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Impact of Servicescape on Customer Loyalty in the Fast Food Industry in Asaba


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Abstract--This study examined the impact of servicescapes on Customer Loyalty in Nigeria fast food Industry, a study of the fast-food industry (Chrunchis, Macdons, Ultimate Taste, Mr. Bigs and Rodina) in Asaba, Delta State. This was done concerning the measures of servicescapes {Physical Architecture (PA), AmbientCondition (AC), Sign, Symbols and Artifacts (SSA), and Spatial Layout and Functionality (SLF)}. The sampling object used for this work comprises the customers of Chrunchis, Macdons, Ultimate Taste, Mr. bigs, and Rodina in Asaba, and their responses were collected with the aid of five (5) point Likert scale questionnaire. The study targeted a sample size of 100 respondents, and a total of 89 questionnaires administered were properly filled and returned. That means the response rate was 89%. The sample size used for the study was a total of eighty-nine (89) respondents. The questionnaire was coded with the aid of an excel spreadsheet, the respondent's profile was analyzed with manual simple percentage, the research questions were analyzed with the aid of descriptive statistics which comprised the minimum, maximum, mean, and standard deviation and correlation matrix and the hypotheses of the study were tested using the multiple regression statistical tools with the aid of SPSS version 23. The findings revealed that there is significant positive relationship between Physical Architecture ($r= 0.370>0.05$), Ambient Condition ($r= 0.370>0.05$), and Sign Symbols and Artifacts ($r= 0.977>0.05$), Spatial Layout and Functionality ($r= 0.298>0.05$) with Customer Loyalty (CL). The study concluded that servicescapes have a significant impact on Customer Loyalty in the Nigerian fast food Industry. It was recommended that the fast Food Firm must adopt a win-win servicescapes quality through which they provide value to the customer and customer

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remains loyal to the organization. The value provided must be aimed at the futuristic satisfaction of the customer's needs.

Keywords---customer loyalty, fast food, servicescapes.

Introduction

The services industry contains intangibility, inseparability, and heterogeneity, making it extremely difficult to measure service quality. People depend on more tangible clues. In other words, space, where the service is produced, cannot be hidden and may have a strong effect on customers' perceptions of the service experience. The servicescape comprises the physical environment in which the service is assembled. An attempt to explain servicescape dimensions (ambient conditions, spatial layout, and functionality, providers, thus its influence on customer loyalty (Jieun et al., 2018).

Over the years the impact of servicescape (physical environment) has become important for businesses, marketing professionals, and interior architects. In particular, the physical environment is an effective determinant in differentiating businesses and communicating with consumers. However, it also allows an easier evaluation of the service sector with an intangible feature. In this context, physical evidence shapes consumers' perceptions by providing them with information about the quality and performance of the service. Recently, increasing in the number of businesses providing food and beverage services has made it necessary to emphasize the importance of the physical environment which is one of the factors used in the differentiation of these businesses. This is because the service atmosphere is effective in the success of the restaurant business (Özdemir-Güzel & Dinçer, 2018).

Servicescape is one of the physical facilities designed to influence customer behaviors and satisfaction that are related to customer loyalty. Servicescape is addressed to maintain customer interaction and create efficiency in restaurant operations. Servicescape is the physical facility of an organization in tangible form, in which it is represented in some aspects such as space organization, design, and decoration. Servicescape is often used to differentiate the company from the competitor and to communicate market segment types (Sulartiningrum et al., 2016).

The components of servicescape are important, especially in establishing customers' loyalty. The concept of servicescape consists of some indicators such as (1) ambient, (2) design factor, (3) social (staff behavior and staff image), (4) spatial layout and functionality (5) physical architecture (6) sign, symbols and artifact. Ambient conditions represent the environmental condition, in which it can create the beauty and physical hospitality of a place. It is related to some environmental instruments such as music, aroma, temperature, lighting, and cleanness (Areni, 2012).

The science and technology of ethnic restaurants follow the trend of design, including *the signed board*. The signed board is important to attract customers, especially eye-catching customers to come to the restaurant. The economic

factors in servicescape include product and price. Customers' loyalty occurs when the servicescape factor is established and maintained in good standard and done consistently. Scholars point out that the characters of loyal customers are (1) buying more or consume the produce twice or more, and (2) telling other people about the product or company. Loyal customers are the best marketer for the product. Loyal customers are important in the restaurant business since they can increase benefits and reduce the cost of marketing (Sulartiningrum et al., 2016).

In an unsparing restaurant's business environment, attracting and maintaining customer loyalty is a very significant strategy for sustaining competitive advantage. The fast-food industry is characterized by aggressive competition, maintaining customers' loyalty is the main responsibility of fast-food firms. To achieve the loyalty of customers, fast food firms should know the impact of servicescape on customer loyalty. Thus, this study investigated the impact of Servicescape on Customer Loyalty in the Fast Food Industry in Asaba, Delta State, Nigeria.

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 especially in Nigeria. Though the effect of servicescape (Physical Architecture, Ambient Conditions, Spatial Layout & Functionality, Sign, Symbols and Artifact) elements on customers is widely known, there remains a surprising lack of empirical findings addressing its role in consumption settings such as fast food/restaurants businesses in Nigeria. The need for further research has been called for repeatedly over the years. Also, 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 and it is important to look into the entire servicescape elements and their effect on customer loyalty.

This would 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 to have an experience. In terms of theory, this research would help another individual to prove the theory and also support the future research, generated good ideas and so provides a better understanding of servicescape on customer loyalty. The results of this study would add more knowledge on servicescapes which would, in turn, help all the stakeholders in the industry. It would help them in understanding the importance of servicescape in restaurants and what effect they have on customers.

Objectives of the Study

- The relationship between physical architecture and customer loyalty in the fast-food industry in Asaba, Delta State.
- The relationship between ambient conditions and customer loyalty in the fast-food industry in Asaba, Delta State.
- The relationship between spatial layout and functionality and customer

loyalty in the fast-food industry in Asaba, Delta State.

- The relationship between signs, symbols, and artifacts and customer loyalty in the fast-food industry in Asaba, Delta State.

Research Hypotheses

H0₁: there is no significant relationship between physical architecture and customer loyalty in the fast-food industry in Asaba, Delta State.

H0₂: there is no significant relationship between ambient conditions and customer loyalty in the fast-food industry in Asaba, Delta State.

H0₃: there is no significant relationship between spatial layout and functionality and customer loyalty in the fast-food industry in Asaba, Delta State.

H0₄: there is no significant relationship between signs, symbols, and artifacts, and customer loyalty in the last food industry in Asaba, Delta State.

Conceptual Review

Concept of servicescape

The servicescape (mainly tangibles) of the restaurants has also been found to affect customers' evaluations of service quality as well as post-purchase behavior (Kim & Moon, 2018). Bitner (1992), had presented a comprehensive model for understanding how the physical surroundings of a service organization may influence the individual behaviors of customers. The dimensions include ambient conditions such as noise, music, scent, lighting, and temperature, a spatial layout that includes the arrangement of furniture and equipment, and signs, symbols, and artifacts such as décor and signage. Bitner (1992), argued that the intangible nature of services may lead consumers to make cognitive assessments of service quality based on extrinsic cues found in the servicescape. This physical environment (Wall & Berry, 2007) may affect customers' physical comfort and movement. On the contrary, Voon et al., (2009), found that servicescape had relatively a small impact on the satisfaction and loyalty of the restaurant customers.

As it is argued by Valentinand & Gamez (2010), the happening high consumers' crowding negatively affects the consumers' assessment of service provision. Consumers in many cases are involved to a high level of social concentration as there is the opportunity of getting a pleasing experience and happy relationships with other customers' (Valentinand & Gamez, 2010). On the other hand, another important aspect of the customer's experience during service provision involves the presence of contact personnel, technically speaking, employees who primarily interact with the customers' (Hoffman & Bateson, 2011). Most of the time, customers will evaluate the quality of service based on the people providing the service (Lovell et al., 2011).

The study of Bitner (1992), indicated that Servicescape in service-providing organizations plays a major role in determining consumer expectations, distinguishing service organizations, enhancing customer and employee goals, and affecting the behavior of consumer experience. In addition, investors should be undertaken by service-providing organizations on physical environmental components to meet or exceed customer needs and flexibility of service provision

(Choi et al., 2012). Similarly, one of the most important characteristics of the main product is the place where customers can buy or consume products, and at the same time, particularly the atmosphere of the place is more powerful than the main product during consumer purchase decision (Kotler, 2013; Finkelstein et al., 2011; Nguyen, 2006).

Servicescape, as defined by Namasivayam & Lin (2018), is the physical environment of a firm, including the overall layout, design, and decoration. It is also the built environment, with an artificial physical surrounding as opposed to nature or social environment (Bitner, 1992). Servicescape is more profound in firms that offer core services, like hotels, hospitals, cinemas, and schools, yet its importance cannot be overemphasized in firms where customer services are rendered, as effective manipulation of the servicescape can lead to customer satisfaction and increase repeat purchases (Namasivayam & Lin, 2018). Thus, servicescape is important in both firms because it influences consumers' behavior (Bitner, 1992; Namasivayam & Lin, 2018).

Physical architecture and customer loyalty

The physical architecture refers to how machinery, equipment, and furnishings are arranged, the size and shape of those items, and the spatial relationships among these elements. More so, it refers to the functional ability of the same items to facilitate performance and the accomplishment of goals. Within the leisure service context, architecture accessibility refers to how furnishings and equipment, service area and passageways are arranged; and the spatial relationships among these elements (Bitner, 1992).

An effective layout will provide for ease of entry and exit and will make ancillary service areas such as concessions, restrooms, and souvenir stands more accessible to customers. Effective architecture in discount stores and banks facilitates the fulfillment of functional needs (Wakefield & Blodgett, 2016). Interesting and effective physical architecture may also facilitate the fulfillment of hedonic or pleasure needs. That is, by making ancillary service areas more accessible to customers and ensure they spend more time enjoying the primary service offering. Surprisingly, little has been published about the effects of physical architecture on sales volume in commercial service settings such as restaurants (Wener, 2017; Seidel, 2018).

Ambient conditions and customer loyalty

Wakefield & Blodgett (2016), said that there are previous research studies that have suggested that the ambiance condition of a service organization is an important determinant of a patron's behavior. Alternatively, Aubert-Gamet & Cova (1999), said that the ambiance conditions themselves are considered as instrumental in customers' assessment of the quality and level of service they can expect and, consequently, in customer satisfaction with service business such as a hotel. The ambiance condition of the hotel may influence customer's emotional state and thereby have an important effect on their behavioral responses and customer loyalty. Ambiance conditions as a factor that affects perceptions of human responses to the environment include background characteristics of the

environment such as temperature, noise, music, scent, and lighting (Baker, 2018; Kim 2018).

Spatial layout and functionality and customer loyalty

Spatial layout refers to how machinery, equipment, and furnishings are arranged, the size and shape of those items, and the spatial relations amongst them, and functionality refers to the ability of those items aforementioned to facilitate performance and also the accomplishment of purpose which it's meant for. Previous empirical research in psychology and organizational behavior of spatial layout and functionality dimensions is always from the employee's point of view. Except for some research on service organization layout, congestion, safety, comfort, confidence, and the use of orientation aids (Levine et al., 2014). Sense of belonging may also influence the spatial layout of customers within the environment and identification with a service provider, though, not much has been done about the effects of spatial layout and functionality on customers in service organizational settings.

Sign, symbols and artifacts and customer loyalty

Signs, symbols, and artifacts as a visual communication tool in the service organization consist of graphics and theatrical effects that are used to assist in the discharge of service, providing service product/information, and product recommendations or special purchases. It serves as explicit/implicit signals that communicate about the place to its users (Becker, 2018). The explicit communicators are examples of those signs displayed on the exterior and interior of a structure which may be used as labels for the inscription of company name: and department or any other, for directional purpose, (example, egress, and ingress) and to communicate rules of behavior (example, no smoking, restrictions on age).

Signs and symbols also help customers find a suite of merchandise and expectation for behavior and norms in the restaurant area. It may also contain communications of symbolic meaning and create an aesthetic impression of the quality of materials used in artwork, construction, presence of certificate and photographs on walls, floor coverings, and personal objects (Levy & Weitz, 2017). Signs that are made robust and appropriate graphics and artifacts such as pictures, add character, beauty, and uniqueness to the image of the restaurant. Signs and symbols are extremely complex and should be used sparingly as may be intentionally or accidentally conveyed and subject to multiple interpretations of intended and unintended consequences to both the customer and the service provider.

Concept of customer loyalty

In this competitive world, many profit-making organizations seek to make their customers more loyal. Moreover, competition is the major problem for the hospitality industry in today's unstable business environment and the mechanism is to have loyal customers' through a profitable relationship with them (Dhillon, 2013). Besides, according to the study of Dick & Basu (2014),

customer loyalty is described as the strength of the association between an individual's relative attitude and repeat patronage. [East et al., \(2015\)](#), customer loyalty is also expressed as an attitude toward the loyalty object or as repeat patronage behavior.

According to the study of [Gremler & Brown \(1999\)](#), when customers become loyal their effect on the company is beyond the immediate result. Today, it is fundamental to establish enduring partnerships with customers through identifying and meeting their needs when companies provide similar products like hotels ([Aksu, 2016](#)). The establishment of a lasting relationship with target customers is one of the major requirements for building customer loyalty. Customer loyalty construct is measured by employing a single item or a combination of items. The study of [East et al. \(2015\)](#), found that a singular measure of customer loyalty is better than combination measures of customer loyalty. The most important and comprehensive definition of customer loyalty is given by [Oliver \(1999\)](#), in which customer loyalty is defined as a deeply held commitment to re-purchase a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.

Conceptual model of the study

The conceptual model of this study consists of the independent variables (dimensions of servicescapes) on the customer loyalty (dependent variable), it is represented below;

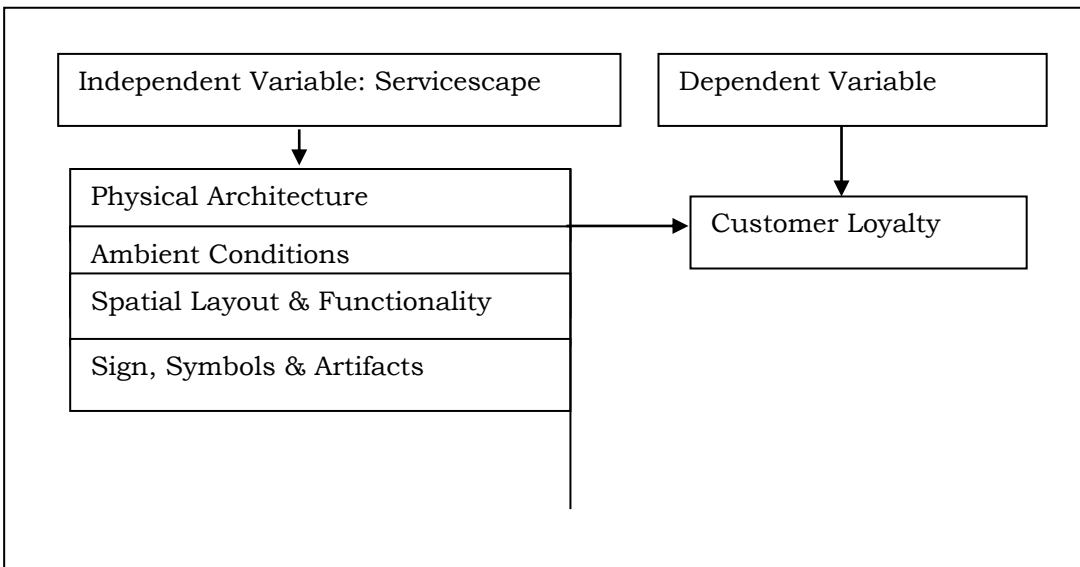


Figure 1. Researchers conceptual model, 2021

Theoretical framework

This study is anchored on Bitner's model propounded in 1992. The choice of this model is a result of its relevance to this study. Bitner (1992), model proposed that the servicescape comprises all physical elements that can be controlled by the service provider. In this way, they can enhance customer and employee's actions. Essentially Bitner's servicescape model (1992) is a more comprehensive version of the Stimulus – Organism – Response (SOR) model originally advanced by Mehrabian & Russel (1973).

The model also takes a holistic view of the internal environment as it relates to the perceived servicescape. Bitner (1992), suggests consumer's perceptions 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 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 (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 service 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. On 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 behaviors and satisfaction. This model identified that due to the unique characteristics of services such as intangibility, perishability, heterogeneity, and inseparability, the physical surroundings that service occurs in can greatly impact a consumer's perception of the service ultimately delivered. This is because, before purchase, customers commonly look for clues about the firm's capabilities and quality (Kisang & Heesup, 2010; Mill, 2013). With the realization 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 organization with a goal or purpose that may be aided or hindered by the setting (Zakaria et al., 2014; Srinivasan et al., 2002). 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 behaviors (Bitner, 1992).

Empirical review

[Shifera & Apar \(2018\)](#), examined the effect of servicescape on customer loyalty in the Ethiopian hotel industry. A quantitative research design was used in this study to test the developed hypothesis. To collect primary data, a self-completed questionnaire was administered to hotel customers in Ethiopia. Primary data was collected from all those hotel customers' who visited and/or stayed at any of the selected star hotels in Addis Ababa, Ethiopia. Four hundred (400) questionnaire was disseminated and three hundred and forty (340) questionnaire were successfully gathered and returned and three hundred and twenty-one (321), that is (80.25%) usable questionnaire were ready for data analysis. The collected data were analyzed using a statistical package for social science (SPSS) version 16.00. The result of this study showed that servicescape has a significant positive effect on customer loyalty in the Ethiopian hotel industry. Specifically, the ambient and design dimensions of the Servicescape have a significant and positive effect on customer loyalty in the Ethiopian hotel industry. It is recommended that hotel managers need to highly consider the hotel services cape and its dimensions to achieve the loyalty of customers.

[Onuoha & Nnenanya \(2017\)](#), examined the impact of servicescape on customer patronage of fuel stations in Abia State, Nigeria. The questionnaire was used to generate data from four hundred and fifty (450) respondents drawn from thirty (30) fuel stations selected from three major cities of the State. Three hypotheses formulated for the study were tested using Pearson's product-moment correlation coefficient. Results showed that all three dimensions of servicescape used in the study have a significant impact on customer patronage. The study implies that fuel stations should, as a matter of policy, treat servicescape as an essential marketing strategy that should be better managed for sustainable customer patronage and profitability.

[Adiele et al., \(2015\)](#), examined the impact of physical evidence on customer patronage of quoted Banks in the south-south zone of Nigeria. Fourteen (14) quoted Banks at the Nigeria Stock Exchange Market were used for the study. The research considered the firm level of analysis and the top manager's unit of analysis. Customers of the chosen banks were also used. By this arrangement, forty-two (42) managers and seven (7) customers randomly selected constituted the respondents for the study. Descriptively, the study variables were presented and inferentially, the Spearman Rank Correlation Coefficient was used in testing the various hypotheses. In addition, Pearson Partial Correlation was used to ascertain the extent to which the organizational factors mediate the relationship between physical evidence and customer patronage. The result of the analysis showed that there is a strong positive and significant correlation between physical evidence and customer patronage. The study specifically revealed that efficient design of workplace ambiance; physical architecture and signs significantly impact patronage level, profit margin, and customer retention. It was further found that organization size and information technology capability strongly mediated the relationship between the predictor and criterion variable. The study, therefore, concluded that physical evidence significantly affects customer patronage. Hence, it was recommended that the panacea to poor customer patronage is predicated on the bank's ability to efficiently adopt physical evidence

dimensions used for the study as significant conditioning factors of the business environment. The reviewed studies established, variables, location, and methodological gaps in the earlier studies.

Methodology

The study used a cross-sectional descriptive survey design which allows the use of both descriptive and inferential statistics and permits many aspects of a problem to be addressed. The research survey was preferred because it outlines the primary concern of the relationship between variables (Amin et al., 2012; Bobâlcă et al., 2012). The study target population comprised all the Fast Food Firms in Asaba, Delta State, Nigeria. Currently, Asaba metropolis is home to over ten standard fast-food firms that adopt the concepts of the servicescape dimension to induce customer loyalty. Among the most popular fast food are; The Rodina, Crunches, Ultimate Taste, Sizzlers, Macdons, Flames, Mr. Biggs, etc. However, the researcher restricted the study to five firms which include: The Rodina, Crunches, Ultimate Taste, Macdons, and Mr. Biggs. As at the time of this study, the researchers could not ascertain the total number of customers of each of the five (5) investigated fast-food firms in Asaba, therefore, we resorted to a random selection of one hundred customers (100) (twenty-five customers from each firm) by visiting them during weekends which is their peak periods. The questionnaire of the study was administered to the respondents to solicit their responses on the impact of servicescape on customer loyalty.

Results and Analysis

The section presents the correlation result of the explanatory variables and the explained variable. The correlation matrix is used to examine the linear association between the independent and dependent variables and also between the independent variables. The study, therefore, adopted a person correlation coefficient to assess the level of association between the variables concerned. The F-ratio generated in the ANOVA table was used to measure the best fit line. The table below shows the correlation between the dependent variable which is Customer Loyalty (CL) and independent variables identified to be Physical Architecture (PA), Ambient Conditions (AC), Spatial Layout and Functionality (SLF), and Signs, Symbols, and Artifact (SSA) and Empathy (measures of service capes).

Table1
The correlation matrix for the variables under study

		CL	PA	AC	SLF	SSA
Pearson Correlation	CL	1.000	.370	.335	.298	.977
	PA	.370	1.000	.498	.504	.388
	AC	.335	.498	1.000	.533	.315
	SLF	.298	.504	.533	1.000	.307
	SSA	.977	.388	.315	.307	1.000

Source: SPSS Version 23 Output, 2021

Physical Architecture (PA) and Customer Loyalty (CL)

Physical Architecture (PA) has a coefficient of ($r= 0.370 > 0.05$) which reveals that Physical Architecture (PA) has a strong positive correlation with Customer Loyalty (CL), this implies that Physical Architecture (PA) which comprises of the physical appearance, parking space, etc is a strong positive effect on Customer Loyalty (CL) in five Fast Food Firm (Chrunchis, Macdons, Ultimate Taste, Mr. Biggs and Rodina) in Asaba, Delta State, Nigeria.

Ambient Condition (AC) and Customer Loyalty (CL)

The Ambient Condition (AC) has a coefficient of ($r= 0.370 > 0.05$) which reveals that Ambient Conditions (AC) has a strong positive correlation with Customer Loyalty (CL), this implies that when Ambient Condition (AC) is properly in place, it would have positive effects on Customer Loyalty (CL) in five Fast Food Firms (Chrunchis, Macdons, Ultimate Taste, Mr. Biggs and Rodina) in Asaba, Delta State, Nigeria.

Spatial Layout and Functionality (SLF) and Customer Loyalty (CL)

The Spatial layout and Functionality (SLF) has a coefficient of ($r= 0.298 > 0.05$) which reveals that Spatial layout and Functionality (SSF) has a strong positive correlation with Customer Loyalty (CL), this implies that a good Spatial layout and functionality (SLF) would have positive effects on Customer Loyalty (CL) in five fast Food Firms in Asaba, Delta State, Nigeria.

Signs, Symbols, and Artifact (SSA) and Customer Loyalty (CL)

The Signs Symbols and Artifact (SSA) has a coefficient of ($r= 0.977 > 0.05$) which reveals that Sign, Symbols and Artifacts (SSA) has a very strong positive correlation with Customer Loyalty (CL), this implies that well-articulated Signs, Symbols, and Artifacts (SSA) strategy would have positive effects on Customer Loyalty (CL) in five Fast Food Firms (Chrunchis, Macdons, Ultimate Taste, Mr. Biggs and Rodina) in Asaba, Delta State, Nigeria.

Discussion of Findings

Table 2

Multiple regression analysis of measures of servicescapes and customer loyalty

Model		Coefficients				t	Sig.
		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta			
1	(Constant)	.289	.521			.556	.040
	PA	.027	.030	.026		.900	.036
	AC	.049	.029	.049		1.700	.029
	SLF	.016	.032	.014		.500	.034
	SSA	.067	.025	.976		2.680	.001

Source: SPSS Version 23 Output, 2021

a. Dependent Variable: CL

Physical Architecture (PA) and Customer Loyalty (CL)

The coefficient of Physical Architecture (PA) is 0.027 with a t-value of 0.900 and the associated p-value (sig. value) is 0.036. This suggests that Physical Architecture (PA) has a positive effect on Customer Loyalty (CL). This implies that the effect is significant given the fact that the p-value of 0.036 is lesser than that 0.05 (5%) level significance. The coefficient of Physical Architecture (PA) is 0.027 which implies that Physical Architecture (PA) has a positive trend with Customer Loyalty (CL). One percent (1%) movement in Physical Architecture (PA) would lead to a 3.6% increase in Customer Loyalty (CL). Physical Architecture (PA) has a significant influence on Customer Loyalty (CL) in five Fast Food Firms (Chrunchis, Macdons, Ultimate Taste, Mr. Biggs, and Rodina) in Asaba, Delta State, Nigeria. This finding is in line with the finding of [Adiele et al. \(2015\)](#).

Ambient Condition (AC)

From Table 2 above, the coefficient of Ambient Condition (AC) is 0.049 with a t-value of 1.700 and the associated p-value (sig. value) is 0.029. This suggests that Ambient Condition (AC) has a positive effect on Customer Loyalty (CL). This implies that the effect is significant given the fact that the p-value of 0.029 is lesser than that of 0.05 (5%) level significance. The coefficient of Ambient Condition (AC) is 0.049 which implies that Ambient Condition (AC) has a positive trend with Customer Loyalty (CL). One percent (1%) movement in Ambient Condition (AC) would lead to 2.9% increases in Customer Loyalty (CL). Ambient Condition (AC) has a significant influence on Customer Loyalty (CL) in five Fast Food Firm (Chrunchis, Macdons, Ultimate Taste, Mr. Biggs, and Rodina) in Asaba, Delta State, Nigeria. These findings are in line with the findings of [Wakefeild & Blodgett \(2016\)](#).

Spatial Layout and Functionality (SLF) and Customer Loyalty (CL)

The coefficient of Spatial Layout and Functionality (SLF) is 0.016 with a t-value of 0.500 and the associated p-value (sig. value) is 0.034. This suggests that Spatial Layout and Functionality (SLF) has a positive effect on Customer Loyalty (CL). This implies that the effect is significant given the fact that the p-value of 0.034 is lesser than that 0.05 (5%) level significance. The coefficient of Spatial Layout and Functionality (SLF) is 0.016 which implies that Spatial Layout and Functionality (SLF) has a positive effect on Customer Loyalty (CL). One percent (1%) movement in Spatial Layout and Functionality (SLF) would lead to a 3.4% increase in Customer Loyalty (CL). Spatial Layout Functionality (SLF) has a significant influence on Customer Loyalty (CL) in five Fast Food Firms (Chrunchis, Macdons, Ultimate Taste, Mr. Biggs, and Rodina) in Asaba, Delta State, Nigeria. These findings are in line with the findings of [Wakefeild & Blodgett \(2016\)](#).

Signs, Symbols and Artifact and Customer Loyalty (CL)

The coefficient of Signs, Symbols, and Artifact (SSA) is 0.067 with a t-value of 2.680 and the associated p-value (sig. value) is 0.001. This suggests that Signs, Symbols, and Artifact (SSA) has a positive effect on Customer Loyalty (CL). This implies that the effect is significant given the fact that the p-value of 0.001 is

lesser than that of 0.05 (5%) level significance. The coefficient of Signs, Symbols, and Artifact (ASS) is 0.067 which implies that Signs, Symbols, and Artifacts (SSA) has a positive trend with Customer Loyalty (CL). One percent (1%) movement in Assurance (ASS) would lead to a 0.1% increase in Customer Loyalty (CL). Signs, Symbols, and Artifacts (SSA) have a significant influence on Customer Loyalty (CL) in five Fast Food Firms (Chrunchis, Macdons, Ultimate Taste, Mr. Biggs, and Rodina) in Asaba, Delta State, Nigeria. These findings are in line with the finding of [Becker \(2018\)](#).

Table 3
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.978 ^a	.957	.955	.439	1.897

Source: SPSS Version 23 Output, 2020

a. Predictors: (Constant), SSA, SLF, AC, PA

b. Dependent Variable: CL

Again, table 3 which is the model summary table shows the correlation coefficient (R) of the regression is 0.978 (97.8%) which indicates a very strong positive relationship between the dependent variable [Customer Loyalty (CL)] and the independent variables [Physical Architecture (PA), Ambient Condition (AC), Spatial Layout and Functionality (SLF) and Signs, Symbol and Artifact (SSA)]. The coefficient of determination (R²) is 95.7% (0.957) showing that 95.7% of the variation in the dependent variable (Customer Loyalty (CL)) has been explained by the independent variables [Physical Architecture (PA), Ambient Condition (AC), Spatial Layout and Functionality (SLF) and Signs, Symbol and Artifact (SSA)]. While 4.3% remain unexplained in the model. An R² value of 95.7% showed that the strong positive relationship is further confirmed. The adjusted R² measures the goodness of fit of the model. This shows the goodness of fit of the model and also explains the dependent variable about the independent variables in 96 ways ([Powell et al., 2007](#); [Rydell et al., 2008](#)). The 4% left is known as the error term and other variables outside the model. From the above, there is conclusive evidence of serial or autocorrelation since the Durbin Watson calculated value of 1.883 is less than "2".

Table 4
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	358.245	4	89.561	464.276	.000 ^b
	Residual	16.204	84	.193		
	Total	374.449	88			

a. Dependent Variable: CL

b. Predictors: (Constant), SSA, SLF, AC, PA

Lastly, the Anova shows the overall significance of the model, has F(464.276) with a p-value is estimated at 0.000. This indicates that all the independent variables

Physical Architecture (PA), Ambient Condition (AC), Spatial Layout and Functionality (SLF) and Signs, Symbol and Artifact (SSA) jointly influence the dependent variable (Customer Loyalty (CL))

Conclusion

The results of the study show that higher levels of customer loyalty depend on the quality of servicescapes of Physical Architecture (PA), Ambient Condition (AC), Spatial Layout and Functionality (SLF), and Sign, Symbol and Artifact (SSA). The study also concluded that there is a significant relationship between servicescapes and customer loyalty in Nigeria Fast Food Industry.

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