

Abstract

The business is currently developing vibrant in Bali is a retail business which sells by Bali with various concepts and themes that offered nothing to attract the attention of consumers in order to become a consumerist and over the passage of time can affect the pattern of the consumer lifestyle. Agung Bali store is one of the retail stores that sell souvenirs of bali. Bali Agung stores utilize store atmosphere as one of the company's attractiveness in order for tourists or prospective consumers interested in the product in store Great mebeli. This research aims to know the influence of Store Atmosphere against the Interest to buy in stores Agung Bali. These studies use quantitative methods with types of descriptive research. Using a technique of non probability sampling; purposive. Samples taken from this research as many as 100 people. From the results it can be concluded that the Store Atmosphere at Bimbel Store Great Bali produces percentage of 82.5%. Those values included into the category is very high. While Buying Interest factors generate value percentage of 81.6%. Those values included into the category is very high. The regression model $Y = 2,189 + 0,076X$ which means that each increase 1 level of Store Atmosphere will increase the Interest to buy 7.6%.. The result r menjelaskan that amounted to 30.8% Interest buy wholesale Bali Agung is affected by Store Atmosphere. While of 69.2% are influenced by other factors not examined

Key words: store atmosphere, interests Buying, Level Service