

ABSTRACT

Fundamental steps must be taken by players in the TV shopping retail industry (TVS) to maintaining their business performance in Indonesia. The downward trend in response from television viewers not only has an impact on decreasing company performance, especially sales, but also has an impact on what steps must be taken by the relevant company leaders, so that in a directed and measurable way it becomes a method for maintaining business performance. A review of the retail format literature, which is a framework for customer-centric retail formats, an exploration of the current conditions and potential for the development of retail formats, as well as the strategic direction of the retail business is a very interesting domain. A model that outlines two potential paths for retail to be both competitive and relevant. The first is to improve the customer experience. The second is to reduce customer friction. This study answers the evolution of formats, especially at TVS as part of an online retailer.

This research uses a qualitative approach, namely an approach that tries to understand phenomena in their natural setting and context where the researcher does not try to manipulate the observed phenomena. The sample collection method is non-probability sampling, namely purposive sampling which is considered the most suitable for current investigations, because researchers need an efficient and manageable sample that meets certain criteria. Namely consisting of company leaders and all levels of managers in the operational section. As for this research, the data collection technique used was unstructured interviews.

The results of the data analysis show that product quality and price are the key characteristics retail of TV shopping, but the current strategy is not relevant to applied and suggests steps towards operational strategy innovation, such as: seeking alternative channels, focusing on new target markets, creating creative display content, increasing product variations, ease of ordering and managing product delivery will affect sales performance and company performance.

Keywords: *strategic management, retail industry, TV shopping, case studies.*