Introduction
Many might argue that this topic is very clear, due to common sense, on what is appealing and what is completely off-putting. Some may pinpoint that every person is different in a way that there are many methods to perceive aesthetics. There is no secret that five human senses are used to do it, but the ultimate evaluation and decision making happens in our mind.

Abstract
This research poster introduces the main idea behind the study and gives basic explanations about the concepts used in the research. Further on this poster argues about the rationale and provides justification for the need of the investigation. Also this work indicates aim and the objectives of the research. Some notions on aesthetics and customer service are provided. Lastly this poster indicates definitions on customer satisfaction and tries to predetermine expected findings, mentioning limitations of the research.

Keywords and Key terms
Aesthetics, customer service, customer satisfaction, servicescape, mental model, service orientation of the organisation, five senses, perception,.

Rationale
Aesthetics, customer service, customer satisfaction, servicescape, mental model, service orientation of the organisation, five senses, perception,.

Case study
Veranda Casa Frumoasa Restaurant
Rating customer satisfaction requires a platform where the case can be assessed. “Veranda Casa Frumoasa” restaurant (VCF) is chosen due to its appealing aesthetics and impeccable service.

Aim
is to determine a link between customer service and aesthetics and their impact on customer satisfaction within the Food and Beverage sector.

Objectives
• To conduct a literature review and to assess the impact aesthetics has on customer service
• To conduct a primary research to determine how aesthetics influences the service and customer satisfaction in fine dining restaurant sector in Bucharest, Romania
• Based on the research provide recommendations to the restaurant owners to enhance customer service through aesthetics indicators.

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Customer Service
Company point of view -
Is a term used in marketing for measuring how a company supply of services meets and exceeds customer expectation (Brea et al., 2014)

Customer point of view -
Pleasure obtained from the product and service (Wu and Liang, 2009)

Methodology, Expected Findings and Limitations
Wu and Liang (2009), suggested to use their methodology framework with 7 point Likert scale with 1 strongly disagree and 7 disagree and a method to design questionnaires which matches the nature of research in this work, but with features specifically based on Food and Beverage sector in Bucharest, Romania. There are a number of rationale related findings that are expected to be justified. This includes parallel development of aesthetics and customer service and their relation to the customer environment and their needs. It is expected to bring up an argument about company service orientation to justify two different approaches to customer satisfaction. Based on aesthetics, assess the conclusion and indicate recommendations to any research stakeholders. There are shortcomings in this work, like narrow sample and findings based on another industry. Similar limitations can be observed within the research of Wu and Liang (2009) as well as other works used to provide expected conclusions.

References
https://www.lexico.com/en/definition/aesthetic
https://www.lexico.com/en/definition/aesthetics
https://www.lexico.com/en/definition/customer service
Dissertation Coordinator: Carrie Ann Bruehlmann
Roberts Kukulis, Anthimos Georgiou
AIM: Exploring the relation between customer service and aesthetics in fine dining restaurants, by fulfilling their needs and desires, customer expectation (Brea et al., 2014)

Customer Service
NOT TO BE MISTAKEN WITH SERVICE DEFINITION
“the act of dealing with customers” in various locations, including restaurants, by fulfilling their needs (SERVICE | meaning in the Cambridge English Dictionary, 2019)

This justifies an importance to understand the actual definition of the term customer service.

Aesthetics
from Greek αισθητικά, from aesthētica ‘perceptible things’, from aesthēsa ‘perceive’.
A set of principles concerned with the nature and appreciation of beauty (aesthetics | Definition of aesthetics in English by Lexico Dictionaries, 2019)

Perception - the ability to see, hear, or become aware of something through the senses.

Customer satisfaction is the practice of delivering products and services to both internal and external customers via the efforts of employees or through the provision of an appropriate servicescape (Hudson and Hudson, 2013).

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