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Strategi Personal Selling dalam Meningkatkan Omset di Store Manzone Mall Living World Alam Sutera Tangerang

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Bibliografi : 32 Acuan, Tahun 2003 – 2014

ABSTRAK

Penelitian ini bertujuan untuk melihat aktivitas strategi *personal selling* yang dijalankan oleh team store Manzone Living World Alam Sutera Tangerang dalam menarik minat konsumen. Keberhasilan menjaga performance store secara baik membuat toko ini menjadi role model untuk gerai-gerai yang lain khususnya di area Tangerang.

Konsep utama penelitian ini adalah *personal selling*, dan konsep dari penelitian O'Connell dan Alvarez tentang implikasi *grooming, motivating, dan approaching* terhadap *personal selling*.

Penelitian ini menggunakan metode penelitian kualitatif yang data primernya melalui hasil observasi dan wawancara terstruktur secara mendalam dengan para personal yang terlibat langsung di toko yaitu Area Manager, Store Manager dan para Sales Associate yang bertugas di toko.

Hasil penelitian ini menunjukkan bahwa store Living World Alam Sutera menerapkan *personal selling* sesuai dengan konsep-konsep *personal selling* yang dijelaskan pada landasan teori. Strategi *grooming, motivating, dan approaching* dijalankan dengan baik dan kontinyu. Walaupun dijalankan sesuai dengan konsep, namun tetap ada perbedaan antara praktek dengan konsep, yaitu tentang urutan pengaruh ketiga poin di atas terhadap performa penjualan toko Manzone Living World Alam Sutera.

Kata Kunci : *Personal Selling, Grooming, Motivating, Approaching*



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Personal Selling Strategy to Increase Revenue of Manzone Mall Living World Alam Sutra Tangerang

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Bibliografi : 32 References , Year of 2003 – 2014

ABSTRACT

The Research is aim at observing Personnel Selling Strategy activities which is conducted by Store Manzone Living World Alam Sutera Tangerang to attract customers interests. The successful of Keeping the store Performance well to make the store become as Role Model of the stores within Tangerang Area.

The Main concept of the research is personnel selling and its concept of using Ocon and Alvarez Theory regarding as Grooming, Motivating and Approaching toward personnel selling.

The research uses The Qualitative Research Method, which has primary data taken from observation and structural in dept interview with all personnels involved directly in the store, such as Area Manager, Store Manager and all Sales Associate in charge in the store.

The result of the research shows that Store Manzone Living World Alam Sutra implemented the personnel selling which has relevancy with the based on Theory. The Grooming, Motivating and Approaching, Eventhough conducted based on the concept between practical and theory, it is the rank of three point affected to Store Manzone Living World Alam Sutera Sales Peroformance.

Keyword : *Personnel Selling, Grooming, Motivating and approaching*