

**CUSTOMERS' PERCEPTIONS TOWARDS  
MID VALLEY MEGAMALL'S SERVICESCAPES  
IN 2008**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons.) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UiTM MELAKA**

**2008**

## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

### “DECLARATION OF ORIGINAL WORK”

I, Nur Fazliana bt. Mohd Zuki, (I/C Number: 860301-56-5508)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: NurFazlianaMohdZuki

Date: 29/4/08

## LETTER OF SUBMISSION

28<sup>th</sup> April 2008

The Head of Program  
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Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “CUSTOMERS’ PERCEPTIONS TOWARDS MID VALLEY MEGAMALL’S SERVICESCAPES IN 2008” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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## ABSTRACT

This research is conducted for the purpose of “Customers’ Perceptions towards Mid Valley Megamall’s Servicescapes in 2008”. With the fast growing numbers of shopping malls and giant shopping malls (megamall) around the world and Malaysia principally, the competitions for these companies to be the best attraction for the customers are very stiff. This is because the attraction can lead for bigger crowds and in the greatest extent; the shopping mall can be one of the tourists’ attractions for shopping in one country. Since these facilities are only a service provider, their services are usually assessed by their service environment or the servicescapes of their facilities. This research is particularly to study customers’ perceptions towards the servicescapes in terms of the location of the facility, the interior and exterior design, the ambient condition and interpersonal condition. The main objectives of the research are to measure the level of customers’ perceptions towards servicescapes of Mid Valley Megamall, to recognize the relationship between respondents’ demographic profiles with customers’ perceptions towards servicescapes of Mid Valley Megamall and to identify the relationship between the servicescapes and customers’ perceptions towards Mid Valley Megamall.

This research is conducted by using non-probability sampling technique and the sampling method used is quota sampling. 100 customers of Mid Valley Megamall were selected to be the respondents by distributing each of them a questionnaire to answer. The conclusions of the study were from the outcome from the data analysis and

findings. Based on the findings, some of the recommendations are suggested for the benefit of future research.