

## **Abstract**

This thesis deals with the theory that nowadays customers expect more from a service encounter than just the functional service and the product. Thus, the aim of this study is to explore the importance of senses in relation to service experiences. The study will first examine existing literature to build a theoretical basis for the following empirical research. In order to thoroughly answer all research questions, both quantitative and qualitative research methods will be applied. The research will be based on a set of online reviews about various restaurants in Vienna. The findings of the conducted research support the theory that the implication of multiple senses can have a great impact on the overall perceived quality of a service encounter. Thus, this thesis could be seen as a motivation for service providers to reduce disturbing sensual impressions and implement pleasant sensations to their service environment.