



Research Paper

Impact of Service-Scape on Customer Loyalty in the Fast Food Industry in Asaba, Delta State, Nigeria

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ABSTRACT

This study examined the impact of service-scape on customer loyalty in Nigeria fast food Industry, a study of fast food industry (Chrunchis, Macdons, Ultimate Taste, Mr. Biggs and Rodina) in Asaba, Delta State. This was done in respect of measures of service-scape {Physical Architecture (PA), Ambient Condition (AC) and Sign Symbols and Artifacts Spatial Layout and Functionality (SLF)}. The sampling object used for this work comprises of the customers of Chrunchis, Macdons, Ultimate Taste, Mr. Biggs 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 total 89 questionnaire administered were properly filled and returned. That means the response rate was 89%. Thus, the sample size used for the study was the total of eighty-nine (89) respondents. The questionnaire was code with the aid of excel spread sheet, the respondents profile was analyzed with manual simple percentage, the research questions were analyzed with the aid of descriptive statistics which comprises 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 (PA), Ambient Condition (AC) and Sign Symbols and Artifacts Spatial Layout and Functionality (SLF) with Customer Loyalty (CL). The study concluded that service-scape has a significant impact on Customer Loyalty in Nigeria fast food Industry. It was recommended that the fast Food Firm must adopt a win-win service-scape quality through which they provide value to the customer and customer remains loyal to the organization. The value provided must be keeping in view the satisfaction of the customers.

KEY WORDS: Service-scape, Physical Architecture, Ambient Condition, Sign Symbols & Artifacts Spatial Layout & Functionality and Customer Loyalty.

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I. INTRODUCTION

The services industry contains intangibility, indistinguishability and heterogeneity, making it very hard to quantify service quality. Individuals rely upon tangible clues. All in all, the space where the service is delivered can't be covered up and may strongly affect clients' impression of the service experience. The service-scape comprises of the physical environment in which the service is assembled. An attempt to explain service-scape dimensions (ambient conditions, spatial layout and functionality, and signs/symbols and artifacts) and their interactions with customers and service providers, thus its influence customer loyalty in the fast food industry (Jieun, Hyo-Jin & Gyu, 2018).

For several years now, the effect of service-scape (actual climate) is a significant factor for the organizations, showcasing experts and the inside modelers. Specifically, the actual climate is a powerful determinant in separating organizations and speaking with buyers. In any case, it additionally permits a simpler assessment of the service environment with an immaterial element. In this specific circumstance, shapes consumers' perceptions by providing them with information about the quality and performance of the service. As of late, number of businesses providing food and drink services delivery has made it important to underscore the significance of service-scape which is one of the variables utilized in separation of these organizations. This is because of the way that the service environment is compelling in the accomplishment of the restaurant business (Özdemir-Güzel & Dinçer, 2018).

Service-scape is one of the actual offices in services that intended to impact client practices and fulfill that are identified with the client dependability. Service-scape is a significant part in product service that is critical to make picture in direct impression of client's psyche. In eatery service, service-scape was utilized to convey service to the guest. Service-scape addressed to keep up with clients association and make proficiency in restaurant functional. Service-scape is an actual offering in services where it is intended to build consumer loyalty. Service-scape is the physical facility of association in substantial structure, where it is addressed in some perspective, for example, space association, plan, and design. Service-scape frequently used to separate organization from the contender and to convey market portion types (Sulartiningrum, Baiquni, Widodo & Widodo, 2016).

The segments of service-scape are significant, particularly in building up clients' loyalty. The idea of service-scape comprises of certain pointers, for example, (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, where it can make the excellence and actual accommodation of spot. It is connected with some ecological instrument like music, smell, temperature, lighting and cleanness (Areni, 2012).

Technology and innovation of ethnic eatery pursue the direction of configuration, including marked board. The marked board is imperative to draw in clients, particularly in eye getting of clients to come to eatery. The economic factors in service-scape include product and price. Customer loyalty happens when service-scape factor was set up and kept up with in great norm and done reliably. Researcher bring up that the characters of steadfast clients are (1) purchasing more or burn-through the produce twice or more, and (2) informing others concerning the item or organization. The devoted clients are the best advertiser for the item. The devoted clients are significant in eatery business since its capacity to build benefit and decrease cost of promoting (Sulartiningrum, Baiquni, Widodo & Widodo, 2016).

The service climate or "service-scape" substantially affects consumer loyalty with a help insight. The service-scape is "constructed climate" or, all the more explicitly, the "artificial, actual environmental elements instead of the regular or social climate". The main parts of the climate are spatial format and usefulness, just as components identified with tasteful allure. In view of their impression of these two arrangements of components, clients will have certain contemplations and sentiments (passionate and physical) that will lead them to one or the other approach or stay away from a service (Jang & Bagdare, 2011).

In an unsparing restaurant business climate, attracting in and keeping up with client unwaveringness is a very significant strategy for sustaining competitive advantage. In fact fast food industry is characterized by aggressive competition, maintaining customers' loyalty is the main responsibility of fast food firms. In order to achieve loyalty of customers', fast food firms should know the impact of service-scape on customer loyalty. Thus, this study investigates the impact of service-scape on customer loyalty in the fast food industry in Asaba, Delta State, Nigeria.

1.2 Statement of the Problem

In Asaba, many new fast foods are appearing and spreading all over the place but not all fast foods in Asaba have loyal customers. This causes a high competition among fast foods firms. In order for the fast foods to have appeal, the fast foods must have good servicescape (attracting environments) such as floor plans, environmental conditions, air temperature, air quality, noise, music, decorating style and more. However, the management of fast food firm has not utilized the dimensions of service-scape to induce customer loyalty, rather

the focus only on the 4P's marketing strategies. Also, there are over fifteen fast food firms in Asaba that offers the same services, and most of the fast food firms still use outdated facilities. The old facilities sometimes bring problems to the customers when it's broken or damage and not in appropriate conditions, this in turn affects customer's loyalty.

Although the importance of service-scape and physical facilities has been highlighted in numerous articles, the influence of service-scape on quality perception and satisfaction has not been adequately captured in previous studies. Though the effect of service-scape (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 restaurants. The need for further research has been called for repeatedly over the years. Also, most studies that have been carried out on service-scape 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 service-scape elements and their effect on customer loyalty.

Finally, it is expected that such integration of multiple elements of service-scape will increase the scant knowledge base on the global configurations of service-scape. To date there is little about the entire mix of the aspects of service-scape in the fast food industry in Nigeria. Therefore further research was needed to examine the entire service-scape elements. Additionally, since service settings are particularly influential factors toward customer loyalty, there is a need to understand how customer satisfaction and behaviour change depending upon their perception of it is expected that such integration of multiple elements of service-scape will increase customer loyalty. To date there is little about the entire mix of the aspects of service-scape. Therefore further research was needed to examine the entire service-scape elements. Additionally, since service-scape are particularly influential factors toward customer reactions in hedonic services, there is a need to understand how customer satisfaction and loyalty depending upon their perception of service-scape elements.

1.3 Objectives of the Study

The general objective is to examine impact of Service-scape on Customer Loyalty in the Fast Food Industry in Asaba, Delta State, Nigeria. The specific objectives of the study are to examine the following;

- i. The relationship between Physical Architecture and Customer Loyalty in the Fast Food Industry in Asaba, Delta State.
- ii. The relationship between Ambient Conditions and Customer Loyalty in the Fast Food Industry in Asaba, Delta State.
- iii. The relationship between Spatial Layout & Functionality and Customer Loyalty in the Fast Food Industry in Asaba, Delta State.
- iv. The relationship between Sign, Symbols & Artifacts and Customer Loyalty in the Fast Food Industry in Asaba, Delta State.

1.4 Research Questions

The following research questions were formulated for the study.

- i. What is the relationship between Physical Architecture and Customer Loyalty in the Fast Food Industry in Asaba, Delta State?
- ii. What is the relationship between Ambient Conditions and Customer Loyalty in the Fast Food Industry in Asaba, Delta State?
- iii. What is the relationship between Spatial Layout & Functionality and Customer Loyalty in the Fast Food Industry in Asaba, Delta State?
- iv. What relationship exists between Sign, Symbols & Artifacts and Customer Loyalty in the Fast Food Industry in Asaba, Delta State?

1.5 Research Hypotheses

Below are the formulated hypotheses for testing.

- i. H₀₁: there is no significant relationship between Physical Architecture and Customer Loyalty in the Fast Food Industry in Asaba, Delta State.
- ii. H₀₂: there is no significant relationship between Ambient Conditions and Customer Loyalty in the Fast Food Industry in Asaba, Delta State.
- iii. H₀₃: there is no significant relationship between Spatial Layout & Functionality and Customer Loyalty in the Fast Food Industry in Asaba, Delta State.
- iv. H₀₄: there is no significant relationship between Sign, Symbols & Artifacts and Customer Loyalty in the Fast Food Industry in Asaba, Delta State.

II. REVIEW OF RELATED LITERATURE

2.1 Introduction

This section is based on the review of related literature, which will be done under three major sub-headings, namely; the conceptual, theoretical and empirical reviews. The conceptual review will discuss the concept of service-scape, dimension of service-scape and how it affects customer loyalty. The second section which is the theoretical review explains the major theories that explain the service-scape dimensions and how it induces customer loyalty while the third section which is the empirical review, deals with the summary of findings of various authors, scholars and academicians relating to service-scape dimension and how it affects customer loyalty.

2.2 Conceptual Review

2.2.1 Concept of Service-scape

The service-scape (predominantly physical setting) of the restaurant has likewise been found to influence clients' assessments of service quality just as post-buy conduct (Kim and Moon, 2009). Truth be told, Bitner (1992) had introduced a far-reaching model for seeing how the actual environmental elements of a service organization might influence individual behaviors of customers. The measurements incorporate ambient conditions like noise, music, aroma, lighting and temperature, spatial format which incorporates the plan of furniture and gear, and signs, images and ancient rarities, for example, style and signage. Bitner (1992) contended that the theoretical idea of services might lead shoppers to make psychological appraisals of service quality dependent on outward signs found in the service-scape. This actual climate (Wall and Berry, 2007) may influence clients' actual solace and development. Unexpectedly, Voon et al., (2007) found that service-scape relatively has small impact on the satisfaction and loyalty of the restaurant customers.

As it is contended by Valentínand and Gamez (2010), the incident high customers' swarming contrarily influences the shoppers' evaluation of service arrangement. Purchasers by and large are included to a significant degree of social focus as there is the chance of getting satisfying experience and glad associations with other clients' (Valentínand & Gamez, 2010). Then again, another significant part of the client's experience during service arrangement, includes the presence of contact faculty, in fact talking, workers who are basically collaborates with the clients' (Hoffman & Bateson, 2011). More often than not, clients will assess the nature of service dependent on individuals offering the support (Lovelock et al, 2011).

The investigation of Bitner (1992) showed that Services cape in service providing organizations assume a significant part in deciding shopper assumptions, recognizing service organizations, upgrading client and representative objectives, and influencing the conduct of purchaser experience. Moreover, speculation ought to be embraced by service providing organizations on actual ecological parts to meet or surpass client needs and adaptability of service arrangement (Choi, Heo & Kim, 2012). Also, perhaps the main attributes of the fundamental item is where clients' can purchase or burn-through items and simultaneously especially the climate of the spot is more impressive than the primary item during shopper buy choice (Kotler, 1973).

Service-scape, as characterized by Namasivayam and Lin (2008), is the actual climate of a firm, including the general format, plan and improvement. It is likewise the assembled climate, with a counterfeit physical encompassing rather than the nature or social climate (Bitner, 1992). Service-scape is more significant in firms that offer center services, similar to lodgings, medical clinics, films and schools, yet its significance can't be over underscored in firms where client services are delivered, as powerful control of the service-scape can prompt consumer loyalty and increment rehash buys (Namasivayam & Lin, 2008). Hence, service-scape is significant in the two firms in view of its effects on buyers' conduct (Bitner, 1992; Namasivayan & Lin, 2008). Be that as it may, firms ought to be cautious about their service-scape, as it is fit for improving or stifling customers' feelings (Kwabena et al, 2011).

2.2.2 Dimensions of Service-scape

In view of the investigation by Wakefeild and Baker (1998), the service-scape incorporates components like physical architecture, layout, interior architecture and decoration, lighting, music, aromas and cleanliness. Namesivayam and Lin (2008) likewise express that actual settings of the actual climate of an organization comprise of components, like generally speaking format, plan, and beautification. The actual setting additionally incorporates components of atmospherics, like temperature, lighting, shading, music, and fragrance (Bitnes, 1992; Namsivayam & Lin, 2008). Service-scape likewise impacts purchaser's intellectual, enthusiastic, and physiological states yet their conduct (Bitnes, 1992; Namsivayam & Lin, 2008).

2.2.3 Physical Architecture and Customer Loyalty

Physical architecture alludes to the manners by which machinery, equipment and decorations are masterminded, the size and state of those things, and the spatial connections among these components. All the more in this way, it alludes to the utilitarian capacity of similar things to work with execution and the

achievement of objectives. Inside the recreation service setting, engineering openness alludes to the manner by which decorations and machinery, service region and section ways are orchestrated; and the spatial connections among these components (Bitner, 1992).

A viable format will accommodate simplicity of passage and exist, and will make auxiliary help regions like concessions, bathrooms, and keepsake stands more open to clients. Successful engineering in bargain retailers and restaurants works with the satisfaction of practical necessities (Wakefield & Blodgett, 2005). Intriguing and powerful actual engineering may likewise work with satisfaction of epicurean or joy needs. That is, by making auxiliary service regions more available clients can invest more energy partaking in the essential service offering. Shockingly, little has been examined about the impacts of actual design on deals volume in business service settings like eateries (Wener, 2000; Seidel, 2002).

Rationale proposes that actual design and usefulness of the climate are profoundly striking to clients in self service conditions where they should perform all alone and can't depend on representatives to help them. Also, if the errands to be performed are extremely intricate, proficiency of format and actual engineering will be a higher priority than when the undertakings are ordinary or basic. At the point when either the representatives or clients are feeling the squeeze, they will likewise be exceptionally aware of the overall straightforwardness with which they can play out their errands in the climate. Nonetheless, underscore that actual engineering that causes individuals or clients to feel choked may directly affect client quality insights fervor levels, and by implication on their craving to return (client maintenance). This infers that assistance or retail offices that are explicitly intended to add some degree of energy, excitement or fulfillment to the help experience, for example, in an upscale eatery ought to give plentiful space to work with investigation and incitement inside the actual climate (Wakefield and Blodgett; 2005).

From the swearing off conversation, we are slanted to accept that physical architecture can impact support in restaurant. Moreover, services experience conditions are intentional conditions (for example they exist to satisfy explicit necessities of purchasers, frequently through the fruitful consummation of worker activities); this highlights the significance of actual design of business environmental elements. The investigation of Baker et al (2002) showed solid proof that client's insight towards show and format impact the client's worth discernment. The worth insight emphatically affects client loyalty. At the point when clients track down that the product or services are handily distinguished, the higher the likelihood those clients will buy on the product. Effective plan of design helps individuals in getting the correct bearing and to comprehend signs in stores and workplaces (Bitner, 1992).

All the more in this way, clients that are effectively drawn to a store or office get an opportunity to buy on item and spread positive verbal exchange to love ones (Barth, 1993). Then again, physical architecture alludes to the capacity of similar things to work with execution and the achievement of objectives. A large part of the exact examination in organization conduct and brain research showed impacts of the physical architecture and according to the representative's perspective. Little has been donned about the impacts of physical architecture on clients in business service settings. The effect of outfitting can be confirmed through the emotional reaction of solace; and this is likewise a significant part of service climate that draws in overall revenue and maintenance.

Besides, the measure of room between columns of seat is likewise a significant measurement; since it influences the simplicity with which clients might leave their seats to utilize auxiliary assistance, for example, rest rooms, concession regions, and so on. All the more along these lines, when columns are too restricted other clients are often compelled to stand or change in their seats to allow different clients to cruise by. Be that as it may, the course of action of room for example effective situating of things to clear way for simple development and admittance to offices by clients in an eatery climate will altogether affect on deals volume, client maintenance and net revenue (Adiele & Opara, 2014).

2.2.4 Ambient Conditions and Customer Loyalty

Wakefield and Baker (1998) said that there are past research considers that have proposed that the vibe state of ambience condition of a service organization is a significant determinant of customer loyalty. On the other hand, Aubert, Gatmet and Cova (1999) said that the climate conditions itself is considered as instrumental in clients evaluation of the quality and level of service they can expect and, therefore, in consumer loyalty with service business. The atmosphere state of the restaurant might impact client's enthusiastic state and in this manner have significant impact on their conduct reactions and client steadfastness.

Climate conditions as a factor that influences view of human reactions to the climate incorporates foundation qualities of the climate like temperature, noise, music, fragrance, and lighting (Baker, 1987; Kim 1998). When in doubt, encompassing conditions influences the five detects, however once in a while such measurements might be absolutely impalpable, yet it might have significant impacts especially on representatives who spend extended periods of time in their workplace (Russel & Snodgrass, 1987).

2.2.5 Spatial Layout & Functionality and Customer Loyalty

Spatial layout alludes to the manners by which equipment's, gear and goods are organized, the size and state of those things, and the spatial relations among them, and usefulness alludes to the capacity of those things previously mentioned to work with execution and furthermore achievement of direction which it's intended for. Past experimental exploration in brain research in psychology and organizational behavior of spatial layout and functionality dimensions always from the employees point of view (Sundstrum & Sundstrom, 1986). Except for some examination on service organization layout, blockage, wellbeing, solace, certainty, and the utilization of direction services (Levine, Marchon & Hanley 1984). Feeling of having a place may likewise impact the spatial layout of clients inside the climate and distinguishing proof with a specialist co-op. However, very little has been done about the impacts of spatial layout and usefulness on clients in help hierarchical settings.

2.2.6 Sign, Symbols & Artifacts and Customer Loyalty

Signs, symbols and artifacts as visual communication device in the service organization comprise of illustrations and dramatic impacts that are utilized to aid the release of service, offering support item/data and item suggestions or unique buys. It fills in as unequivocal/certain signs that convey about the spot to its clients (Becker, 1981). The unequivocal communicators are instances of those signs showed on the outside and inside of a construction which might be utilized as marks for engraving of organization name: and division or some other, for directional reason, (model, departure and entrance) and to convey rules of conduct (model, no smoking, limitations on age).

Signs and images likewise assist clients with discovering a suite or product and assumption for conduct and standards in the restaurant region. It might likewise contain interchanges of representative importance and make a tasteful impression of nature of materials utilized in fine art, development, presence of endorsement and photos on dividers, floor covers and individual items (Levy & Weitz, 2004). Signs that are made vigorous and fitting designs and ancient rarities like pictures, add character, magnificence and uniqueness to the picture of the restaurants. Signs and images are amazingly intricate and ought to be utilized sparingly as might be deliberately or inadvertently passed on and subject to numerous understandings of planned and potentially negative side-effects to both the customer and the service provider.

2.2.7 Concept of Customer Loyalty

As per the investigation of Bagram and Khan (2012) in this competitive world, many service delivery organizations try to make their clients' more loyal. In addition, contest is the competitive issue for friendliness industry in the present temperamental business climate and the instrument is to have faithful client' through beneficial connection with them (Dhillon, 2013). Furthermore, as indicated by the investigation of Dick and Basu (1994) client dedication is depicted as the strength of the relationship between a person's overall demeanor and rehash support. Furthermore, as indicated by East et al (2005) client devotion is likewise communicated as a disposition toward the reliability object or as rehash support conduct.

As per the investigation of Gremler and Brown (1999), when clients become steadfast their impact on the organization is past the quick outcome. Today, it is crucial to set up suffering organizations with clients' through distinguishing and addressing their requirements when organizations give comparable items like lodgings (Aksu, 2006). Foundation of enduring relationship with focus on clients' is one of the significant necessities for building client unwaveringness. Client loyalty build is estimated by utilizing single thing or mixes of things. The investigation of East et al (2005) tracked down that particular proportion of client faithfulness is superior to mix proportions of client devotion. The most significant and exhaustive meaning of client steadfastness is given by Oliver (1999), in which client devotion is characterized as "a profoundly held obligation to re-buy a favored item/administration reliably later on, subsequently causing monotonous same-brand or same brand set buying, notwithstanding situational impacts and advertising endeavors having the capacity to cause exchanging conduct". Moreover, as indicated by the investigation of Gremler and Brown (1999) service loyalty can be characterized as how much a client displays rehash buying conduct from a specialist organization, has a positive attitudinal demeanor toward the supplier, and considers utilizing just this supplier when a requirement for this assistance emerges.

2.3 Theoretical Review

2.3.1 Socio-Economic Theory of Regulatory Compliance

The socio-economic theory of regulatory compliance by Sutinen and Kuperan (1999) states that the ability to consent comes from moral commitment and social impact so likewise on the apparent authenticity of the specialists accused of executing the guidelines. A few realities recommend that the principle determinant of saw authenticity is the reasonableness incorporated into the techniques used to create and carry out arrangement. The service authority should figure out what arrangements and practices are made a decision about reasonable

by those fragments of individuals or organization subject to guidelines (UNWTO, 2015). Just viable requirement can invert and forestall this unwanted outcome (Sutinen & Kuperan, 1999).

The hypothesis suggests that more consideration ought to be put to the fundamental issues of institutional plan strategy producers. The hole distinguished here is that, the simple reality that an establishment is shaped under a piece of enactment doesn't really give on it authenticity.

2.3.2 Stimulus Organic Response (S-O-R) paradigm Model

At the point when the S-O-R worldview was first presented in 1974, it just included three sorts of creature and two kinds of reactions. Fiore and Kim (2007) extended the worldview by presenting more builds. Bagozzi (1986) demonstrated that life form is inner cycles and designs mediating between boosts outside to the individual and the last activities. Hence, the living being variable isn't restricted to enthusiastic reactions including joy, excitement, and predominance; it additionally incorporates other inner reactions including discernments (e.g., musings about the boosts) and saw esteem (Fiore and Kim, 2007) related with the reaction to the improvements. In the current investigation, seen service-scape is people's decisions with respect to the plan of a space, subsequently it is a sort of insight under the living being variable.

The principal linkage in the S-O-R worldview is the linkage between ecological improvements and the living being. This linkage was based upon research in synesthesia and semantic differential (Mehrabian & Russell, 1974). To start with, tests in synesthesia show that incitement in one sense impacts insight in another sense since individuals' reaction to upgrades naturally (Mehrabian & Russell, 1974). For instance, Hazzard (1930) requested that the members portray scents, a huge extent of the descriptors utilized by them were from modalities other than olfactory, like light and splendid. This discovering showed that incitement in one sense didn't stay inside a similar sense; the incitement really influenced discernments in different faculties, which support the exchange from improvements to living being factors (Mehrabian & Russell, 1974).

Second, concentrates in semantic differential additionally upheld the linkage between ecological improvements and living being. Kasmar (1970) fostered a rundown with an aggregate of 500 sets of descriptive words depicting engineering spaces. Mehrabian and Russell (1974) adjusted 66 of them and directed factor examination and relapse investigation. Nine elements were discovered: Pleasant, brilliant and beautiful, coordinated, ventilated, rich, noteworthy, huge, current, and practical. They further tracked down that these components could be depicted as far as relapse conditions that established of joy, excitement, and strength. At the end of the day, joy, excitement, and strength are the three principal components that establish different sorts of interior enthusiastic reactions of the life form (Mehrabian & Russell, 1974). Likewise, saw esteem reflects esteem, accordingly is additionally an organic entity variable. Conduct reaction (R) additionally incorporates social aims, fulfillment, and faithfulness (Fiore and Kim, 2007). In this examination, the writer zeroed in on expectation to spread positive verbal exchange and goal to return to. The second linkage in the S-O-R model, between the life form and reactions, was expanding upon discoveries in encouraging feedback and data rate (Mehrabian & Russell, 1974). In the first place, encouraging feedback results when a boost is trailed by the improving probability of the conduct, and negative support alludes to the contrary reaction to sort of improvement (Skinner, 1961). Encouraging feedback prompts approach reactions, while negative support prompts aversion reactions, as approach practices are expanded when the degree of enjoyableness is augmented and the level excitement is moderate (Dollard and Miller, 1950).

This model is additionally alluded to as Miller's methodology aversion model (Mehrabian & Russell, 1974). Notwithstanding encouraging feedback, the idea of data rate likewise connects improvements and approach-evasion (Mehrabian & Russell, 1974). Data rate alludes to (1) spatial intricacy and (2) the rate and the volume of data changing (i.e transient components) in a climate (Huang, 2003; Mehrabian & Russell, 1974). In the current study, although six different guestroom designs are used, each layout remained the same; therefore temporal factors are beyond the scope of the current study.

2.3.3 Service Quality Model

Gronroos (1984) fosters the service quality model which proposes that the apparent service quality ought to consider those quality measurements which can substitute the actual attributes of items. The model diagrams two parts of service quality which incorporate the specialized quality (what service is being conveyed?) and the utilitarian quality (how is the help conveyed?). The model thinks about that the exit plan for fulfilling clients is by eliminating the hole between the normal and saw service and when that is accomplished it will diminish the distinction however much as could be expected (Caruana et al. 2000).

Gronroos (1991) proposes six standards for forming service quality and these measures incorporate service polished methodology and abilities, conduct and perspectives, openness and adaptability, dependability and reliability, recuperation or limit of making remedial moves when something turns out badly, notoriety and believability. In the event that the apparent service is of excellent just, the six rules are accomplished

(Murasiranwa, et al. 2010). In this way, the apparent service quality is the result of an assessment interaction wherein the client contrasts their assumptions and what they saw is truly being delivered (Murungi, 2013).

2.3.4 Bitner's Model

Bitner's (1992) model recommended that the service-scape involves all actual components that can be constrained by service provider. Along these lines, they can improve client and workers activities. Basically Bitner's servicescape model (1992) is a more exhaustive adaptation of the Stimulus – Organism – Response (SOR) model initially progressed by Mehrabian and Russel (1974).

The model likewise takes an all encompassing perspective on the inside climate as it identifies with the apparent service-scape. Bitner (1992) proposes customer's insight's are affected by unmistakable signals (the actual climate), since they frequently should size up the help through implies other than direct actual contact. Bitner (1992) proposes that a service organization's current circumstance may indeed firmly affect customer's view of the service insight. She likewise recommends that clients regularly search for prompts about an organization's capacities or the nature of the services and that the actual climate is rich with these sorts of signs. The actual climate is set to impact the client's definitive fulfillment with the service (Bitner 1990; 1992). Bitner's (1992) model "infers" from the ecological brain science writing that:-

a. Clients and representatives both react to the actual climate of a specialist organization intellectually, genuinely and physiologically.

b. These reactions are what impact client's practices. The service-scape can be seen as a type of non-verbal correspondence that makes importance through ecological signals. Hence, as indicated by Bitner, the service-scape may get intellectual reactions, or the service-scape may assist the purchaser with ordering the service organization intellectually. In these events, actual signs empower clients to play out this classification interaction. Bitner (1992) depends on Shostack (1977) and Zeithaml (1981, 1988) to recommend that due to services high elusiveness and indivisibility they by and large "bear the cost of less inborn signals on which to shape convictions about service quality" hence, the client should depend on selfless prompts like service-scape to construe quality.

At an essential level, this structure expects that the actual environmental factors impact client practices and fulfillment (Bitner, 1992; Muhammand et al., 2014). This model identified that due to the unique characteristics of services such as intangibility, perish ability, heterogeneity and inseparability, the physical surroundings that a service occurs in can greatly impact on a consumer's perception of the service ultimately delivered. This is because before purchase, customers commonly look for clues about the firm's capabilities and quality (Kisang & Heesup, 2010; Mill, 2013). With the acknowledgment that purchasers are affected by their actual climate, comes the chance to impact the plan of the setting. Every individual goes to a specific service organization with an objective or reason that might be supported or ruined by the setting. In reality, a firm might need to guarantee a specific movement of occasions – that is, following content, with a definitive reason for planning conditions being to improve singular methodology practices (Bitner, 1992).

2.4 Empirical Review

Using primary data of questionnaire administered to 400 hotel customers' who visited and/or stayed at any of the selected star hotel in Addis Ababa, Ethiopia, Shifera and Apar (2018) examined the effect of services cape on customer loyalty in Ethiopian hotel industry. The collected data was analyzed by using multiple regression analysis with the aids of SPSS version 16.00. The result of this study showed that services cape has a significant positive effect on customer loyalty in Ethiopian hotel industry. Specifically, ambient and design dimensions of Services cape has a significant and positive effect on customer loyalty in the Ethiopian hotel industry.

Using 450 respondents drawn from 30 fuel stations selected from three major cities in Abia State and analyzing with Pearson's product moment correlation, Onuoha and Nnenanya (2017) examined the impact of service-scape on customer patronage of fuel stations in Abia State, Nigeria. The findings indicated that all three dimensions of service-scape used in the study have significant impact on customer patronage. The implication of the study is that fuel stations should, as a matter of policy, treat service-scape as an essential marketing strategy that should be better managed for sustainable customer patronage and profitability.

Using questionnaire distribution to 565 customers of Bale Raos and analyzing with Structural Equation Modeling (SEM) with the aid of AMOS 18 program, Sri, Muhammad, Sri & Tri (2016) explored the concept of service-scape, determines factors for customer interest to comes to restaurant and construct the models of culture-based service-scape in Bale Raos restaurant. The measures of service-scape used in the study are; ambient, design/layout, staff behavior, staff images, culture and product. From service-scape which are represented by six factors, it is calculated that ambient contributes to the loyalty about 0.708, design, increase of per service-scape unit lead to the increase of restaurant design about 0.739, product, increase of one level of service-scape unit lead to the increase of restaurant's product about 0.790. In price aspect, one level of service-

scape unit lead to the increase of price about 0.607, culture, increase of per services units lead to the increase of cultural aspect value about 0.779, staff, increase of one level of service-scape unit lead to the increase of restaurant's culture about 0.764. This means, ambient, design, product, price, staff and culture factor contributes to the customer's satisfaction.

Adiele, Miebaka and Ezirim (2015) explored the effect of physical evidence on customer patronage of quoted Banks in south-south zone of Nigeria but targeting 14 quoted Banks at the Nigeria Stock Exchange Market. The research considered firm level of analysis and top managers unit of analysis. Customers of the chosen banks were also used. By this arrangement, 42 managers and 7 customers randomly selected constituted our respondents for the study and their responses were analyzed with descriptively and the Spearman Rank Correlation Coefficient was used in testing the various hypotheses. Also, the study employed the Pearson Partial Correlation 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 work place ambience; physical architecture and signs significantly impact on sales volume, 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.

Using a sample of 100 respondents, administered in the second busier city in Malaysia, which is Penang and based on customers that frequently visit fast food restaurant in Penang, Malaysia Irza, Intan, Mohd, Nor, Muhammad and Muhammad (2015) explored the effect of physical environment and price perception on customer's loyalty in fast food restaurant of Malaysia. The responses was analyzed with multiple regression, the findings indicated that physical environment ($t=3.105$, $p=0.003$) and price perception ($t= 4.353$, $p=0.000$) has significant effect on customers' loyalty ($M=93.9640$, $SD=0.53058$). Strategy planner or marketers can formulate a good strategy to compete with its competitors via the information that obtain and try to create loyalties among the consumer. So far there is no clear evidence about the factors influencing customer loyalty towards fast food restaurant in Penang, Malaysia. However, this paper stress on the factors that is important for building customer loyalty especially in Penang, Malaysia.

Amue, Adiele and Nkoro (2013) examined and test a model to explain customers' physiological, cognitive and emotional behavior. The authors put forth an integrated model that explains how physical setting plays critical role in shaping customers expectation. The model proposes three influences of physical settings: ambient conditions, spatial layout and signs, symbols and artifacts. The authors study employee dynamics associated with the physical settings that moderate the effects on consumer patronage. The results from empirical study of three star hotels in Abuja the federal capital territory show strong support for the effects of ambient conditions, spatial layout and signs, symbols and artifacts. Some of the effects are moderated by employee dynamics that are associated with the services.

2.4.1 Literature Gap

Based on the review on literature, most of the recent studies on service-scape on customer loyalty were not conducted in Nigeria, so their findings cannot be generalized to the Nigeria setting. Also, the few studies carried out in Nigeria are focused on the hotel and the banking industry, thereby neglecting the fast food industry. Finally, majority of the study examines service-scape dimensions in relation to customer patronage, with very few studies relating service-scape to customer loyalty. All these now serves as a gap in literature, this study intends to fill.

III. RESEARCH METHODOLOGY

3.1 Research Design

The study used cross sectional descriptive survey design based on array of information collected from the population. The design allows the use of both descriptive and inferential statistics, permits many aspects of a problem to be addressed, capture the population characteristics and test hypotheses as well as control manipulation of the variables are made possible. This design made it easy for the study to examine the impact of Servicescapes on Customer Loyalty in the Fast Food Industry in Asaba, Delta State, Nigeria. The research survey was preferred because it outlines primary concern of relationship between variables.

3.2 Population of the Study

The study target population comprised of all the Fast Food Firms in Asaba, Delta State, Nigeria. Currently, Asaba metropolis is home to over ten standard fast foods firms that adopt the concepts of service-scape dimension in order to induce customer loyalty. Among the most popular fast food are; Rodina, Crunchis, Ultimate Taste, Sizzlers, Macdons, Flames, Mr Biggs, Chicken Fillet, etc. Due to the inability of ascertain the total number of customers of the each of the five (5) targeted fast-food firms in Asaba, thus, the targeted population of the study will be 70 customers each five fast food firms, making the population of the study to

amount to 350 customers. The questionnaire of the study will be administered the 350 customers of the selected fast foods firms in order to solicit their responses on the impact of service-scape on customer loyalty.

3.3 Sample Size Determination

The sample size is proportion of the population that a particular research intends to study. The study focused on the impact of Service-scape on Customer Loyalty in the Fast Food Industry. The Study randomly selected twenty-five (25) customers each from the five (5) fast food firms namely: Crunchis, Macdons, Ultimate Taste, Mr. Biggs and Rodina all located in Asaba, Delta State, Nigeria, making the sample of One hundred (100) customers.

3.4 Sample and Sampling Techniques

The stratified sampling technique was adopted to draw a sample size of 100 respondents, the rationale behind using random sampling method in selecting the sample size 100, since the researcher cannot actually determine the total population of the five fast food firms.

3.5 Research Instrument

Questionnaire is the instrument for data collection in this present study. The questionnaire is divided into two sections (A and B) containing questions on respondents profile and another in closed ended questions pattern. The likert scale of point 5 is used for the closed ended questions. The 5-point Likert –scale is used for all responses with (1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree). The questionnaire was designed and distributed to the respondents at random targets.

3.6 Validity of Research Instruments

In the study, both content and face validity were conducted to ascertain the validity of the research instruments. In the content validity, the draft questionnaire and interview schedule were given to selected person well-informed in research to confirm the suitability of the items in gathering information based on the research objectives of the study. The face validity of the instruments ensured the clear and concise wording of the questionnaire and interview schedule items and relatively short statements. This exercise assisted in delimiting any potential problems of the research instruments. Also, the standardization of the research instruments ensured the validity and this provided the basis for the design.

3.7 Reliability of Research Instruments

Reliability was carried out to ensure the consistency of the research instruments. A pre-test method was used to assess consistency of the survey items. This was done by administering questionnaires to a group of respondents conveniently selected twice at different times. The reliability was computed and analyzed for multi-item questions using SPSS version 23. The Cronbach's alpha reliability statistics is considered to be reliable if the coefficient is above 0.7, but the findings was not added to the next section.

3.8 Analytical Tools

The data from the responses will be analyzed using the simple percentages and standard deviation as tools of describing the data. The correlation (r) was derived to show the nature and strength of relationship. The multiple linear regressions were used to test the level of significance of the study variables. The coefficient of determination (R^2) was used to measure the amount of variation in the dependent variable (Customer Loyalty (CL)) accounted for by the independent variables (Service-scape is proxied with Physical Architecture (PA), Ambient Conditions (AC), Spatial Layout & Functionality (SLF) and Sign, Symbols and Artifact (SSA)). The F-ratio generated in the ANOVA table was used to measure the best fit line. The p-value generated should be less than 0.05 for the equation to be statistically significant at 5% significance level and the model is statistically significant if the p-value is less than 0.05 level of significance while the model is not statistically significant if the p-value is greater than 0.05 level of significance. The significant test for the hypotheses was set at 95% confidence level ($p < 0.05$). The multiple linear regression equation was expressed as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon$$

Where;

Y= Customer Loyalty (CL),

β_0 = constant (coefficient of intercept),

X1= Physical Architecture (PA)

X2= Ambient Conditions (AC)

X3= Spatial Layout & Functionality (SLF)

X4= Sign, Symbols and Artifact (SSA)

ϵ = error term;

$\beta_1 \dots \beta_4$ = regression coefficient of two variables.

4.1 Analysis Data, Result and Discussions

This section presents analysis of the data on the impact of Service-scape on Customer Loyalty in the eight Fast food Firms in Asaba (Chrunchis, Macdons, Ultimate Taste, Mr Biggs and Rodina). The study targeted a sample of 100 respondents out of which 89 respondents gave their responses giving a response rate of 89%. This response was excellent and representative of the population and conforms to Mugenda and Mugenda (1999) stipulation that a response rate of 50% is adequate for analysis and reporting; a rate of 60% is good and a response rate of 70% and above is excellent. Thus, the sample to be used for the study was the total of one hundred (100) respondents from customers in five fast food firm (Chrunchis, Macdons, Ultimate Taste, Mr Biggs and Rodina) in Asaba, Delta State.

4.2 Analysis of Data According To Research Questions

This section seeks to analyze the research question one by one and analyze the responses of the respondents and bring out the effect of the study for proper analysis. These were done with the aid of descriptive statistics. The descriptive statistics which comprises of the minimum, maximum, mean and standard deviation was employed proper and thorough description of the independent variables (Physical Architecture (PA), Ambient Conditions (AC), Spatial Layout and Functionality (SLF), Sign, Symbol and Artifact (SSA)) and dependent variable (Customer Loyalty (CL)) for this study.

Table 4.2.1 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PA	89	13	20	16.83	1.950
AC	89	13	20	15.88	2.038
SLF	89	13	20	16.29	1.810
SSA	89	11	20	15.93	2.060
CL	89	11	20	15.92	2.063
Valid N (listwise)	89				

Source: SPSS Version 23 Output, 2021.

The descriptive statistics for Physical Architecture (PA) for five Fast Food firms (Chrunchis, Macdons, Ultimate Taste, Mr Biggs and Rodina) in Asaba, Delta State indicate a mean of 16.83, a standard deviation of 1.950 with the difference in the maximum and minimum values which stood at 7. This implies that the Physical Architecture (PA) of five Fast Food Firms (Chrunchis, Macdons, Ultimate Taste, Mr Biggs and Rodina) in Asaba, Delta State varies significantly and this is also reflected in the variation of the customer loyalty. Similarly, the descriptive statistics for the independent variable shows that Ambient Conditions (AC) has minimum value of 13 and maximum value of 20 leading to the mean and standard deviation of 15.88 and 20.038 respectively. This implies that the Ambient Conditions (AC) for five Fast Food Firm namely: Chrunchis, Macdons, Ultimate Taste, Mr Biggs and Rodina in Asaba, Delta State varies significantly and this is also reflected in the variation of the customer loyalty. Also, the descriptive statistics for the independent variable shows that Spatial Layout and Functionality (SPF) has minimum value of 13 and maximum value of 20 leading to the mean and standard deviation of 16.29 and 1.810 respectively. This implies that Spatial Layout and Functionality (SLF) for five fast Food Firms (Chrunchis, Macdons, Ultimate Taste, Mr Biggs and Rodina) in Asaba, Delta State varies significantly and this is also reflected in the variation of the customer that is loyal to the fast Food Firm. More also, the descriptive statistics for the independent variable shows that Signs, Symbols and Artifacts (ASS) has minimum value of 11 and maximum value of 20 leading to the mean and standard deviation of 15.93 and 2.060 respectively. This implies that the Signs, Symbols and Artifact (SSA) offer by the five Fast Food Firms (Chrunchis, Macdons, Ultimate Taste, Mr Biggs and Rodina) in Asaba, Delta State reflected in the variation of the customer that is loyal to the Fast Food Firm. Customer Loyalty (CL) indicates a mean of 15.92, a standard deviation of 2.063 with the maximum and minimum values of 11 and 20. The high discrepancy between the maximum and minimum value shows that Customer Loyalty (CL) is majorly influence by the measures of service-scape (Physical Architecture (PA), Ambient Conditions (AC), Spatial Layout and Functionality (SLF), and Signs, Symbol and Artifact (SSA)).

4.3 Correlation Results

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 person correlation co-efficient to assess the level of association between the variables concerned. 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).

Table 4.3.1: The Correlation Matrix for the Variables under Study

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

Source: SPSS Version 23 Output, 2021.

The 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 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.

The Ambient Condition (AC) has a coefficient of ($r= 0.370 > 0.05$) which reveals that Ambient Conditions (AC) has 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.

The Spatial layout and Functionality (SLF) has a coefficient of ($r= 0.298 > 0.05$) which reveals that Spatial layout and Functionality (SSF) has 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.

The Signs Symbols and Artifact (SSA) has a coefficient of ($r= 0.977 > 0.05$) which reveals that Sign, Symbols and Artifacts (SSA) has very strong positive correlation with Customer Loyalty (CL), this implies that a 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.

Table 4.4.1: Multiple regression analysis of measures of service-scape and Customer Loyalty
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		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

4.4.1.1 Physical Architecture (PA) and Customer Loyalty (CL)

The coefficient of Physical Architecture (PA) is 0.027 with a t-value of 0.900 and 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 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 Adele and Opara (2014)

4.4.1.2 Ambient Condition (AC) and Customer Loyalty (CL)

From Table 4.4.1 above, the coefficient of Ambient Condition (AC) is 0.049 with a t-value of 1.700 and associated p-value (sig. value) is 0.029. This suggests that Ambient Condition (AC) has 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 0049 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 Customer Loyalty (CL) in five Fast Food Firm (Chrunchis, Macdons,

Ultimate Taste, Mr Biggs and Rodina) in Asaba, Delta State, Nigeria. This findings is in line with the findings of Wakefeild and baker (1998)

4.4.1.3 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 associated p-value (sig. value) is 0.034. This suggests that Spatial Layout and Functionality (SLF) have 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 (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 3.4% increase in Customer Loyalty (CL). Spatial Layout Functionality (SLF) 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. This findings is in line with the findings of Marchon, and Hanley 1984

4.4.1.4 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 associated p-value (sig. value) is 0.001. This suggests that Signs, Symbols and Artifact (SSA) have 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 0.1% increase in Customer Loyalty (CL). Signs, Symbols and Artifacts (SSA) has a significant influence Customer Loyalty (CL) in five Fast Food Firms (Chrunchis, Macdons, Ultimate Taste, Mr Biggs and Rodina) in Asaba, Delta State, Nigeria. This findings is in line with the finding of Becker (1981).

Table 4.4.2 Model Summary^b

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, 2021.
 a. Predictors: (Constant), SSA, SLF, AC, PA
 b. Dependent Variable: CL

Also, The table 4.4.2 which is model summary table show the correlation co-efficient (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 co-efficient of determination (R²) is 95.7% (0.957) showing that 95.7% of the variation in 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. With an R² value of 95.7% showed that the strong positive relationship is further confirmed. The adjusted R² measures the goodness or fit of the model. This shows the goodness of fit of the model and also explains the dependent variable in relation to the independent variables in 96 ways. 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 4.4.3 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
 Source: SPSS Version 23 Output, 2021.

Lastly, the Anova shows the overall significance of the significance of the model, has F(464.276) with 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)).

5.2 Summary of Findings

Based on the analysis of the information gathered from the various sources of information used, the findings obtained include the following:

1. Physical Architecture has a positive influence on customer loyalty. This is evident with the p-value of 0.040 which is lesser than 0.05 at 95% confidence level, thus the null hypothesis is rejected and accept the alternate which says that there is a significant relationship between physical Architecture and customer loyalty. This can be explicated by customer significance of Physical Architecture variables in terms of physical facilities.
2. Ambient Condition has a positive significant influence on customer loyalty. It is evident with the p-value of 0.036 which is lesser than 0.05 at 95% confidence level, thus the null hypothesis is rejected and alternate accepted; which says that there is a significant relationship between Ambient Condition and customer loyalty. It is observed from the respondents that they consider the Fast Food Firm's Ambient Condition and always conscious of their dealings with the fast Food Firms.
3. There is a positive significance relationship between Spatial Layout and functionality and customer loyalty. Customer loyalty may be achieved in the Fast Food industry sector when fast food firm's providers are willing to provide a well thought out Spatial Layout and functionality.
4. There is a positive significance relationship between Sign, Symbol and Artifact and customer loyalty. is evident with the p-value of 0.001 which is lesser than 0.05 at 95% confidence level, thus the null hypothesis is rejected and accept the alternate which says that there is a significant relationship between Sign, Symbol and Customer Loyalty. This finding affirms that fast Food firms give their customers some clear signs, symbols and artifact that are attractive, beautiful and instructional.

5.3 Conclusion

This research has presented an insight into impact of Service-scape on Customer Loyalty in the Fast Food Industry in Asaba, Delta State, targeting five fast food firms in Asaba, Delta State. By adapting four measures of service-scape in this study has established the influence of Physical Architecture (PA), Ambient Condition (AC), Spatial Layout and Functionality (SLF) and Sign, Symbol and Artifact (SSA) in enhancing customer loyalty in Nigeria Fast Food Firms. The study targeted a sample of 100 respondents out of which 89 respondents gave their responses giving a response rate of 89%. The questionnaires administered to customers who eat in five fast food Firms in Asaba, Delta State. The data presented and analyzed in this study are grouped into categories. The first is the descriptive statistics to describe the trend of movement of the data and correlation matrix was used to ascertain the kind of relationship that exists between the independent and dependent variables. The testing of hypotheses formulated for the study was done using multiple regression analysis with the aid of SPSS version 23. The results of the statistical analysis show that Physical Architecture (PA), Ambient Condition (AC), Spatial Layout and Functionality (SLF) and Sign, Symbols and Artifact were significant in enhancing customer's loyalty in Nigerian Fast Food Firms. The results of the study showed that higher levels of customer loyalty depend on quality of service-scape 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 significant relationship between service-scape and customer loyalty in Nigeria Fast Food Firm.

5.4 Recommendations

Based on the analysis and findings, the following recommendations are made:

- i. The fast food firms must adopt a win-win service-scape quality through which they provide value to the customer and customer remains loyal to the organization. The value provided must be keeping in view the satisfaction of the customers.
- ii. Traditional predictors of the customer loyalty such like service-scape (i.e. Physical Architecture, Ambient Condition, Spatial Layout and Functionality and Sign, Symbol and Artifact) still have a strong impact on the customer loyalty so these factors must be the core of the strategy that is aiming at enhancing customer satisfaction and loyalty and providing value to them.
- iii. Probably the most important determinant of the customer loyalty is service quality. So, the provision of premium quality services must be the prime objective of the business strategy of Fast Food Firms in Nigerian.
- iv. Apart from the predictors of the customer loyalty used in this study, the Fast Food Firms in Nigerian should look for the contemporary approaches of delivering quality services through relationship management tactics. These approaches have potential to redesign the business function of the organization and focus of these approaches is to build a long term relationship with the customer through the provision of premium quality services.

5.5 Contribution to Knowledge

This examine will make a contribution to future researchers because it will serve as a supply of reference cloth for a number of the benefits and significance of Service-scape on Customer loyalty in Nigeria. This study contributes to academia in the aspect of literature and methodology.

5.6 Suggested Areas for Further Study

- i. This research can be replicated in the same manner with a large sample size and more variety of variables affecting the loyalty of a customer towards Fast Food Firms. As this research concludes that loyalty programs are important but not that much appreciated in Fast Food Industry sector of Nigerian hence future researches can be conducted on how Fast Food Firms can introduce better loyalty programs for their valued customers.
- ii. This study has a number of limitations. First, the study is limited by the instrument. The major instrument for primary data collection is the questionnaire. Further studies can employ interview and adopt a qualitative method to see if results are comparable.

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