

ABSTRACT

The development of the retail business (retailing) is currently experiencing growth, giving rise to intense competition. The more shops/minimarket providers to serve the needs of the community, the easier it is for people to buy and the more alternatives to visiting minimarkets. Thus, business competition is very competitive. Research objective of this study is Identifying crucial factors affecting consumers buying interest at alfamart Situbondo, East Java. In this study the sample used was 329 Alfamart consumers Situbondo, East Java. In addition, this study uses quantitative as a research design. The result are Alfamart Situbondo East Java affects consumer buying interest through store atmosphere variables and according to Alfamart researchers need to increase the price factor, service quality, and also product accessories in order to further increase consumer buying interest.

Keywords: Price, Service Quality, Store Atmosphere, Product Accessorries, and Consumer Buying Interest