

ABSTRACT

This research aims to determine the effect of store atmosphere consisting of exterior, general interior, store layout, interior display for consumers buying interest in restaurant Kampung Kecil Palembang. The sample is done by purposive sampling. Purposive sampling the technique taking sampling in random by setting criteria for each of the respondents. This research is taking 100 people to used for research. This research result indicates that they have accepted the variables exterior, general interior, interior display, have a positive influence of interest in buying consumers. Meanwhile, the variable store layout effect negative on interest in buying consumers.

The keywords: Store atmosphere and interest in buying.