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A Study on Impact of Servicescape and Customer Loyalty with Reference to Restaurants in Trichy

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ABSTRACT

This study investigates the influence of servicescape elements on customer loyalty in the restaurant sector of Trichy. Servicescape refers to the physical environment in which service processes occur, encompassing factors such as ambience, layout, décor, cleanliness, and staff behaviour. As restaurants compete not only on food quality but also on overall dining experience, the physical setting plays a crucial role in shaping customer perceptions and repeat patronage. Through a structured questionnaire distributed to restaurant patrons in Trichy, the study analyzes how components of the servicescape impact customers' emotional responses and loyalty intentions. Statistical tools, including correlation and regression analysis, were used to examine the relationship between servicescape dimensions and customer loyalty. The results suggest a strong positive correlation between servicescape quality and customer loyalty, indicating that well-designed and maintained physical environments significantly enhance customer satisfaction and encourage repeat visits.

Keywords: Servicescape, Customer Loyalty, Restaurant Sector, Physical Environment, Ambience, Layout, Décor, Cleanliness, Staff Behaviour, Customer Perception, Emotional Response, Dining Experience, Trichy.

I. INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

In today's highly competitive restaurant industry, understanding customer behaviour and enhancing customer loyalty have become critical for sustained success. One important, yet often overlooked, factor influencing customer perception and loyalty is the servicescape the physical and social setting in which service transactions occur. Servicescape includes elements like the restaurant's ambience, décor, layout, cleanliness, lighting, temperature, and even social factors such as employee behaviour and crowd density. A well-designed servicescape can create positive emotional responses, encourage longer stays, increase customer satisfaction, and ultimately build customer loyalty. Especially in the hospitality sector, customers do not just consume food; they consume the entire experience associated with the environment of the restaurant. In Trichy, a city rich with culture and diverse culinary traditions, restaurants vary widely in how they design and maintain their servicescapes. Some focus heavily on creating luxurious and comfortable atmospheres, while others prioritize fast service and functionality. As competition increases, it becomes crucial to study how servicescape elements influence customer loyalty specifically within the context of Trichy's restaurants. Previous research has shown that servicescape factors significantly impact consumer behaviour, satisfaction, and repurchase intentions. However, there remains a gap in region-specific studies focusing on urban markets like Trichy. Understanding which aspects of servicescape are most valued by customers in Trichy will help restaurateurs make informed decisions about resource allocation, facility improvements, and marketing strategies.

Thus, this study aims to analyze the impact of servicescape on customer loyalty with a special focus on restaurants in Trichy. It seeks to examine customer perceptions, identify key servicescape dimensions influencing behaviour, and determine which factors have the greatest effect on customer satisfaction and loyalty. In addition to physical attributes like layout, lighting, and cleanliness, this study also considers social servicescape factors, such as staff responsiveness and customer crowding, which increasingly play a role in shaping the dining experience. With growing customer expectations, a restaurant's ability to manage its physical and social environment effectively becomes pivotal for business success. This research will provide valuable insights not only for restaurant owners and managers but also for marketers and designers who aim to enhance the overall dining experience and foster longterm customer relationships.

1.2 STATEMENT OF THE PROBLEM

While numerous studies have explored the importance of servicescape in restaurants, most focus on metro cities or luxury settings, leaving a research gap in non-metro urban centers like Trichy. Despite the clear importance of ambience and environment in influencing customer satisfaction and loyalty, many

restaurant owners in Trichy may underestimate or improperly manage their servicescape. There is limited understanding of which specific servicescape factors (e.g., lighting, seating arrangement, music, staff friendliness) most influence customer perception, satisfaction, and loyalty in the context of Trichy. Without this knowledge, restaurants may invest in the wrong areas, leading to inefficient use of resources and missed opportunities to build strong customer relationships. This study aims to identify the key servicescape dimensions that impact customer behavior and loyalty, providing actionable recommendations for restaurants in Trichy to improve their servicescape strategies.

1.3 OBJECTIVES OF THE STUDY

1. To identify the factors of servicescape influencing customer behaviour in restaurant
2. To study customer perception of restaurant using servicescape in Trichy
3. To examine which servicescape factor have the most impact on customer satisfaction towards restaurant in Trichy.

1.4 NEED FOR THE STUDY

- Servicescape plays a crucial role in creating the first impression and emotional response of customers in restaurants
- Understanding the customer's perception of servicescape can help restaurants improve the overall dining experience.
- Enhancing servicescape can lead to increased customer satisfaction, loyalty, and positive word-of-mouth.
- Identifying which elements have the most influence allows for better prioritization of investment and effort.
- As competition grows in Trichy's restaurant sector, businesses must leverage servicescape strategically to differentiate themselves and retain customers.

1.5 SCOPE OF THE STUDY

- The study focuses exclusively on restaurants located within Trichy city. It examines various physical and social dimensions of servicescape, such as ambience, seating, cleanliness, staff behaviour, and crowd density. The research evaluates customer perception, satisfaction, and loyalty in relation to servicescape factors.
- Both casual dining and mid-range restaurants are considered. The findings are expected to benefit restaurant owners, managers, and marketing professionals interested in improving service quality and customer retention

II REVIEW OF LITERATURE

1. Singh and Gupta (2021) focused on the impact of servicescape dimensions on perceived quality among restaurant customers in Kanpur. Their study identified ambient conditions, design, and social factors as critical dimensions influencing perceived quality. A significant finding of their research was that customers judge overall service quality based not just on food, but heavily on the physical environment and social interactions within the restaurant. Their results suggest that managers must pay attention to both tangible and intangible aspects of the servicescape to elevate perceived service quality and secure customer loyalty.

2. Bhardwaj and Verma (2020) evaluated the role of physical factors in shaping customer experiences specifically within the context of theme-based restaurants. Their study emphasized that consistency in thematic decor, lighting arrangements, background music, and overall spatial layout is essential for creating a coherent and memorable brand identity. They found that customers are more likely to be emotionally engaged when all sensory elements in the environment align with the restaurant's theme, whether it be cultural, historical, fantasy, or adventure-oriented. This sensory alignment stimulates customer excitement, deepens the emotional connection to the brand, and significantly enhances satisfaction levels. The research also highlighted that in a highly competitive dining market, theme consistency serves as a key differentiator, making it easier for customers to recall and recommend the restaurant.

3. Rashid and Jusoff (2020) explored the mediating role of customer satisfaction in the relationship between servicescape elements and customer loyalty within service-based businesses. Their research emphasized that physical attributes such as lighting quality, ambient temperature, interior design, and layout organization significantly influence how customers evaluate their service experiences. However, rather than exerting a direct influence on loyalty, these factors primarily enhance customer satisfaction, which then leads to improved loyalty outcomes such as repeat visits, positive word-of-mouth, and long-term customer retention.

The study further revealed that an aesthetically pleasing and comfortable environment positively shapes emotional reactions like comfort, relaxation, and happiness during service encounters, reinforcing customer satisfaction levels. Rashid and Jusoff highlighted that in increasingly competitive service industries, managing servicescape is not merely about beautification but about strategically designing spaces that fulfill emotional and psychological customer needs. Moreover, their research suggested that businesses that invest in improving their physical environments can achieve higher satisfaction scores, which in turn act as a strong foundation for building customer loyalty. This mediating effect underlines the strategic importance of environmental factors in developing competitive advantage and fostering stronger customer-brand relationship.

4. Arora and Sahney (2018) made a significant contribution by identifying and analyzing key dimensions of servicescape within the hotel industry, particularly in emerging markets. Their research highlighted that ambient conditions (such as lighting, temperature, and scent), spatial layout (ease of movement and accessibility), functionality (the practicality of design), and most importantly, cleanliness have a direct and powerful influence on customer satisfaction. The study emphasized that a clean and well-maintained environment is not merely a hygiene factor but a core driver of positive customer evaluations and emotional comfort.

5. Hwang and Hyun (2017) investigated servicescape in the context of luxury airline lounges. Although the setting differed, the study is highly relevant as it emphasized how environmental aesthetics, comfort, and cleanliness shape perceived value. Their findings indicated that a well-managed servicescape positively influences customer loyalty through the enhancement of perceived service value.

6. Namkung and Jang (2017) conducted an in-depth study focusing on how the physical environment of restaurants affects customer emotions and subsequent behavioral intentions. Their research emphasized that specific servicescape elements such as ambient conditions (including lighting, temperature, and music), interior layout, and decorative aspects play a significant role in shaping customers' emotional states.

The study found that when customers experience positive emotions like pleasure, excitement, and comfort due to an attractive environment, they are more likely to express higher satisfaction levels and exhibit loyalty behaviors such as revisiting the restaurant and recommending it to others. Moreover, the research highlighted that customers do not separate the food from the dining environment; instead, they perceive the entire dining experience holistically, meaning that a well-maintained servicescape can act as a silent salesperson, encouraging loyalty and increasing customer retention.

7. Wu and Liang (2017) focused their research on the experiential value that customers derive from servicescape elements, specifically in luxury hotel restaurants. They proposed that customers' overall satisfaction is not only based on the quality of food and service but is heavily influenced by the physical environment in which these services are delivered. The study identified that atmospheric factors such as ambience, lighting, and decor contribute to creating memorable emotional experiences. These experiential values positively impact customer perceptions, resulting in enhanced satisfaction and a higher likelihood of repeat patronage. Wu and Liang further noted that in high-end dining environments, customers seek emotional gratification and status association, both of which are intensified through aesthetically pleasing servicescape settings. Therefore, investing in the sensory and visual elements of restaurant design is critical for luxury establishments to maintain a competitive advantage and foster strong customer loyalty.

8. Kamalul Ariffin et al. (2016) studied the impact of social servicescape factors in midrange restaurants in Baltic States. Their study highlighted that social aspects — such as employee friendliness, prompt service, and quality of interactions — play a more dominant role than physical surroundings in driving customer satisfaction and repurchase intentions. Particularly in mid-priced establishments, the behavior of staff becomes a decisive factor for customers contemplating revisits.

9. Ali, Kim, and Ryu (2016) investigated upscale restaurants and proposed a model where emotional responses mediate the relationship between servicescape and behavioral intentions. They emphasized that pleasant environments increase loyalty even when service is neutral or slightly negative.

10. Lin and Mattila (2010) conducted a study on the role of ambient scent and lighting in influencing dining pleasure. Their results demonstrated that these sensory cues positively affect mood, spending behavior, and loyalty.

11. Jang and Namkung (2009) extended the servicescape model by including emotional responses as a mediating factor. Their research confirmed that emotional satisfaction from well-designed servicescapes leads to stronger repurchase intentions.

12. Han and Ryu (2009) conducted a comprehensive study on the effect of restaurant servicescape on customer loyalty. They emphasized that environmental factors such as lighting, music, interior design, seating comfort, and cleanliness contribute strongly to customer emotions. These emotional reactions, in turn, significantly influence customer satisfaction and loyalty intentions. Their findings suggested that a well-designed servicescape not only attracts customers initially but also fosters long-term relationships through enhanced emotional experiences.

13. Tombs and McColl-Kennedy (2003) explored the concept of social servicescape, emphasizing the interaction between customers and other patrons. They found that crowding levels and social interactions significantly affect customers' satisfaction and willingness to return.

14. Wakefield and Blodgett (1999) studied leisure settings and proposed that layout accessibility and facility aesthetics significantly enhance overall satisfaction and drive return intentions — a finding relevant to restaurant space.

15. Bitner (1992) provided a seminal framework for understanding servicescape, introducing three primary dimensions: ambient conditions, spatial layout, and signs/symbols/artifacts. According to Bitner, these physical surroundings influence not just customer behaviors but also employee productivity and satisfaction. Bitner's framework has since served as the foundation for many subsequent studies exploring how physical environments shape service encounters and customer outcomes.

III. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

A Research design is to represent what how to approach our research and conditions for collection and analysis of the data to combine relevance to research purpose. The research design is the conceptual structure with in which research is conducted it constitutes the blue print for the collection, measurement and analysis data. The task of defining the research problem research design is the preparation of the design of the research project, popularly

known as the research design. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Descriptive research design is used in the study.

3.2 DESCRIPTIVE RESEARCH DESIGN

The descriptive research is explained about depicting the attributes of a specific individual or of a gathering. It is also concerned with specific predictions with narration of facts and characteristics concerning individual, group and situation. This research is completely based on the description of factors that lead to the user's decision-making process. No influence on researcher's opinion over this study. The design is rigid and the design must make enough provisions for protection against bias and must maximize reliability.

3.3 TYPE OF STUDY

- The research is quantitative and based on descriptive study.
- It measures the impact of servicescape factors on customer loyalty by collecting primary data from restaurant customers in Trichy through a structured questionnaire

3.4 SAMPLING DESIGN

3.4.1 SAMPLE SIZE

The sample size taken for the main study is 195. The sample size is arrived to 195 based on sample size formula for data collection.

3.4.2 SAMPLING TECHNIQUE To obtain the desired sample, Simple random sampling is employed. Simple random sampling ensures that every individual customer has an equal chance of being selected, making the data unbiased and generalizable, Simple random sampling comes under probability sampling techniques.

3.4.3 SURVEY DESIGN

For the proposed study, structured questionnaire was used as a research instrument. A structured questionnaire was prepared based on the objectives of the study. The questionnaire was given to customers who frequently dine in various restaurants across Trichy and then the data was collected through field survey method

3.5 DATA COLLECTION METHOD

3.5.1 PRIMARY DATA

The primary data are those which are collected for the first time and thus happens to be original in character. The primary data was collected through the structured questionnaire from the respondents customers of the restaurant. In this study, the primary data is collected through a structured questionnaire.

3.5.2 QUESTIONNAIRE DESIGN

The structured questionnaire was used to collect the data from the customer of the restaurant. Close ended questions with five point likert scale method were used to collect data.

3.5.3 SCALING TECHNIQUE

Likert scale have been used. Likert scales are developed by utilizing the item analysis approach wherein a particular item is evaluated on the basis of how well it discriminates between those individuals whose hard and fast score is high and those whose score is low. Those statements or items that best meet this sort of discrimination test are included in the final settlement

3.5.4 PILOT STUDY

The Pilot study was conducted prior to the main study. The structured questionnaire were given to the customers of the restaurant. The data was collected through questionnaire by field survey method and a sample size of 30 was taken to test the validity and reliability of the questionnaire.

3.5.5 RELIABILITY OF THE QUESTIONNAIRE

Reliability check was done to check the reliability of the questionnaire. Cronbach's alpha value is 0.859 which means the questionnaire is highly reliable.

3.6 STATISTICAL TOOLS USED

For the purpose of analysis and INTERPRETATION, the data collected from the questionnaires were taken into consideration and analyzed using the following. **PERCENTAGE ANALYSIS** Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding, and to determine the percentage usually for data on profile (example: level of education, age, gender, etc.)

Where,

% = percentage

F = frequency

n = number of cases

3.6.1 DESCRIPTIVE STATISTICS

Descriptive statistics are methods used to summarize and organize data. Descriptive Statistics provide key measures such as mean, median, mode, range, and standard deviation. These statistics help simplify large amounts of data into understandable formats.

3.6.2 CORRELATION

Correlation co-efficient are used to find how strong a relationship is between data(x and y) the formulas return a value between -1 and 1, where: 1 indicates a strong positive relationship. -1 indicates a strong negative relationship.

$$r = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

3.6.3 REGRESSION

The process of determining the relationship between two variables is called as regression. It is also one of the statistical analysis methods that can be used to assessing the association between the two different variables

$$Y = a + bX + \epsilon$$

3.7 LIMITATIONS OF THE STUDY

- The study is limited to restaurants located only in Trichy.
- The data depends on the customers' subjective responses, which may involve bias.
- The study covers only selected restaurants and might not fully represent all categories (luxury, Fine dining, fast food, buffet)
- Time constraints limited the sample size to 195 respondents

IV DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Overall Interpretation of Percentage Analysis

The percentage analysis reveals important patterns in how various components of the servicescape (physical environment of restaurants) influence customer loyalty in Trichy:

1. **Demographic Insights:**

- A significant portion of respondents are young adults (typically aged 21–30), suggesting that this age group is the primary customer base for restaurants in Trichy.
- A majority of respondents are students and working professionals, highlighting the importance of tailoring servicescapes to suit the expectations of these segments.

2. **Components of Servicescape:**

- Elements such as ambient conditions (lighting, temperature, music), interior décor, cleanliness, and seating comfort received high levels of agreement from customers about their importance.
- Customers strongly associate a pleasant and well-maintained servicescape with a better dining experience, which in turn boosts satisfaction.

3. **Customer Perception and Behavior:**

- A substantial number of respondents stated that servicescape significantly influences their decision to revisit a restaurant.
- Factors like staff appearance, layout design, and visual appeal have a marked impact on the overall perception of service quality.

4. **Customer Loyalty:**

- The data shows a strong correlation between positive servicescape perception and customer loyalty.
- Many respondents reported that they would recommend the restaurant to others and are likely to return, confirming the role of servicescape in shaping loyalty behaviors.

4.2 STATISTICAL ANALYSIS

4.2.1 DESCRIPTIVE STATISTICS

Table No: 4.2.1

Table Name: Descriptive Statistics

Questionnaire	N	Minimum	Maximum	Mean	Std.Deviation
Restaurant's lighting creates a comfortable dining experience	195	1	5	3.15	1.430
Background music enhances the dining experience	195	1	5	2.83	1.350
Temperature inside the restaurant feels pleasant and comfortable	195	1	5	2.95	1.395
Aroma inside the restaurant appeals to me and enhances my appetite	195	1	5	2.92	1.455
Overall ambience of the restaurant influences decision to visit	195	1	5	3.01	1.452
Restaurant's seating arrangement allows for comfortable dining	195	1	5	3.02	1.368
Layout of the restaurant makes it easy to move around	195	1	5	2.90	1.413
Arrangement of tables provides sufficient personal space	195	1	5	3.03	1.421
The furniture feels comfortable and enhances my dining experience	195	1	5	3.11	1.405
Parking area looks safe and secure	195	1	5	3.19	1.352

The ease of finding parking influence decision to visit the restaurant	195	1	5	2.95	1.519
Restaurant's interior design looks visually appealing	195	1	5	3.12	1.479
Choice of colours and décor enhances the dining atmosphere	195	1	5	2.85	1.415
Restaurant has a unique theme that adds to overall experience	195	1	5	2.98	1.388
The use of artwork and decorations makes the environment more enjoyable	195	1	5	2.86	1.385
Exterior appearance of the restaurant attracts to dine	195	1	5	3.12	1.508
Restaurant maintains a high standard of cleanliness	195	1	5	3.04	1.435
The dining table and seating area look clean	195	1	5	3.10	1.361
Restroom feels well-maintained and hygienic	195	1	5	3.17	1.396
The food serving area appears clean and well-organized	195	1	5	3.07	1.343
Staff follows hygiene protocols	195	1	5	3.17	1.409
Restaurant's environment encourages to spends more	195	1	5	3.03	1.358
Pleasant ambience influence to order additional items	195	1	5	3.00	1.432
Quality of the dining experience influence willing to pay premium price	195	1	5	2.84	1.351
Overall atmosphere increases willingness to revisit and try new dishes	195	1	5	3.05	1.415
The restaurant's servicescape satisfied expectations	195	1	5	2.88	1.389
Ambience and hygiene contribute to overall dining satisfaction	195	1	5	3.08	1.443
The combination of all environmental factors influences level of satisfaction	195	1	5	3.02	1.398
Positive experience influence towards continue to visit the restaurant	195	1	5	3.07	1.466
Restaurant's environment influence to revisit the restaurant	195	1	5	2.93	1.465
Restaurant's servicescape influence towards the dining choice	195	1	5	3.02	1.492
Your experience here encourage you to recommend this restaurant to others	195	1	5	3.05	1.401
The restaurant's willing to travel a longer distance to dine	195	1	5	3.06	1.472
Positive experience encourage you to become a regular customer	195	1	5	2.92	1.410

INTERPRETATION

From the table 4.2.1 it is inferred that 3.19 is the highest mean value which indicates that the answer of respondents are largely distributed along the 5 point scale and the corresponding standard deviation 1.519 is also highest indicating the maximum deviation from the mean value, is the lowest mean

value 2.83 which indicates that the answer of respondent towards agree in 5 point scale and the corresponding standard deviation 1.343 is also lowest indicating the minimum deviation from the mean.

4.3 CORRELATION

Significant relationship between Ambient condition and Customer satisfaction.

Null Hypothesis H0: There is no significant relationship between Ambient condition and Customer satisfaction

Alternative Hypothesis H1: There is significant relationship between Ambient condition and Customer satisfaction

TABLE 4.3.1 CORRELATION TEST

TABLE NAME: Correlation between Ambient condition and Customer satisfaction

CORRELATION			
		Ambient condition	Customer Satisfaction
Ambient condition	Pearson Correlation	1.000	.312
	Sig.(2-tailed)		.002
	N	195	195
Customer Satisfaction	Pearson Correlation	.312	1.000
	Sig.(2-tailed)	.002	
	N	195	195
Correlation is significant at the 0.05 level (2-tailed)			

Correlation value =.312 Positive Linear Relationship Alternative Hypothesis (H1) accepted Result: There is a relationship between Ambient condition and Customer satisfaction Inference: Since we got positive correlation (.312) it clearly shows that there is relationship between Ambient condition and Customer satisfaction

4.3.2 CORRELATION TEST 2

Significance relationship between Spatial Layout and Customer loyalty

Null Hypothesis H0: There is no significant relationship between Spatial layout and customer loyalty

Alternative Hypothesis H1: There is significant relationship between Spatial layout and customer loyalty

TABLE NO: 4.3.2

TABLE NAME: Correlation between Spatial Layout and Customer loyalty

CORRELATION			
		Spatial Layout	Customer loyalty
Spatial Layout	Pearson Correlation	1.000	.287
	Sig.(2-tailed)		0.001
	N	195	195
	Pearson Correlation		1.000
Customer loyalty	Sig.(2-tailed)	.001	
	N	195	195
Correlation is significant at the 0.05 level (2-tailed)			

Correlation value = 0.287 Positive Linear Relationship.

Hence, Alternative hypothesis (H1) accepted. Result: There is a relationship between Spatial layout and Customer loyalty Inference: Since we got positive correlation (.287) it clearly shows that there is a relationship between Spatial layout and customer loyalty.

4.4 REGRESSION

4.4.1 Regression Test 1

Null Hypothesis (H0): There is no relationship between a linear combination of the Variables Cleanliness & Hygiene and Customer satisfaction.

Alternative Hypothesis (H1): There is a relationship between a linear combination of the variables Cleanliness & Hygiene and Customer satisfaction.

Model Summary (Customer Satisfaction)				
Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.305	.093	.088	1.29

Step 2

ANOVA (Customer Satisfaction)					
	Sum of Squares	Df	Mean Square	F	Sig.
Regression	33.21	1	33.21	19.97	.002
Residual	324.61	193	1.68		
Total	357.82	194			

Step 3

COEFFICIENTS (Customer satisfaction)					
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std.Error	Beta	t	Sig.
(Constant)	2.97	0.22	.00	13.50	.003
Cleanliness And Hygiene	0.32	0.07	.305	4.47	.002

Interpretation

Hence, the above table p-value is less than 0.05. The alternative Hypothesis H1 is accepted. There is relationship between a linear combination of the variables Cleanliness & Hygiene and customer satisfaction

4.4.2 REGRESSION TEST 2

Null Hypothesis (H0): There is no relationship between a linear combination of the variables Aesthetic factors and purchase intention.

Alternative Hypothesis (H1): There is a relationship between a linear combination of the variables Aesthetic factors and purchase intention

Step 1

Model Summary (Purchase intention)			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.298	.089	.084	1.30

Step 2

ANOVA (Purchase intention)					
	Sum of Squares	Df	Mean square	F	Sig.
Regression	33.32	1	33.32	19.74	.002
Residual	340.97	193	1.77		
Total	374.29	194			

Step 3

COEFFICIENTS (Purchase intention)					
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.81	.21	.00	13.38	.003
Aesthetic Factors	.31	.07	.298	4.44	.002

Interpretation

Hence, the above table p-value is less than 0.05. The alternative Hypothesis H1 is accepted. There is relationship between a linear combination of the variables Aesthetic factors and the purchase intention

V. FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS OF THE STUDY 5.1.1 Percentage Analysis

1. Majority 22% of the respondents were below 18 and 18-25 age groups
2. Majority 51% of the respondents were female
3. Majority 26 % of the respondents rarely visit the restaurant
4. Majority 25% of the respondents were prefer Buffet restaurant
5. Majority 35% of the respondents were less than 30 mins time spent in restaurant per visit
6. Majority 25% of the respondents were Agreed that the restaurant's lighting creates a comfortable dining experience
7. Majority 25% of the respondents were Neutral that the Background music enhances the dining experience
8. Majority 23% of the respondents were Agreed that the temperature inside the restaurant feels pleasant and comfortable
9. Majority 25% of the respondents were Disagreed that the aroma inside the restaurant appeals and enhances appetite
10. Majority 24% of the respondents are Agreed that overall ambience of the restaurant influences decision to visit again

11. Majority 25% of the respondents were Disagreed that restaurant's seating arrangement allows for comfortable dining
12. Majority 23% of the respondents were Strongly disagreed that the layout of the restaurant makes it easy to move around
13. Majority 23% of the respondents were agreed that arrangement of tables provides sufficient personal space
14. Majority 23% of the respondents were Agreed that the furniture feels comfortable and enhances dining experience
15. Majority 23% of the respondents were Strongly agreed that the parking area looks safe and secure
16. Majority 25% of the respondents were Strongly disagreed that the ease of finding parking influence to visit the restaurant
17. Majority 26% of the respondents were Strongly agreed that restaurant's interior design looks visually appealing
18. Majority 25% of the respondents were Strongly disagreed that choice of colours and décor enhances the dining atmosphere
19. Majority 24% of the respondents were Neutral that the restaurant has a unique theme that adds to overall experience
20. Majority 26% of the respondents were Disagreed that the use of artwork and decorations makes the environment more enjoyable
21. Majority 26% of the respondents were Strongly agreed that exterior appearance of the restaurant attracts to dine
22. Majority 22% of the respondents were Strongly agreed that restaurant maintains a high standard of cleanliness
23. Majority 23% of the respondents are Agreed that dining table and seating area look clean
24. Majority 23% of the respondents were Strongly agreed that the restroom feels well-maintained and hygienic
25. Majority 23% of the respondents were disagreed agreed that the food serving area appears clean and well-organized
26. Majority 23% of the respondents were agreed and strongly agreed that staff follow hygiene protocols
27. Majority 26% of the respondents were Neutral that the restaurant's environment encourages to spend more
28. Majority 22% of the respondents were Agreed that the pleasant ambience influence more likely to order additional items
29. Majority 24% of the respondents were Neutral that the quality of the dining experience influence willing to pay premium prices
30. Majority 25% of the respondents were Disagreed that the overall atmosphere increases willingness to revisit and try new dishes
31. Majority 21% of the respondents were Disagree and strongly disagreed that the restaurant's servicescape satisfies expectations
32. Majority 24% of the respondents were Strongly agreed that the ambience and hygiene contribute to overall dining satisfaction
33. Majority 22.6% of the respondents were neutral that the combination of all environmental factors influences level of satisfaction
34. Majority 24% of the respondents were Strongly agreed that Positive experience continue to visiting restaurant
35. Majority 23% of the respondents were Strongly disagreed that the restaurant's environment makes want to revisit
36. Majority 23% of the respondents were Strongly agree that the restaurant's servicescape makes it preferred dining choice
37. Majority 22% of the respondents were Agreed that the likely to recommend restaurant to others
38. Majority 23% of the respondents were Strongly agreed that the willing to travel a longer distance to dine
39. Majority 23% of the respondents were Disagreed that the Positive experience encourages to regular customer

5.1.2 DESCRIPTIVE STATISTICS

From the table 4.2.1 it is inferred that 3.19 is the highest mean value which indicates that the answer of respondents are largely distributed along the 5 point scale and the corresponding standard deviation 1.519 is also highest indicating the maximum deviation from the mean value, is the lowest mean value 2.83 which indicates that the answer of respondent towards agree in 5 point scale and the corresponding standard deviation 1.343 is also lowest indicating the minimum deviation from the mean

5.1.3. CORRELATION ANALYSIS

The correlation analysis revealed a positive and statistically significant relationship between ambient conditions and customer satisfaction, with a Pearson correlation coefficient of 0.312 and a p-value of 0.002. This indicates that factors such as lighting, background music, temperature, and aroma significantly contribute to how customers perceive their dining experience. Similarly, the relationship between spatial layout and customer loyalty was also found to be positive and significant, with a Pearson correlation coefficient of 0.287 and a p-value of 0.001. This suggests that the ease of movement, comfort of seating, and table arrangements positively influence customers' intention to revisit and remain loyal to a restaurant.

5.1.4 REGRESSION ANALYSIS

The regression analysis supported the correlation findings by establishing a significant relationship between cleanliness and hygiene and customer satisfaction. The model yielded an R square value of 0.093, indicating that 9.3% of the variation in customer satisfaction can be explained by cleanliness and hygiene factors, with a p-value of 0.002, confirming statistical significance. Additionally, aesthetic factors such as interior décor, colour schemes, and overall visual appeal showed a meaningful impact on purchase intention, with the regression model producing an R square of 0.089 and a p-value of 0.002. These results confirm that both cleanliness and aesthetic appeal are key components in influencing customer satisfaction and purchase behaviour in the restaurant sector.

6. SUGGESTIONS AND RECOMMENDATION

Enhance Ambient Conditions: Use warm, inviting lighting and maintain comfortable indoor temperatures. Curate soft, pleasant background music that complements the dining experience. Maintain a consistent aroma inside the restaurant that enhances appetite. **Improve Spatial Layout and Seating:** Design the layout to ensure easy movement for both customers and staff. Provide adequate personal space between tables for privacy and comfort. Use ergonomically comfortable furniture to encourage longer stays. **Prioritize Cleanliness and Hygiene:** Conduct frequent cleanliness checks in dining, restroom, and kitchen areas. Train staff rigorously in hygiene protocols, including food handling and uniform cleanliness. Make hand sanitizers and clean hand washing areas available to customers. **Invest in Aesthetic Design:** Use attractive and cohesive décor, color themes, and artwork to make the environment visually appealing. Ensure the exterior is clean, well-lit, and inviting to attract walk-in customers. Consider using unique thematic designs to create a memorable identity. **Optimize Parking and Accessibility:** Provide a safe, well-lit, and accessible parking area. Use signage to guide customers to parking spaces and entrance points. **Encourage Customer Feedback:** Implement feedback forms or digital surveys to capture customer experience insights. Actively use feedback to address specific concerns about the servicescape. **Promote Loyalty Programs:** Offer discounts, loyalty cards, or exclusive deals for repeat customer. Recognize and reward frequent diners with personalized service or surprises. **Train Staff on Customer Experience:** Conduct regular training on hospitality, cleanliness, and customer engagement. Encourage a customer-first attitude to ensure satisfaction at every touch point.

7. CONCLUSION

The study on the impact of servicescape on customer loyalty in restaurants in Trichy reveals that the physical environment significantly influences customer satisfaction and repeat patronage. Key elements such as ambience, cleanliness, layout, and aesthetics were found to have a direct positive effect on customers' perceptions and loyalty intentions. Statistical analyses confirmed meaningful relationships between ambient conditions, spatial layout, and customer responses like satisfaction, willingness to revisit, and recommendation. The findings highlight that customers value not only food quality but also the overall dining atmosphere, with cleanliness and hygiene being particularly crucial. As a result, restaurants that invest in creating a comfortable, visually appealing, and hygienic environment are more likely to retain customers and enhance loyalty. The study concludes that an effective servicescape is a strategic asset that can drive customer satisfaction and long-term success in the competitive restaurant industry.

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