

ABSTRACT

Marche has a very interesting concept through unique and pleasant atmosphere.

The restaurant located in the capital city of Indonesia, the one and only Jakarta. Marche has combining the concept with a restaurant with open-air market. This study aims to determine how and how much influence servicescape on consumer buying interest on Marche Restaurant Grand Indonesia.

This study uses the dimensions of the neighborhood services (servicescape) ie ambient condition, spatial layout and functionality, and the signs, symbols, and artifacts. The research adapts descriptive research and use quantitative methods. The sampling technique respondents used in this study was non probability sampling with the number of respondents as many as 100 people and techniques of data analysis used is multiple regression analysis.

Based on the results of descriptive analysis, obtained servicescape Marche restaurant Grand Indonesia as a whole, including in both categories in the eyes consumers, as well as the variable buying interest again. Based on partial calculation, it can be concluded that the ambient condition has an effect on buying interest again at 10,84%, spatial layout, and functionality have the effect of 6,48%, and the signs, symbols and artifacts have an influence on customer repurchase interest Marche restaurant amounted to 13,623%

Based on calculations, it was concluded that servicescape consisting of ambient condition, spatial layout, and functionality, and sign, symbol and artifacts have contributed to consumer buying interest on Marche Restaurants by 30.9%.

Keywords: Repurchase Interest, Restaurant, Servicescape