

## **ABSTRACT**

*Servicescape in Verde Resto and Lounge Bandung initial observation indicate that in doing good response from consumers. The restaurant is always trying to improve servicescape in order to make the buying interest happened. Verde Resto and Lounge Bandung aware of the important of concept to be able to attract the of consumers, and to fulfilling the consumer demand and expectations. Which then may affect the buying process and can create buying interest again. The purpose of this study was to determine how much influence of the buying interest re servicescape consumers Verde Resto and Lounge Bandung.*

*The sample of this study is 100 respondents. The type of this research is descriptive analysis with quantitative approach, the analysis used is multiple linear regression, the samples taken by random sampling. Dimensions servicescape were used that ambient condiotion, spatial layout and functionality, and the signs, symbols, and artifact.*

*Based on the results of descriptive analysis, obtained that the servicescape in Verde Resto and Lounge Bandung shown overall percentage value by the total score is 76.5%, gain good ratings by the consumers. The amount the effect of ambient condition (X1) to re buying interest (Y) was 21.1%, the influence of spatial layout and functionality (X2) to re buying interest (Y) is at 10.0%, the influence of signs, symbols, and artifacts (X3) on the buying interest (Y) is 9.0%.*

*Verde Resto and Lounge Bandung should continue to improve the existing of the servicescape so that consumers will feel satisfy and interested in coming back.*

**Keywords: Servicescape, Repurchase Interest, Restaurant**