

SERVICES CAPE ELEMENTS IN LEISURE SERVICE SETTINGS: A STUDY OF MOVIE THEATRES AND RESTAURANTS

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Abstract *At the level of service providers, the quality of service delivered depends upon their front line employees, and the physical surroundings of their service factories. Customers spend more time in physical in services capes in leisure service settings. Services capes in these contexts not only facilitate service delivery, but they are an important element of the value proposition, and give cues to the service quality. All leisure services are similar in terms of people spending their leisure time there. However there are differences in the core services, and therefore it becomes important to see how different elements of services capes effect different types of leisure services. This paper investigates the relative importance of different attributes of four dimensions of services capes in two leisure service settings - full service restaurants, and movie theatres. Restaurants provide the core service of food and lounging, while movie theatres provide core service of entertainment. The four dimensions studied are ambience, layout, signage, and employees. Their effect on customer satisfaction is measured in the paper, and the effect of customer on repeat patronage is then looked at.*

Keywords: *Services Capes, Leisure Service Settings, Customer Satisfaction, Customer Repeat Patronage*