

Pengaruh in-store advertising terhadap store image Samsung experience store di Mall Kota Kasablanka, Jakarta Selatan = Influence in-store advertising against store image Samsung experience store at Mall Kota Kasablanka South Jakarta

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Abstrak

**ABSTRACT
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Persaingan yang ketat antar perusahaan smartphone membuat industri ritel menyusun strategi seperti in-store advertising. In-store advertising dapat memberikan wawasan penting untuk perumusan pemasaran strategis untuk periklanan dan akan membantu menemukan cara inovatif terkait untuk memanfaatkan peluang strategis. Penelitian ini dilakukan untuk menganalisis bagaimana pengaruh in-store advertising terhadap store image pada Toko Samsung. Jenis penelitian ini adalah kuantitatif dengan menyebarkan kuesioner kepada responden serta menggunakan linier regression. Populasi penelitian adalah konsumen yang pernah mendatangi Samsung Experience Store Mall Kota Kasablanka. Metode pengambilan sampel adalah non-probability sampling dengan teknik purposive sampling. Hasil penelitian menunjukkan bahwa in-store advertising memiliki pengaruh sebesar 53,3 terhadap store image

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Intense competition among smartphone companies makes the retail industry develop strategies such as in store advertising. In store advertising can provide important insights for the formulation of strategic marketing for advertising and will help find innovative ways related to leveraging strategic opportunities. This research was conducted to analyze how the influence of in store advertising to store image in Samsung Store. This type of research is quantitative by distributing questionnaires to respondents and using linear regression. The study population is consumers who have visited Samsung. Experience Store Mall Kasablanka City. Sampling method is non probability sampling with purposive sampling technique. The results showed that in store advertising has an effect of 53.3 of store image.