

The Influence of Servicescapes on Customer Experience in Specialty Restaurant

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Abstract

Customer experience and pleasing customer is the transformation of the possibility of customer satisfaction. This is the reason restaurants need to envision more distant than customer satisfaction. There are various tangible or intangible factors that are accountable for customer experience in specialty restaurant. Aside from these tangible or intangible factors physical environment or servicescapes is another critical angle that affects fulfilled and content customer. The paper is intended to study the influence of servicescapes on customer experience in specialty restaurant. This preliminary study, involved 365 specialty restaurants customers in Pune (India), using questionnaire survey as the main method of data collection. SPSS examination performed discovered measurable backings for the positive influence of servicescapes on customer experience in specialty restaurant. The study recommends that restaurant managers ought to take the servicescape seriously as it proved to be a key pointer for total customer experience.

Keywords: Customer Satisfaction, Customer Experience, Servicescapes, Physical Environment

INTRODUCTION

The total experience of the customer in the restaurant gets influenced by various factors, but it is believed servicescapes have a strong impact in creating a satisfied and delighted experience (Bitner, 1992). The key purpose of any restaurant is to give pleasurable and memorable experience to the customer. Servicescapes include the exterior and interior of the facility. It consists of different elements like exterior (landscape, exterior design, parking, surrounding environment), interior (layout,

equipment, furnishings, colour, signage artifacts), ambient conditions (music, temperature, odour, lighting) and cleanliness. Restaurants plan their servicescapes to add an environment, atmosphere, mood that will enhance the customer experience. Restaurant industry has developed and customers look forward to a more entertaining atmosphere to intensify the dining experience. For this reason the restaurateurs ought to hard work to meet up this wish with novel interior and exterior designs.

Mohsin, 2005 expressed as the restaurant industry develops there is requirement for Restaurateurs to center around upgrading the physical encompassing of restaurants and not just spotlight on giving food and service.

Han and Ryu, (2009) and Egle and Maria, (2012) opined that the physical condition where an administration is offered assumes an extremely significant part in ensuring that the customers have a great experience.

Kim and Moon (2009) concurred with Han and Ryu by declaring that regardless of whether restaurants offer quality food and service, if the physical condition isn't satisfying, customers may not feel totally fulfilled.

Seung (2012) opined servicescape assumes an essential part in restaurant, as customers initially evaluate the physical condition to have the capacity to judge the sort of administration they are probably going to get. On the off chance that nature in great, they expect the administration will likewise be quality. This calls for restaurant managers to give careful consideration to servicescape since service is normally intangible. It has likewise been demonstrated that for sure servicescape has a solid effect.

Wells and Foxal, (2012) stated that paying little heed to our identity, where we originate from, or what our

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experiences are, nature in which we are in is critical in our minds since what customers need is to appreciate and have memorable experience.

Mohamed, and Jaafar, 2013 expressed restaurateurs ought to thusly go for upgrading the physical condition of their restaurants to provide these experiences. Service organizations for the most part comprise of both tangible and intangible features. The Tangible components comprise of the physical condition which may incorporate engineering outlines, surrounding conditions, style of stylistic theme and gear. All these are considered as vital and are said to impact customer view of the servicescape, which subsequently prompts customer satisfaction. Administration associations which are capable give the most suitable mix of both were probably going to increase upper hand over others.

Nzioka, Kihima and Kivuva (2014) discovered that the physical offices, physical appearance, allure and additionally tidiness in restaurants are one of the key characteristics that customers utilize while choosing restaurants and positively affects customer satisfaction.

Newman, 2007) opined that coordinating the restaurant theme and inside stylistic theme with food served has positive effect on customer level of fulfillment.

Liu and Jang, 2009 said the significance of having an unique servicescape has been grasped by friendliness partners, researchers and administrators hospitality stakeholders, since it is considered as one of the key factors in drawing in and fulfilling customers in the cordiality business.

OBJECTIVES

- To determine the effect of the demographics (gender, age) on the relationship between servicescapes parameters and customer experience in specialty restaurant.
- To ascertain the influence of visually attractive parking area and building exterior, spacious layout and signage on customer experience in specialty restaurants.
- To assess the influence of ambient conditions (appropriate temperature and lighting, proper air quality/Pleasant odour, Suitable music) on customer experience in specialty restaurants.

- To corroborate customers view of cleanliness and hygiene and their effect on experience in specialty restaurants.

PURPOSE OF RESEARCH

The reason for this exploration was to evaluate the influence of servicescape on customer satisfaction in specialty restaurants in Pune. Servicescape has demonstrated to assume an especially essential part in utilization settings like restaurants This is on the grounds that customers regularly depend on what they find in the physical condition to assess the nature of food and services they are probably going to get in an eatery and to survey their fulfillment. This exploration was vital as no such research had been done in Pune city.

SIGNIFICANCE OF THE STUDY

The result of this investigation would be valuable to specialty restaurant management as they would have a more profound comprehension of the relative impact of servicescapes on customer satisfaction in restaurant. This would thusly help them in basic leadership on issues concerning the change of their facilities. This would influence them to separate their restaurant menu item from others and not simply depend on food and service quality, which can influence them to have an distinctive upper hand. The consequences of this investigation would include more learning servicescapes which would thus help every one of the partners in industry. It would help them in understanding the significance of servicescape in restaurant and what impact they have on customers. This would thusly encourage managers and partners in the business when settling on choices on the most proficient method to improve the physical surroundings of the restaurant or thinking of new ones. This would help advertise the restaurant with interesting ideas which would give them an upper hand and subsequently increment support and income. Customers these days need to go to restaurant to have dinners as well as have an experience. At long last, it would add to the assortment of learning on servicescape and go about as a kind of perspective report for those desire to complete research in the field.

LIMITATIONS

The real confinement experienced was that few of the managers would not enable their customers to be given the

survey instrument to fill. This was anyway overwhelmed by disclosing to them the significance of the exploration and that the discoveries will likewise be private and helpful to them.

METHODOLOGY

To achieve the research objectives the researcher adopted an exploratory and descriptive research design.

To examine the link between customer satisfaction and servicescapes parameters a structured questionnaire was used for data collection.

POPULATION AND SAMPLE SIZE

The population for the study identified was the customers visiting specialty restaurant in Pune. The sampling frames designed to carry out this research consists of customers visiting specialty restaurant from 68 specialty restaurants in Pune. The estimated sample size is based on the number of available customers in specialty restaurant

The researcher contacted and identified the respondents from specialty restaurants to assist in selection of sample and data collection.

The population were the customers visiting specialty restaurant and specialty restaurant managers and owners. A total sample of 365 customers from 68 specialty restaurants in Pune city were selected. The method adopted for sampling was Quota sampling. Out of the 400 customers 365 responded.

Population Size

No. of specialty restaurants in Pune city	68
Sample selected	68
Actual restaurants responded	60
Estimated population size	Infinite
Population selected	400
Actual customers responded	365

Determining the Sample Size

The sample size was determined by referring to the model formulated by Robert V. Krejcie, Daryle W. Morgan, "Determining Sample size for research activities,

Educational and psychological measurement", 1970, 30, 607-610.

Research Instrument: The primary data was collected through a structured questionnaire.

Measures of Instrument: A 5-point Likert scale was used to measure the study constructs. The responses to each item were drawn on a five point scale ranging from 1 (least important) to 5 (Highly important). It was used to assess the factors as per the opinions of respondents in the questionnaire, to yield consistent results. A combination of closed and open-ended questions was included in the structured questionnaire confirming the various dimensions of customer experience management.

Sources of Data: The study was conducted in distinct phases using the following sources of primary data:

A sample questionnaire survey of 365 specialty restaurant customers in Pune, who were randomly selected on the basis of Non-probability Random Quota Sampling and 60 specialty restaurant Managers was undertaken.

Secondary data was collected through extensive review of literature on the topic. Research papers from reputed journals and databases, published articles, reviews and websites pertaining to the hospitality sector, books, manuals and library resources were referred.

Medium of Data collection: Primary data was collected through e-mail, telephone, via a survey. Secondary data was collected through Internet.

Data Tabulation: After collection and feeding of data in Excel sheets, it was coded and then used for analysis using SPSS software (version 16.0).

DATA ANALYSIS

Organization of Analysis

The study findings are grouped, analyzed and presented under the following headings:

Frequency distribution and graphical presentation of the data gathered from the customers.

Cross tabulation and chi square test.

The analysis of data was done in two stages.

- 1) Uni-variate analysis.
- 2) Bi-variate analysis.

The main purpose of the Uni-variate analysis is to get clear data without inconsistencies. As this research study is a descriptive, cross-sectional study design, the first step was to describe the study population with the help of simple tables and statistical tools, such as average, standard deviation and %ages and represented using pie charts and bar charts. In order to achieve this, frequencies of all variables were measured for customers visiting specialty restaurants as well as specialty Restaurant managers. All the parameters were presented in the Bi-variate format with respect to the experience scale for servicescapes for customers visiting specialty restaurant.

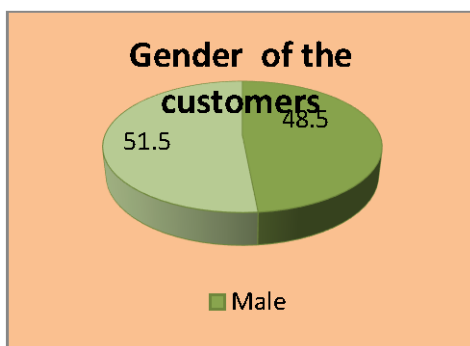
Chi-square test of goodness of fit was used to see the association of age and gender with experience scale of servicescapes. Probability (p) value less than 0.05 was considered as significant. The corresponding values of chi square and p are placed below each of the tables for ready reference.

Frequency distribution and graphical presentation of the data gathered from the customers.

Profile of the Customers

Table 1: Distribution of Customer Respondents by Their Gender

Gender of the customers		
	Frequency	%
Male	177	48.5
Female	188	51.5
Total	365	100.0

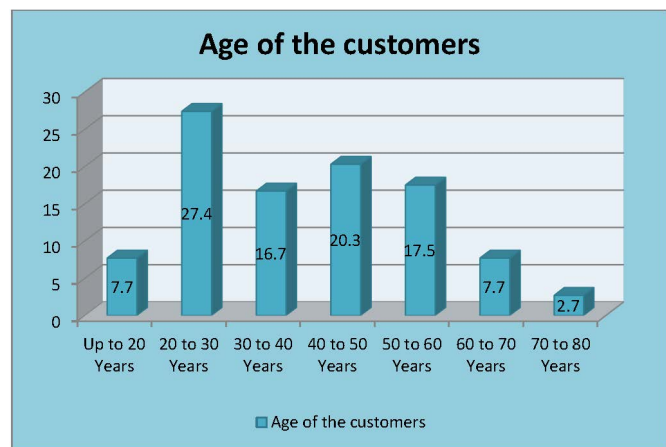


Graph 1

Interpretation: Table and graph 1 denotes the gender distribution of the customers included in the study sample. Among total 365 respondents the proportion of female customers was nearly 52% whereas the percentage of male customers was 48% respectively. It can be observed from the table that the proportion of females dining out is more than of the male customers.

Table 2: Distribution of Customer Respondents by Their Age

Age of the customers		
	Frequency	%
Up to 20 Years	28	7.7
20 to 30 Years	100	27.4
30 to 40 Years	61	16.7
40 to 50 Years	74	20.3
50 to 60 Years	64	17.5
60 to 70 Years	28	7.7
70 to 80 Years	10	2.7
Total	365	100.0

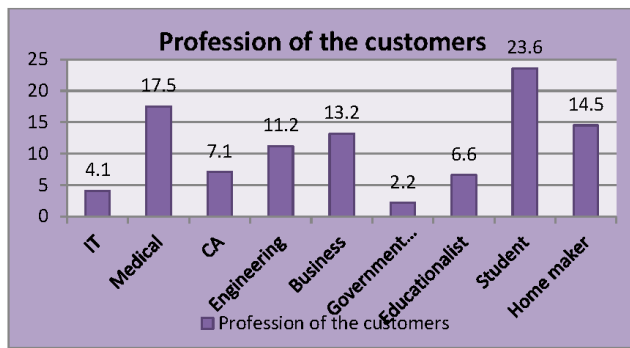


Graph 2

Interpretation: The age distribution of the customers is explained in table and graph 2. The age of the customers is categorized into 7 categories with the interval of 10 years up to 80 years. It can be seen from the table and graph that the proportion of going to the specialty restaurants up to 20 years of age group is almost 8%. Majority of the customers fall within the 3 categories i.e. 20-30 years, 31-40 years and 41-50 years. It can be also seen that the proportion of senior citizen customers is 8% and 3% respectively. Hence it can be inferred that the distribution of the customers as per their age groups supports the current trend.

Table 3: Distribution of Customer Respondents by Their Profession

Profession of the customers		
	Frequency	%
IT	15	4.1
Medical	64	17.5
CA	26	7.1
Engineering	41	11.2
Business	48	13.2
Government Official	8	2.2
Educationalist	24	6.6
Student	86	23.6
Home maker	53	14.5
Total	365	100.0



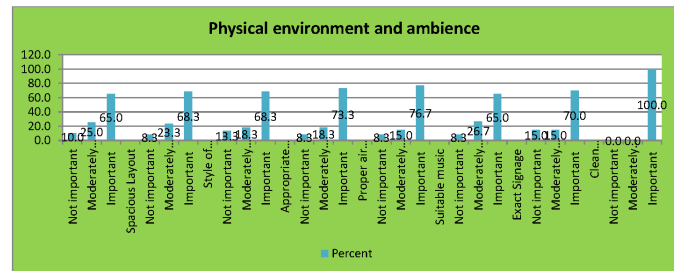
Graph 3

Interpretation: In case of profession of the customers table and graph no 3 shows that most of the customers are from the high income professionals, such as from medial, engineering, field as well as from business sector. The proportion of government professionals is as low as 2% among the all. Almost 1/4th of the respondents are students whereas the proportion of homemakers is nearly 15%.

Table 4: Level of importance of Servicescapes/ Physical Environment and Ambience in Specialty Restaurant Leading to Customer Satisfaction

Visually attractive parking area and building exterior		
	Frequency	%
Not important	6	10.0
Moderately important	15	25.0
Important	39	65.0
Spacious Layout		
Not important	5	8.3
Moderately important	14	23.3
Important	41	68.3

Visually attractive parking area and building exterior		
	Frequency	%
Style of decor(apt decor and Ambience)		
Not important	8	13.3
Moderately important	11	18.3
Important	41	68.3
Appropriate temperature and lighting		
Not important	5	8.3
Moderately important	11	18.3
Important	44	73.3
Proper air quality/Pleasant odour		
Not important	5	8.3
Moderately important	9	15.0
Important	46	76.7
Suitable music		
Not important	5	8.3
Moderately important	16	26.7
Important	39	65.0
Exact Signage		
Not important	9	15.0
Moderately important	9	15.0
Important	42	70.0
Clean Restrooms		
Not important	0	0
Moderately important	0	0
Important	100	100.0
Total	60	100.0



Graph 4

Interpretation: The table and graph 4 shows the perception of the managers from the point of view of the customers, with regards to the importance of physical environment and ambient conditions of the specialty restaurants. It can be seen from the table that clean restrooms is the most important parameter for all the customers. The proportion of customers feeling exact signage important is 70% whereas the proportion of customers reporting proper air quality/pleasant odour important is almost 77%. 65% of the customers believe that visually attractive parking area and building exterior is important whereas the proportion of customers reporting Spacious Layout is 69%. The

proportion of customers feeling Style of decor (apt decor and Ambience) important is 69%.

Cross-Tabulation by Gender

Table 5: Association between Level of Satisfaction with Visually Attractive Parking Area and Building Exterior and Gender of the Customers

	Not Satisfied	Satisfied	Total
Male	28	149	177
	15.8	84.2	100.0
Female	55	133	188
	29.3	70.7	100.0
Total	83	282	365
	22.7	77.3	100.0

Chi-Square= 9.368a df=1 Sig.= 0.002

In table 5 it can be seen that 29 % female are not satisfied with the visually attractive parking area and building exterior of the restaurants as against 16 % of the males. Though there is a slight variation in the proportion among the males and the females, the chi square and p value also supports the association with a p value of 0.002. Hence it can be said that females are more keen and critical about visually attractive parking area and building exterior in the specialty restaurants.

Table 6: Association between Level of Satisfaction with Spacious Layout and Gender of the Customers

	Not Satisfied	Satisfied	Total
Male	24	153	177
	13.6	86.4	100.0
Female	47	141	188
	25.0	75.0	100.0
Total	71	294	365
	19.5	80.5	100.0

Chi-Square= 7.616a df=1 Sig.= 0.006

It can be observed from the table 6 that almost 25 % female are not satisfied with the layout of the restaurants as against 14% of the males. Though the difference between this proportion is less, the chi square value and p value do not support the variation and says that there is no association between the level of satisfaction and gender of the customers.

Table 7: Association between level of Satisfaction with Style of Decor (apt Decor and Ambience) and Gender of the Customers

	Not Satisfied	Satisfied	Total
Male	21	156	177
	11.9	88.1	100.0
Female	30	158	188
	16.0	84.0	100.0
Total	51	314	365
	14.0	86.0	100.0

Chi-Square= 1.271a df=1 Sig.= 0.260

The proportion of male and female customers reporting satisfaction is 88 % and 84 % respectively. The chi square value and p value also do not support the variation. It can be said that no association can be seen between the level of satisfaction in case of the décor style of the restaurant and gender of the customers.

Table 8: Association between Level of Satisfaction with Appropriate Temperature and Lighting and Gender of the Customers

	Not Satisfied	Satisfied	Total
Male	27	150	177
	15.3	84.7	100.0
Female	47	141	188
	25.0	75.0	100.0
Total	74	291	365
	20.3	79.7	100.0

Chi-Square= 5.357a df=1 Sig.= 0.021

Almost 85 % of the males are satisfied with the existing temperature and lighting whereas this proportion is 75 % for the females. Less difference can be seen in the cell value of the male and females.

Table 9: Association between Level of Satisfaction with Proper Air Quality/Pleasant Odour and Gender of the Customers

	Not Satisfied	Satisfied	Total
Male	25	152	177
	14.1	85.9	100.0
Female	49	139	188
	26.1	73.9	100.0
Total	74	291	365
	20.3	79.7	100.0

Chi-Square= 8.040a df=1 Sig.= 0.005

It can be seen from the table 9 that the female are more likely to be unsatisfied than that of the males. The proportion of female who are unsatisfied with this parameter is more than 26 % as against 14 % for males. The p value supports the variation and proves the association.

Table 10: Association between Level of Satisfaction with Suitable Music Satisfaction and Gender of the Customer

	Not Satisfied	Satisfied	Total
Male	39	138	177
	22.0	78.0	100.0
Female	63	125	188
	33.5	66.5	100.0
Total	102	263	365
	27.9	72.1	100.0

Chi-Square= 5.964a df=1 Sig.= 0.015

According to the customers interviewed more than 33 % of the females are not satisfied with the music played in the restaurants. This proportion is 22 % for the male customers. Looking at the chi square value and p value the difference between the cell values of the male and females does not support the association.

Table 11: Association between level of Satisfaction with Exact Signage and Gender of the Customers

	Not Satisfied	Satisfied	Total
Male	74	103	177
	41.8	58.2	100.0
Female	114	74	188
	60.6	39.4	100.0
Total	188	177	365
	51.5	48.5	100.0

Chi-Square= 12.942a df=1 Sig.= 0.000

It can be clearly seen from table 11 that overall the customers are not satisfied with the exact signage placed in the restaurants. Among the unsatisfied almost 61 % are females as against 42% males. The variation can be seen in the cell value with the p value of 0.000 which is <0.005.

In case of the rest rooms it can be seen that more males are unsatisfied with the cleanliness of the restrooms maintained in the specialty restaurants. But the variation in the cell value of the males and females does not prove the association and hence it can be said that there is no association between the level of satisfaction with the

restaurants having clean restrooms and gender of the customers.

Table 12: Association between Level of Satisfaction with Clean Restrooms and Gender of the Customers

	Not Satisfied	Satisfied	Total
Male	57	120	177
	32.2	67.8	100.0
Female	50	138	188
	26.6	73.4	100.0
Total	107	258	365
	29.3	70.7	100.0

Chi-Square= 1.384adf=1 Sig.= 0.240

Table 13: Gender and Physical Environment

Sr. No	Title of the table/Question	Chi Square	P value
1	Visually attractive parking area and building exterior	9.368	0.002
2	Spacious Layout	7.616	0.006
3	Style of decor(apt decor and Ambience)	1.271	0.260
4	Appropriate temperature and lighting	5.357	0.021
5	Proper air quality/Pleasant odour	8.040	0.005
6	Suitable music Satisfaction	5.964	0.015
7	Exact Signage	12.942	0.000
8	Clean Restrooms	1.384	0.240

Table 14: Association between Level of Satisfaction with Visually Attractive Parking Area and Building Exterior and Age of the Customers

	Not Satisfied	Satisfied	Total
10-20 Years	2	26	28
	7.1	92.9	100.0
21-40 Years	43	118	161
	26.7	73.3	100.0
41-60 Years	20	118	138
	14.5	85.5	100.0
61 & above	18	20	38
	47.4	52.6	100.0
Total	83	282	365
	22.7	77.3	100.0

Chi-Square =23.782adf=3 Sig.= 0.000

It can be observed from table 14 that almost 48 % customers of 61 and above years of age and 27% from the age group of 21-40 years are not satisfied with the visually attractive parking area and building exterior of the restaurants.

Though there is a variation in the proportion among the age groups, the chi square and p value also supports the association with a p value of 0.000. the chi square value and p value support the variation and says that there is association between the level of satisfaction and age of the customers.

Table 15: Association between Level of Satisfaction with Spacious Layout and Age of the Customers

	Not Satisfied	Satisfied	Total
10-20 Years	3	25	28
	10.7	89.3	100.0
21-40 Years	30	131	161
	18.6	81.4	100.0
41-60 Years	34	104	138
	24.6	75.4	100.0
61 & above	4	34	38
	10.5	89.5	100.0
Total	71	294	365
	19.5	80.5	100.0

Chi-Square =5.734df=3 Sig.= 0.125

It can be observed from table 15 that on an average 19% of the customers are not satisfied with the layout of the restaurants. This proportion is highest among the 41-60 years ages customers. The difference between this proportion is also high, the chi square value and p value also do not support the variation and says that there is no association between the level of satisfaction and age of the customers.

Table 16: Association between Level of Satisfaction with Style of Decor(Apt Decor and Ambience)and age of the Customers

	Not Satisfied	Satisfied	Total
10-20 Years	1	27	28
	3.6	96.4	100.0
21-40 Years	18	143	161
	11.2	88.8	100.0
41-60 Years	29	109	138
	21.0	79.0	100.0
61 & above	3	35	38
	7.9	92.1	100.0
Total	51	314	365
	14.0	86.0	100.0

Chi-Square =10.425a df=3 Sig.= 0.015

The proportion customers in all the age groups except 41-60 years showed satisfaction with the style of décor in the restaurants. The chi square value and p value also do not support the variation. It can be said that no association can be seen between the level of satisfaction in case of the décor style of the restaurant and age of the customers.

Table 17: Association between Level of Satisfaction with Appropriate Temperature and Lighting and Age of the Customers

	Not Satisfied	Satisfied	Total
10-20 Years	4	24	28
	14.3	85.7	100.0
21-40 Years	23	138	161
	14.3	85.7	100.0
41-60 Years	43	95	138
	31.2	68.8	100.0
61 & above	4	34	38
	10.5	89.5	100.0
Total	74	291	365
	20.3	79.7	100.0

Chi-Square =16.543a df=3 Sig.= 0.001

High difference can be seen in the cell values across the age groups, proving the association between the age groups and satisfaction level of appropriate temperature and lighting with a p value < 0005.

Table 18: Association between Level of Satisfaction with Proper air Quality/Pleasant Odour and Age of the Customers

	Not Satisfied	Satisfied	Total
10-20 Years	2	26	28
	7.1	92.9	100.0
21-40 Years	35	126	161
	21.7	78.3	100.0
41-60 Years	34	104	138
	24.6	75.4	100.0
61 & above	3	35	38
	7.9	92.1	100.0
Total	74	291	365
	20.3	79.7	100.0

Chi-Square =8.429a df=3 Sig.= 0.038

Customers from 21-40 years and 41-60 years of age group are more likely to be unsatisfied with the proper air quality in the restaurant, against the other 2 age groups. The p and chi square value supports the variation and proves the association.

Table 19: Association between Level of Satisfaction with Suitable Music and Age of the Customers

	Not Satisfied	Satisfied	Total
10-20 Years	5	23	28
	17.9	82.1	100.0
21-40 Years	48	113	161
	29.8	70.2	100.0
41-60 Years	42	96	138
	30.4	69.6	100.0
61 & above	7	31	38
	18.4	81.6	100.0
Total	102	263	365
	27.9	72.1	100.0

Chi-Square =3.831a df=3 Sig.= 0.028

According to the customers interviewed more than 30% of the customers among the 21-40 years and almost 30% from the 41-60 years are not satisfied with the music played in the restaurants. Looking at the chi square value and p value the difference between the cell values of all the categories does not support the association.

Table 20: Association between Level of Satisfaction with Exact Signage and Age of the Customers

	Not Satisfied	Satisfied	Total
10-20 Years	13	15	28
	46.4	53.6	100.0
21-40 Years	78	83	161
	48.4	51.6	100.0
41-60 Years	74	64	138
	53.6	46.4	100.0
61 & above	23	15	38
	60.5	39.5	100.0
Total	188	177	365
	51.5	48.5	100.0

Chi-Square =2.378a df=3 Sig.= 0.498

It can be clearly seen from table 20 that overall the customers are not satisfied with the exact signage placed in the restaurants. Among the unsatisfied almost 54% are from the 41-60 years of age group as against 48% from the 21-40 years. The variation can be seen in the cell value but is not supported with the chi square test. Hence the association remains unproved.

Table 21: Association between Level of Satisfaction with Clean Restrooms and Age of the Customers

	Not Satisfied	Satisfied	Total
10-20 Years	2	26	28
	7.1	92.9	100.0
21-40 Years	37	124	161
	23.0	77.0	100.0
41-60 Years	61	77	138
	44.2	55.8	100.0
61 & above	7	31	38
	18.4	81.6	100.0
Total	107	258	365
	29.3	70.7	100.0

Chi-Square =26.698a df=3 Sig.= 0.000

High difference can be seen in the cell values across the age groups, proving the association between the age groups and satisfaction level of clean rest rooms with a p value < 0005.

Table 22: Age and Physical Environment

Sr. No	Title of the table/Question	Chi Square	P value
1	Visually attractive parking area and building exterior	23.782	0.000
2	Spacious Layout	5.734	0.125
3	Style of decor (apt decor and Ambience)	10.425	0.015
4	Appropriate temperature and lighting	16.543	0.001
5	Proper air quality/Pleasant odour	8.429	0.038
6	Suitable music Satisfaction	3.831	0.028
7	Exact Signage	2.378	0.498
8	Clean Restrooms	26.698	0.000

CONCLUSION

There is an association between the levels of satisfaction about servicescapes experience in specialty restaurants and different age group customers with parameters like visually attractive parking area and building exterior(females are not satisfied) proper air quality/Pleasant odour (females are not satisfied)Exact Signage (overall the customers are not satisfied).There is an association between the levels of satisfaction about overall experience in specialty restaurants and different gender customers with parameters like visually attractive parking area and

building exterior (61 and above age group customers are unsatisfied), Appropriate temperature and lighting (41-60 age group customers are unsatisfied), Clean Restrooms (41-60 age group customers are unsatisfied). This research assessed the factors like physical environment, elegance and ambient conditions and influence on customer experience in specialty restaurant which will subsequently on customer behavior and customer loyalty in specialty restaurant. The study brought out relationship between physical environment, elegance and ambient conditions customer age, gender and customer experience in specialty restaurant. It also identified and studied the demographic profile of customers visiting specialty restaurants in Pune.

RECOMMENDATION

The study recommends that restaurant managers ought to take the servicescape seriously as it proved to be a key pointer for total customer experience. It is essential for restaurant management to consider the issue of servicescape important, on the grounds that this is the main thing that customer encounter and makes an initial feeling about the standard of service expected from the restaurant. Due to elusive nature restaurant service is perplexing. This calls for restaurant management not exclusively to centre around food quality and service quality but different components, for example, the physical condition to pull in more customers. The outcome of the present examination sighting and literature review have demonstrated that high caliber and appealing physical condition makes more satisfied customers in specialty restaurants. Thus to create an experience along with food and service environment is vital.

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