

## STRATEGI MENUJU SUKSES PUSAT PERBELANJAAN: STUDI TENTANG SUPERMAL KARAWACI

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Shopping centers Supermal Karawaci had 22 years present in Tangerang successful keep can compete with other shopping center; seen from enthusiastic the number of visitors. This makes writer interested in researched the strategy of success shopping center, the study of shopping centers Supermal Karawaci. There are six strategy determining factor successful shopping center, namely; location, design architecture, leasing strategy, the promotion, management mall, provisions a tenant. As for management in doing manage shopping center often conduct rehabilitation, expansion and rekonfigurasi for the continuation of central perbelanjaannya, that was pushed by factors such as; an overbuilt market, new concepts of retailing, shifting demographics, new preferences in design, greater emphasis on culture, entertainment and service, big - box retailers. This study is quantitative with using the method of measurement likert scale, crosstab, and importance performance analysis. The end result of this research to know the links between the results of response visitors to factors strategy success in Supermal Karawaci by how is conducted by the manager that central perbelanjaannya can continuing compete with other shopping center.

Keywords : The shopping center, the strategy successfully and driving factor  
Continuation