|  |  |  |  |
| --- | --- | --- | --- |
| 1. **Demographic Information** | 1. **Category** |  |  |
| 1. **Gender** | 1. Male 2. Female |  |  |
| 1. **Age** | 1. Less than 20 years 2. 20 to less than 25 years 3. 25 to less than 30 years 4. 30 to less than 35 years 5. 35 to less than 40 years 6. 40 years and above |  |  |
| 1. **Marital Status** | 1. Single 2. Married 3. Divorced 4. Separated |  |  |

1. For table II Use 7 point Likert scale. The scale rating 1 (strongly disagree) to 7 (strongly agree) for Independent variable (Physical environment, Service provider and Contact personnel) and finally 1 (Very Unsatisfactory) to 7 (Very Satisfactory) for dependent variable which is service experience.

**Table II.**

|  |  |  |
| --- | --- | --- |
| **Construct Name** |  |  |
| **Physical Environment (ENV)**  Ambient conditions (ENV1)  Exterior Layout (ENV2)  Interior Lay about (ENV3)  Decor (ENV4) |  |  |
| **Contact Personnel (PER)**  Appearance (PER1)  Competence (PER2)  Professionalism (PER3) |  |  |
| **Service Provider (PRO)**  Appearance (PRO1)  Competence (PRO2)  Professionalism (PRO3) |  |  |
| **Service Experience (EXP)**  Service is Very Satisfactory (EXP1)  A Very Satisfying Experience (EXP2)  Satisfies My Needs (EXP3) |  |  |



