescape dimensions you consider important and are not included in the above list? Please specify-----

5. What has been the reaction of customers to the servicescape dimensions above-----

6 (a) Do you think this is an area restaurant managers need to put a lot of emphasis?

(a)Yes [] (b) No []

(b) If yes, briefly explain why-----

Thank you for your participation

Appendix4: Observation Check List

Name of the Restaurant-----

	Construct	Attributes	Comments
1.	Colour	Types of Colours	
2.	Lighting	Types of lighting; Lighting fixtures	
3.	Music	Type of music played	
6.	Spatial Layout	Distance between rows of tables & chairs; Isles	
7.	Furniture	Arrangement Matching with restaurant theme	
8.	Signs, symbols and artefacts	Exits, rest rooms etc.	
9.	Staff appearance	Neatness; wearing uniform	
10.	Appearance of restaurant	Décor; cleanliness	

Appendix 5: The Town Hotels Population

Kenyan Town Hotels as classified by the Hotels and Restaurants Authority, Kenya

Gazette, 13th June, 2003

S/NO	NAME OF HOTEL	LOCATION
	Five Star Hotels	
1	Hotel Intercontinental	Nairobi
2	Grand Regency Hotel	Nairobi
3	Hilton	Nairobi
4	The Norfolk Hotel	Nairobi
5	Nairobi Serena	Nairobi
6	The Stanley	Nairobi
7	Safari Park Hotel	Nairobi
	Three Star Hotels	
8	The Bounty Hotel	Nairobi
9	Fair View Hotel	Nairobi
10	Marble Arch Hotel	Nairobi
11	Landmark Hotel	Nairobi
12	Holiday Inn	Nairobi
13	Windsor Golf Country Club	Nairobi
14	Nairobi Safari Club	Nairobi
15	Utalii Hotel	Nairobi
16	Outspan Hotel	Nyeri
17	Ambassadeur Hotel	Nairobi
18	Sportsman Arms Hotel	Nanyuki
	Two Star Hotels	
19	Panafric Hotel	Nairobi
20	Silver Springs Hotel	Nairobi
21	Midland Hotel	Nakuru
22	Tea Hotel	Kericho
23	Hotel Sirikwa	Eldoret
24	Hotel Kunste	Nakuru
25	Hotel Boulevard	Nairobi
26	Eel Hotel	Elburgon
27	Six Eighty	Nairobi
28	Sports View Hotel	Nairobi
29	Kakamega Golf Hotel	Kakamega
30	Lotus Hotel	Mombasa
31	Hotel Genevieve	Nakuru
32	Lakeside Tourist Lodge	Naivasha
33	Imperial Hotel	Kisumu

34	Blue Post Hotel	Thika
	One Star Hotels	
35	Asis Hotel	Eldoret
36	The Lantern	Kitale
37	Izaak Walten Inn	Embu
38	Fig Tree Hotel	Nairobi
39	Milimani Hotel	Nairobi
40	Hotel Water Buck	Nakuru
41	Midwest Hotel	Kericho
42	Hotel Southern Blue	Nairobi
43	Sunset Hotel	Kisumu
44	Royal Court Hotel	Mombasa
45	Blue Hut Hotel	Nairobi
46	Meru safari Hotel	Meru
47	Zonic Hotel	Kisii
48	Hotel 3 Steers Meru	Meru
49	Quale Hotel	Mombasa
50	Karibu Hotels	Nairobi
51	Park Villa Hotel	Webuye
52	Milimani Resort	Kisumu
53	Garden Hotel	Machakos

Appendix 6: The Classified Town Hotels Population in Nairobi County

Hotels and Restaurants Authority, Kenya Gazette, 13th June, 2003

S/No.	NAME OF HOTEL	LOCATION
	Five Star Hotels	
1.	Hotel Intercontinental	Nairobi
2.	Grand Regency Hotel	Nairobi
3.	Hilton Hotel	Nairobi
4.	The Norfolk Hotel	Nairobi
5.	Nairobi Serena Hotel	Nairobi
6.	Safari Park Hotel	Nairobi
7.	Sarova Stanely	Nairobi
	Three Star Hotels	
8.	The Bounty Hotel	Nairobi
9.	Fair view Hotel	Nairobi
10.	Marble Arch Hotel	Nairobi
11.	Landmark Hotel	Nairobi
12.	Holiday Inn	Nairobi
13.	Nairobi Safari club	Nairobi
14.	Utalii Hotel	Nairobi
15.	Ambassador Hotel	Nairobi
	Two Star Hotels	
16.	Panafric Hotel (Sarova panafric)	Nairobi
17.	Silver Springs Hotel	Nairobi
18.	Boulevard Hotel	Nairobi
19.	Six Eighty Hotel	Nairobi
20.	Sports view Hotel	Nairobi
	One Star Hotels	
21.	Hotel Southern Blue	Nairobi
22.	Milimani Hotel	Nairobi
23.	Fig Tree Hotel	Nairobi
24.	Blue Hut Hotel	Nairobi
25.	Karibu Hotel	Nairobi

Appendix 7: Approval of Research Proposal



**KENYATTA UNIVERSITY
GRADUATE SCHOOL**

E-mail: dean-graduate@ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 810901 Ext. 57530

Website: www.ku.ac.ke

Internal Memo

FROM: Dean, Graduate School **DATE:** 30th October, 2014
TO: Ms. Beatrice Ngonyo Kamau **REF:** T130/22228/2012
 C/o Hospitality Management Dept.

SUBJECT: APPROVAL OF RESEARCH PROPOSAL

This is to inform you that Graduate School Board, at its meeting of 22nd October, 2014, approved your Research Proposal for the Ph.D Degree **Entitled**, "Influence of Servicescape on Customers' Satisfaction in Classified Restaurants in Nairobi County, Kenya."

You may now proceed with your Data Collection, subject to clearance with the Permanent Secretary, Ministry of Higher Education, Science and Technology.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed Supervision Tracking Forms per semester. The form has been developed to replace the Progress Report Forms. The Supervision Tracking Forms are available at the University's Website under Graduate School webpage downloads.

Thank you.

SILVERIA THIONG'O
FOR: DEAN, GRADUATE SCHOOL

C.c. Chairman, Hospitality Management Department

Supervisors:

1. Dr. Rosemarie Khayiya
C/o Department of Hospitality Management
Kenyatta University
2. Dr. Charles Murungi
C/o Department of Hospitality Management
Kenyatta University

ST/ewm

Appendix 8: Research Authorization



**KENYATTA UNIVERSITY
GRADUATE SCHOOL**

E-mail: dean-graduate@ku.ac.ke

Website: www.ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 8710901 Ext. 57530

Our Ref: T130/22228/2012

Date: 27th October, 2014

The Permanent Secretary,
Ministry of Higher Education, Science & Technology,
P.O. Box 30040,
NAIROBI

Dear Sir/Madam,

RE: RESEARCH AUTHORIZATION BEATRICE NGONYO KAMAU- REG. NO. T130/22228/2012

I write to introduce Ms. Beatrice Ngonyo Kamau who is a Postgraduate Student of this University. She is registered for Ph.D degree programme in the **Department of Hospitality Management**.

Ms. Ngonyo intends to conduct research for a Ph.D proposal entitled, "Influence of Servicescape on Customers' Satisfaction in Classified Restaurants in Nairobi County, Kenya."

Any assistance given will be highly appreciated.

Yours faithfully,

**MRS. LUCY N. MBAABU
FOR: DEAN, GRADUATE SCHOOL**

ST/ewm

Appendix 9: Research Authorization Letter from NACOSTI



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471,
2241349, 310571, 2219420
Fax: +254-20-318245, 318249
Email: secretary@nacosti.go.ke
Website: www.nacosti.go.ke
When replying please quote

9th Floor, Utalii House
Uhuru Highway
P.O. Box 30623-00100
NAIROBI-KENYA

Ref: No.

Date:

NACOSTI/P/15/7996/5698

14th April, 2015

Beatrice Ngonyo Kamau
Kenyatta University
P.O. Box 43844-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on "*Influence of servicescape on customer satisfaction in classified restaurants in Nairobi County, Kenya*" I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for a period ending **30th April, 2016**.

You are advised to report to **the County Commissioner and the County Director of Education, Nairobi County** before embarking on the research project.

On completion of the research, you are required to submit **two hard copies and one soft copy in pdf** of the research report/thesis to our office.


DR. M. K. RUGUTT, PhD, HSC.
DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioner
Nairobi County.

**COUNTY COMMISSIONER
NAIROBI COUNTY
P. O. Box 30124-00100, NBI
TEL: 341666**


The County Director of Education
Nairobi County.



Appendix 10: Research Permit from NACOSTI

THIS IS TO CERTIFY THAT:
MS. BEATRICE NGONYO KAMAU
of KENYATTA UNIVERSITY, 0-1000
Thika, has been permitted to conduct
research in Nairobi County
on the topic: INFLUENCE OF
SERVICESCAPE ON CUSTOMER
SATISFACTION IN CLASSIFIED
RESTAURANTS IN NAIROBI COUNTY,
KENYA.
for the period ending:
30th April, 2016

Permit No : NACOSTI/P/15/7996/5698
Date Of Issue : 14th April, 2015
Fee Received :Ksh 2,000




Beata
Applicant's Signature


M. N. N. N.
Director General
National Commission for Science, Technology & Innovation

CONDITIONS

- 1. You must report to the County Commissioner and the County Education Officer of the area before embarking on your research. Failure to do that may lead to the cancellation of your permit**
- 2. Government Officers will not be interviewed without prior appointment.**
- 3. No questionnaire will be used unless it has been approved.**
- 4. Excavation, filming and collection of biological specimens are subject to further permission from the relevant Government Ministries.**
- 5. You are required to submit at least two(2) hard copies and one(1) soft copy of your final report.**
- 6. The Government of Kenya reserves the right to modify the conditions of this permit including its cancellation without notice**



REPUBLIC OF KENYA



NACOSTI
National Commission for Science, Technology and Innovation

RESEARCH CLEARANCE PERMIT

Serial No. A 4867

CONDITIONS: see back page

Appendix 11: Regression Analysis Output on the Moderating Effect of the Demographics

Regression

[DataSet1] F:\beatriceKU\phd student customers data.sav

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Ambient Condition ^a		. Enter
2	Gender ^a		. Enter
3	AZ1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Level of satisfaction

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.410 ^a	.168	.166	.46205	.168	62.196	1	307	.000
2	.412 ^b	.170	.164	.46252	.001	.382	1	306	.537
3	.427 ^c	.182	.174	.45975	.013	4.693	1	305	.031

a. Predictors: (Constant), Ambient Condition

b. Predictors: (Constant), Ambient Condition, Gender

c. Predictors: (Constant), Ambient Condition, Gender, AZ1

ANOVA^d

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.279	1	13.279	62.196	.000 ^a
	Residual	65.543	307	.213		
	Total	78.821	308			
2	Regression	13.360	2	6.680	31.227	.000 ^b
	Residual	65.461	306	.214		
	Total	78.821	308			
3	Regression	14.352	3	4.784	22.633	.000 ^c
	Residual	64.469	305	.211		
	Total	78.821	308			

a. Predictors: (Constant), Ambient Condition

b. Predictors: (Constant), Ambient Condition, Gender

c. Predictors: (Constant), Ambient Condition, Gender, AZ1

d. Dependent Variable: Level of satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Coefficients			Tolerance	VIF
1	(Constant)	4.570	.026		173.844	.000		
	Ambient Condition	.468	.059	.410	7.886	.000	1.000	1.000
2	(Constant)	4.553	.037		122.564	.000		
	Ambient Condition	.468	.059	.410	7.877	.000	1.000	1.000
	Gender	.033	.053	.032	.618	.537	1.000	1.000
3	(Constant)	4.553	.037		123.288	.000		
	Ambient Condition	.330	.087	.289	3.796	.000	.462	2.165
	Gender	.033	.052	.033	.631	.529	1.000	1.000
	AZ1	.257	.119	.165	2.166	.031	.462	2.165

a. Dependent Variable: Level of satisfaction

Excluded Variables ^c								
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Gender	.032 ^a	.618	.537	.035	1.000	1.000	1.000
	AZ1	.165 ^a	2.166	.031	.123	.462	2.165	.462
2	AZ1	.165 ^b	2.166	.031	.123	.462	2.165	.462

a. Predictors in the Model: (Constant), Ambient Condition

b. Predictors in the Model: (Constant), Ambient Condition, Gender

c. Dependent Variable: Level of satisfaction

Collinearity Diagnostics^a

Model	Dimensio		Condition Index	Variance Proportions			
	n	Eigenvalue		(Constant)	Ambient Condition	Gender	AZ1
1	1	1.004	1.000	.50	.50		
	2	.996	1.004	.50	.50		
2	1	1.706	1.000	.15	.00	.15	
	2	1.000	1.306	.00	1.00	.00	
	3	.294	2.409	.85	.00	.85	
3	1	1.734	1.000	.00	.13	.00	.13
	2	1.706	1.008	.15	.00	.15	.00
	3	.294	2.428	.85	.00	.85	.00
	4	.266	2.551	.00	.86	.00	.86

a. Dependent Variable: Level of satisfaction

Regression

[DataSet1] F:\beatriceKU\phd student customers data.sav

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Spartial Layout and Functionality ^a		. Enter
2	Gender ^a		. Enter
3	BZ1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Level of satisfaction

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.448 ^a	.200	.198	.45311	.200	76.920	1	307	.000
2	.448 ^b	.200	.195	.45384	.000	.009	1	306	.926
3	.457 ^c	.209	.201	.45207	.009	3.407	1	305	.066

a. Predictors: (Constant), Spartial Layout and Functionality

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.448 ^a	.200	.198	.45311	.200	76.920	1	307	.000
2	.448 ^b	.200	.195	.45384	.000	.009	1	306	.926
3	.457 ^c	.209	.201	.45207	.009	3.407	1	305	.066

a. Predictors: (Constant), Spartial Layout and Functionality

b. Predictors: (Constant), Spartial Layout and Functionality, Gender

c. Predictors: (Constant), Spartial Layout and Functionality, Gender, BZ1

ANOVA^d

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.792	1	15.792	76.920	.000 ^a
	Residual	63.029	307	.205		
	Total	78.821	308			
2	Regression	15.794	2	7.897	38.340	.000 ^b
	Residual	63.027	306	.206		
	Total	78.821	308			
3	Regression	16.490	3	5.497	26.897	.000 ^c
	Residual	62.331	305	.204		
	Total	78.821	308			

a. Predictors: (Constant), Spartial Layout and Functionality

b. Predictors: (Constant), Spartial Layout and Functionality, Gender

c. Predictors: (Constant), Spartial Layout and Functionality, Gender, BZ1

d. Dependent Variable: Level of satisfaction

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Coefficients			Tolerance	VIF
1	(Constant)	4.571	.026		177.311	.000		
	Spatial Layout and Functionality	.424	.048	.448	8.770	.000	1.000	1.000
2	(Constant)	4.573	.037		125.174	.000		
	Spatial Layout and Functionality	.424	.049	.448	8.732	.000	.993	1.007
	Gender	-.005	.052	-.005	-.093	.926	.993	1.007
3	(Constant)	4.568	.036		125.211	.000		
	Spatial Layout and Functionality	.327	.072	.345	4.571	.000	.454	2.201
	Gender	-.003	.052	-.003	-.066	.948	.993	1.008
	BZ1	.179	.097	.139	1.846	.066	.456	2.191

a. Dependent Variable: Level of satisfaction

Excluded Variables^f

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Gender	-.005 ^a	-.093	.926	-.005	.993	1.007	.993
	BZ1	.139 ^a	1.850	.065	.105	.456	2.191	.456
2	BZ1	.139 ^b	1.846	.066	.105	.456	2.191	.454

a. Predictors in the Model: (Constant), Spartial Layout and Functionality

b. Predictors in the Model: (Constant), Spartial Layout and Functionality, Gender

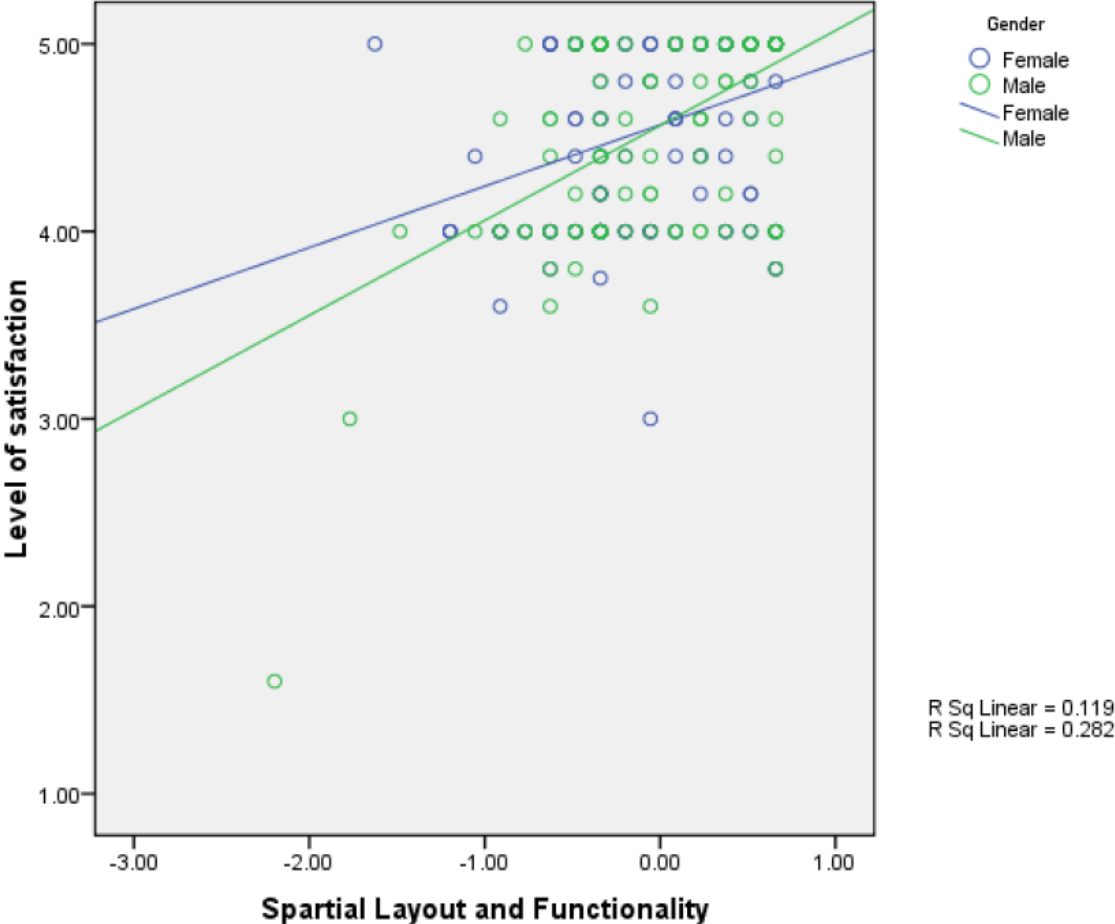
c. Dependent Variable: Level of satisfaction

Collinearity Diagnostics^a

Model	Dimensio n	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Spartial Layout and Functionality	Gender	BZ1
1	1	1.008	1.000	.50	.50		
	2	.992	1.008	.50	.50		
2	1	1.708	1.000	.15	.00	.15	
	2	1.001	1.306	.00	.99	.00	
	3	.291	2.421	.85	.01	.85	
3	1	1.810	1.000	.05	.07	.06	.08
	2	1.634	1.053	.09	.06	.08	.05
	3	.303	2.444	.63	.14	.67	.17
	4	.253	2.676	.22	.73	.18	.70

a. Dependent Variable: Level of satisfaction

Graph



Regression

[DataSet1] F:\beatriceKU\phd student customers data.sav

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Sign symbols and Artefacts ^a		. Enter
2	Gender ^a		. Enter
3	CZ1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Level of satisfaction

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.488 ^a	.238	.236	.44226	.238	95.989	1	307	.000
2	.488 ^b	.239	.234	.44287	.000	.152	1	306	.697
3	.496 ^c	.246	.238	.44151	.007	2.886	1	305	.090

a. Predictors: (Constant), Sign symbols and Artefacts

b. Predictors: (Constant), Sign symbols and Artefacts, Gender

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.488 ^a	.238	.236	.44226	.238	95.989	1	307	.000
2	.488 ^b	.239	.234	.44287	.000	.152	1	306	.697
3	.496 ^c	.246	.238	.44151	.007	2.886	1	305	.090

a. Predictors: (Constant), Sign symbols and Artefacts

c. Predictors: (Constant), Sign symbols and Artefacts, Gender, CZ1

ANOVA^d

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.775	1	18.775	95.989	.000 ^a
	Residual	60.046	307	.196		
	Total	78.821	308			
2	Regression	18.804	2	9.402	47.938	.000 ^b
	Residual	60.017	306	.196		
	Total	78.821	308			
3	Regression	19.367	3	6.456	33.118	.000 ^c
	Residual	59.454	305	.195		
	Total	78.821	308			

a. Predictors: (Constant), Sign symbols and Artefacts

b. Predictors: (Constant), Sign symbols and Artefacts, Gender

c. Predictors: (Constant), Sign symbols and Artefacts, Gender, CZ1

d. Dependent Variable: Level of satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.571	.025		181.663	.000		
	Sign symbols and Artefacts	.469	.048	.488	9.797	.000	1.000	1.000
2	(Constant)	4.561	.036		128.171	.000		
	Sign symbols and Artefacts	.468	.048	.487	9.769	.000	.999	1.001
	Gender	.020	.050	.019	.390	.697	.999	1.001
3	(Constant)	4.559	.035		128.469	.000		
	Sign symbols and Artefacts	.380	.071	.396	5.383	.000	.458	2.184
	Gender	.020	.050	.020	.407	.684	.999	1.001
	CZ1	.163	.096	.125	1.699	.090	.458	2.183

		Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	4.571	.025			181.663	.000		
	Sign symbols and Artefacts	.469	.048	.488		9.797	.000	1.000	1.000
2	(Constant)	4.561	.036			128.171	.000		
	Sign symbols and Artefacts	.468	.048	.487		9.769	.000	.999	1.001
	Gender	.020	.050	.019		.390	.697	.999	1.001
3	(Constant)	4.559	.035			128.469	.000		
	Sign symbols and Artefacts	.380	.071	.396		5.383	.000	.458	2.184
	Gender	.020	.050	.020		.407	.684	.999	1.001
	CZ1	.163	.096	.125		1.699	.090	.458	2.183

a. Dependent Variable: Level of satisfaction

		Excluded Variables ^c						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Gender	.019 ^a	.390	.697	.022	.999	1.001	.999
	CZ1	.125 ^a	1.697	.091	.097	.458	2.182	.458
2	CZ1	.125 ^b	1.699	.090	.097	.458	2.183	.458

a. Predictors in the Model: (Constant), Sign symbols and Artefacts

b. Predictors in the Model: (Constant), Sign symbols and Artefacts, Gender

c. Dependent Variable: Level of satisfaction

Collinearity Diagnostics ^a							
Model	Dimensio n	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Artefacts	Gender	CZ1
1	1	1.007	1.000	.50	.50		
	2	.993	1.007	.50	.50		
2	1	1.706	1.000	.15	.00	.15	
	2	1.000	1.306	.00	1.00	.00	
	3	.294	2.410	.85	.00	.85	
3	1	1.747	1.000	.03	.10	.03	.10
	2	1.695	1.015	.12	.03	.12	.03
	3	.296	2.429	.79	.04	.80	.05
	4	.262	2.583	.06	.82	.06	.82

Collinearity Diagnostics ^a							
Model	Dimensio n	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Artefacts	Gender	CZ1
1	1	1.007	1.000	.50	.50		
	2	.993	1.007	.50	.50		
2	1	1.706	1.000	.15	.00	.15	
	2	1.000	1.306	.00	1.00	.00	
	3	.294	2.410	.85	.00	.85	
3	1	1.747	1.000	.03	.10	.03	.10
	2	1.695	1.015	.12	.03	.12	.03
	3	.296	2.429	.79	.04	.80	.05
	4	.262	2.583	.06	.82	.06	.82

a. Dependent Variable: Level of satisfaction

Regression

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Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Restaurant Cleanliness ^a		. Enter
2	Gender ^a		. Enter
3	DZ1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Level of satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.368 ^a	.136	.133	.47131	.136	48.000	1	306	.000
2	.369 ^b	.136	.130	.47195	.000	.169	1	305	.682
3	.384 ^c	.147	.139	.46968	.011	3.956	1	304	.048

a. Predictors: (Constant), Restaurant Cleanliness

b. Predictors: (Constant), Restaurant Cleanliness, Gender

c. Predictors: (Constant), Restaurant Cleanliness, Gender, DZ1

ANOVA^d

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.662	1	10.662	48.000	.000 ^a
	Residual	67.972	306	.222		
	Total	78.635	307			
2	Regression	10.700	2	5.350	24.019	.000 ^b
	Residual	67.935	305	.223		
	Total	78.635	307			
3	Regression	11.573	3	3.858	17.487	.000 ^c
	Residual	67.062	304	.221		
	Total	78.635	307			

a. Predictors: (Constant), Restaurant Cleanliness

b. Predictors: (Constant), Restaurant Cleanliness, Gender

c. Predictors: (Constant), Restaurant Cleanliness, Gender, DZ1

d. Dependent Variable: Level of satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Coefficients			Tolerance	VIF
1	(Constant)	4.568	.027		170.108	.000		
	Restaurant Cleanliness	.374	.054	.368	6.928	.000	1.000	1.000
2	(Constant)	4.557	.038		120.197	.000		
	Restaurant Cleanliness	.373	.054	.368	6.907	.000	.999	1.001
	Gender	.022	.054	.022	.411	.682	.999	1.001
3	(Constant)	4.556	.038		120.698	.000		
	Restaurant Cleanliness	.253	.081	.249	3.115	.002	.440	2.274
	Gender	.023	.054	.023	.429	.668	.999	1.001
	DZ1	.216	.108	.159	1.989	.048	.440	2.273

a. Dependent Variable: Level of satisfaction

Excluded Variables ^c								
Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics			
					Tolerance	VIF	Minimum Tolerance	
1	Gender	.022 ^a	.411	.682	.024	.999	1.001	.999
	DZ1	.159 ^a	1.988	.048	.113	.440	2.273	.440
2	DZ1	.159 ^b	1.989	.048	.113	.440	2.273	.440

a. Predictors in the Model: (Constant), Restaurant Cleanliness

b. Predictors in the Model: (Constant), Restaurant Cleanliness, Gender

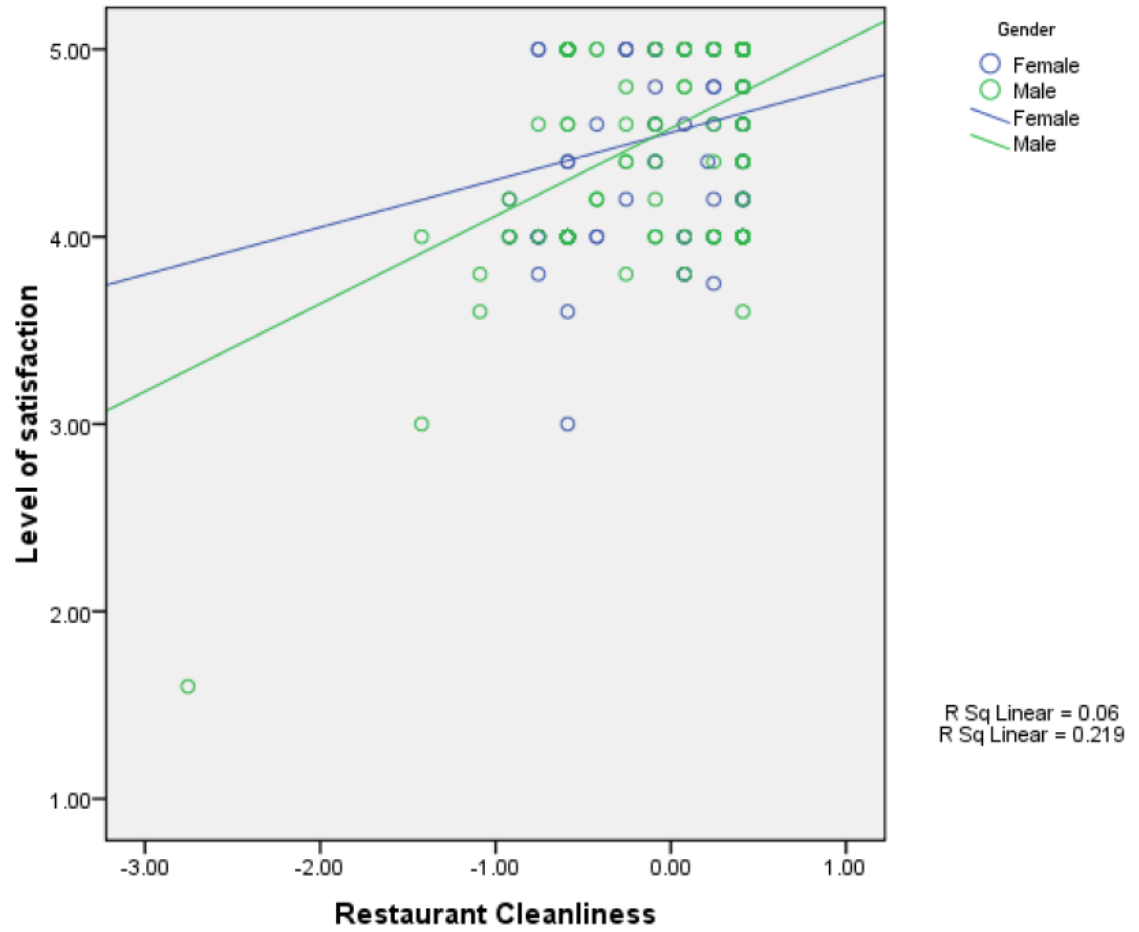
c. Dependent Variable: Level of satisfaction

Collinearity Diagnostics ^a							
Model	Dimensio n	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Restaurant Cleanliness	Gender	DZ1
1	1	1.005	1.000	.50	.50		
	2	.995	1.005	.50	.50		
2	1	1.705	1.000	.15	.00	.15	
	2	1.000	1.306	.00	1.00	.00	
	3	.295	2.404	.85	.00	.85	
3	1	1.756	1.000	.02	.11	.02	.11
	2	1.698	1.017	.13	.02	.13	.02
	3	.296	2.435	.83	.01	.83	.02
	4	.251	2.646	.02	.86	.02	.86

a. Dependent Variable: Level of satisfaction

Graph

[DataSet1] F:\beatriceKU\phd student customers data.sav



Appendix 12: Map of Nairobi County

A MAP OF NAIROBI COUNTY KENYA

