

ABSTRACT

Intense competition in the field of fast food restaurants, demanded this business should have a competitive advantage. Competitive advantage can be done with the differentiation strategy that store layout and interior displays. This study aims to determine the respondents' assessment of store layout and interior displays that have been implemented and find out if the store layout and interior displays influencing customer purchase decisions KFC. Dengan selecting KFC locations Riau Bandung as a research location.

The research method in this research is descriptive method and causality. The sample size is determined by the Bernoulli method of 100 respondents. Sampling techniques and sampling is non-probability sampling techniques and sampling incidental. Techniques of data analysis and hypothesis testing with descriptive analysis, simple linear regression and t test. Stages of the study consisted of determining the formulation of the problem, determine the theoretical basis, formulate hypotheses, determine the population, the development of instruments, determine the sample, data collection, hypothesis testing, data analysis and conclusions and suggestions.

Responder on store layout and interior displays that have been implemented by KFC store Riau is good. Results of testing the hypothesis that dilakukan t test indicate that the store layout and interior displays partially memiliki influence on purchasing decisions. In addition, the coefficient of determination test produce store layout is 52.2% and the interior displays are 52.1%.

Keywords: Interior displays, Purchase Decision, Store layout