ABSTRACT

Objective - This research was aimed at describing the role of servicescape in two food courts in Indonesia at the visitors’ perception, with a specific aim to understand the elements of the servicescape setting for both its kinds and roles which are configured into a holistic and unified public space interior.

Methodology/Technique - This research consisted of two stages, under the method of sequential exploratory. The first stage was done qualitatively to explore the understanding of servicescape indicators of food courts of shopping centers. The second stage was aimed to map the shaping of those factors quantitatively under the survey method.

Novelty – The findings of factors that create the servicespace in shopping center context. The result shows that Gandara City Food court, Jakarta has several factors that indicate the factors of servicescape: food court legibility, food court decoration, tenant mix, and social image-interaction. While Ciputra World Food court, Surabaya, has several factors that attract the visitors: food court legibility, food court decoration, and social image-interaction.

Type of Paper: Empirical

Keywords: food courts, servicescape, visitor perception.