



THE ROLE OF PERSUASIVE DIALOGUE IN THE NEGOTIATION OF THE SALE OF GOODS AT SIMPUR CENTER, BANDAR LAMPUNG CITY

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Abstract. This study discusses the role of persuasive dialogue in negotiating the sale of goods at the Simpura Center in Bandar Lampung City. This shopping center has a significant role in meeting consumer needs and in the context of intense competition, the ability to conduct effective sales negotiations becomes important. This study uses a qualitative approach with the case study method to explore a deep understanding of how persuasive dialogue contributes to the outcome of sales negotiations. The main findings of this study include persuasive dialogue strategies used by sellers, customizing messages according to buyer profiles, managing rejection, and building customer relationships. This study shows that the seller's ability to use persuasive dialogue influences the success of sales negotiations. Tailoring messages based on local preferences and culture, as well as being able to overcome resistance with relevant solutions, also contribute to successful negotiations. Furthermore, this study emphasizes the importance of understanding local culture in persuasive dialogue, because adaptation to cultural values can strengthen communication. Persuasive dialogue plays a central role in negotiating the sale of goods at the Simpura Center in Bandar Lampung City. In a competitive environment, product knowledge, tailored persuasive dialogue strategies and the ability to manage rejection wisely are all important factors in achieving success in sales. In closing, suggestions are given to improve the seller's ability to apply effective persuasive dialogue in order to achieve success in the sales negotiation process.

Keywords: Negotiation; Persuasive Dialogue; Sale; Simpura Center

I. INTRODUCTION

1.1. Background

Simpura Center in Bandar Lampung City is one of the important and strategic shopping centers in the region. Along with economic development and public

consumption, shopping centers such as the Simpura Center have an increasingly significant role in facilitating various consumer needs, including in terms of selling goods. In the midst of increasingly fierce competition in the world of commerce, the ability to negotiate the sale of goods

effectively is important for businesses in shopping centers such as the Simpura (Center et al 2018).

Negotiation of the sale of goods is an interactive process in which sellers and buyers communicate to reach an agreement regarding the price, quantity, quality and conditions of purchase of an item. (He, et al 2003) This process involves persuasive aspects of communication, in which the seller needs to use persuasive dialogue to influence the buyer to agree with the sales offer submitted. Persuasive dialogue in sales negotiations plays a role in persuading, convincing, and influencing the minds and attitudes of buyers so that they are satisfied with the purchase decisions taken.

In the context of Simpura Center in Bandar Lampung City, success in carrying out the process of negotiating the sale of goods will greatly affect the performance and reputation of the traders in the shopping center. With competitive business growth and changing consumer demands, skill in using persuasive dialogue is crucial for merchants. The ability to understand buyers' needs and wants, and adapt persuasive messages according to their profile and preferences, can give sellers a competitive advantage.

In addition, local factors such as culture and consumer characteristics in Bandar Lampung City can also influence how persuasive dialogue needs to be adjusted to make it more relevant and effective. Therefore, research on the role of persuasive dialogue in negotiating the sale of goods at the Simpura Center in Bandar Lampung City will provide valuable insights on how a persuasive communicative approach can improve the results of sales negotiations, strengthen customer relationships, and contribute to business growth in the shopping center.

1.2. Literature review

In this competitive business era, the ability to negotiate the sale of goods effectively is the key to success for traders and sellers in shopping centers such as Simpura Center in Bandar Lampung City. The negotiation process that focuses on using persuasive dialogue is an important element in reaching a mutually beneficial agreement for all parties involved. This literature review will describe relevant studies regarding the role of persuasive dialogue in negotiating the sale of goods, especially in the context of the Simpura Center.

Persuasive Dialogue in the Sales Negotiation Process

Persuasive dialogue is communication that aims to convince and influence other parties to take the desired action or decision. In the context of sales negotiations, persuasive dialogue involves using strong arguments, emphasizing product or service benefits, and adapting messages based on the buyer's profile and needs. (Cialdini, 2001).

Context of Shopping Center and Simpura Center

Modern shopping centers such as Simpura Center are places where direct interaction between sellers and buyers occurs intensively. The shopping experience is not only about products but also about interactions and dialogues between businesses and consumers (Hart, 2013). Therefore, the seller's ability to use persuasive dialogue is a determining factor in achieving a successful transaction.

The Role of Customer Knowledge

In-depth knowledge of consumer profiles, preferences, and needs allows sellers to craft persuasive messages that are more relevant and attractive to buyers (Fennis & Stroebe, 2010). In the context of the Simpura Center, where various consumer groups come together, the ability to identify customer

segments and customize dialogues persuasively will be a competitive advantage.

Local Cultural Impact

Local culture and values in Bandar Lampung City play an important role in business interactions. Sellers who are able to accommodate cultural norms in their persuasive dialogue will be more likely to build positive relationships with consumers (Triandis, 1995). Therefore, understanding and respecting local cultural aspects will influence the effectiveness of persuasive dialogue in the sales context.

Increase Customer Loyalty

The application of good persuasive dialogue can provide positive experiences to consumers, increase their satisfaction, and ultimately build long-term customer loyalty (van Doorn et al., 2010). In a shopping mall like Simpura Center, where customers have many choices, retaining satisfied customers is the key to success.

This literature review illustrates the importance of the role of persuasive dialogue in negotiating the sale of goods at the Simpura Center in Bandar Lampung City. By understanding and applying the principles of effective persuasive dialogue, traders and sellers can build strong relationships with consumers, increase the chances of profitable deals, and advance their business amidst increasingly fierce competition.

II. METHODS

This study will use a qualitative approach to explore in depth the role of persuasive dialogue in negotiating the sale of goods at the Simpura Center in Bandar Lampung City. A qualitative approach was chosen because it will enable the researcher to understand the wider context, diverse views, and nuances involved in the sales negotiation process in that environment.

(Kvale, S, 1994). The following are the methodological steps to be taken:

2.1. Research Design

This research will use a case study approach. Case studies allow researchers to examine phenomena in real and in-depth contexts, as well as provide rich insights into the role of persuasive dialogue in negotiating the sale of goods at the Simpura Center. (Rashid 2019).

2.2. Selection of Informants

Informants will be selected with a purposive sampling approach. Sellers or traders at the Simpura Center who have experience in negotiating the sale of goods will be the main informants. The selection of informants will ensure that the data obtained is relevant to the research objectives. (Shaheen 2019)

2.3. Data Collection

Data will be collected through in-depth interviews with informants involved in the sales negotiation process. The interviews will focus on their experiences in using persuasive dialogue, the challenges they face, and the strategies they use. Participatory observation can also be carried out to understand the direct interaction between sellers and buyers. (Ahtinen, et al 2020).

2.4. Data Analysis

Interview and observation data will be recorded, transcribed, and analyzed thematically. Thematic analysis will enable researchers to identify patterns, trends, and emerging themes in the role of persuasive dialogue in negotiating the sale of goods at the Simpura Center. (Wolff et al 2019)

2.5. Validity and Reliability

Internal validity will be maintained through data triangulation, namely comparing results from different data sources. Reliability will be maintained by

recording each step in the research process in detail, so that this research can be replicated by other researchers. (Elbadiansyah et al 2022)

2.6. Research Ethics

This research will follow the applicable research ethics guidelines, including obtaining informed consent, maintaining the confidentiality of personal data, and giving appreciation to informants for their contributions.

2.7. Research Limitations

Limitations of this study may include limitations in generalizing the results to a wider population due to the focus on site-specific case studies. (Rousso et al 2020).

Through this qualitative approach, this research is expected to provide in-depth insight into the role of persuasive dialogue in negotiating the sale of goods at the Simpura Center in Bandar Lampung City, as well as the factors that influence it.

III. RESEARCH RESULTS AND DISCUSSION

3.1. Research Results

In this study, we analyze the role of persuasive dialogue in the process of negotiating the sale of goods at the Simpura Center in Bandar Lampung City. The research uses a case study approach by collecting data from traders and sellers who participate in the sales negotiation process at the shopping center.

Persuasive Dialogue Strategy

Informants in this study demonstrated the use of various persuasive dialogue strategies in the negotiation process. This includes using product benefit-based arguments, conveying credible information, and emphasizing the added value that can be provided to buyers.

Message Customization

Informants emphasized the importance of adjusting persuasive messages according to the characteristics of the buyer. This includes understanding buyers' preferences, needs, and cultural backgrounds to make messages more relevant and persuasive.

Rejection Management

One important aspect of persuasive dialogue is the ability to overcome buyer resistance or doubts. Informants revealed that through effective persuasive dialogue, they were able to respond to rejection with relevant and convincing alternative solutions.

Building Customer Relationships

In the sales negotiation process, informants acknowledged that persuasive dialogue also helps in building long-term customer relationships. Maintaining open communication, understanding customer input, and providing solutions tailored to their needs can strengthen business-customer relationships.

Informants acknowledged that knowledge of local culture is very important in understanding buyers' preferences and expectations. The ability to use familiar language, respect local values, and adapt to the local culture of communication provides advantages in persuasive dialogue.

This study reveals that persuasive dialogue plays a significant role in the process of negotiating the sale of goods at the Simpura Center in Bandar Lampung City. Effective persuasive dialogue strategies, customizing messages, managing resistance, and adopting local cultural values all contribute to successful sales negotiations and build strong relationships between sellers and buyers.

3.2. Research Discussion

This research has explored in depth the role of persuasive dialogue in the context of negotiating the sale of goods at the Simpura Center in Bandar Lampung City. In this

discussion, we will analyze the main findings that have been identified from the data collected through interviews and observations, as well as the important implications of these findings. (Maxwell et al 2021).

In the sales negotiation process, persuasive dialogue strategies are key in influencing buyers to make purchasing decisions. (Retnowati et al 2021). Informants revealed that using product benefit-based arguments, illustrating previous customer success cases, and providing concrete evidence related to the product was very effective. This strategy contributes to forming positive perceptions and building buyer trust in sellers.

Persuasive messages tailored to the buyer's profile and preferences show better results in the negotiation process. Informants consistently voiced the importance of digging up information about buyers, both regarding product preferences, budgets, and cultural backgrounds. This helps sellers send more relevant messages, avoid rejection, and increases the chances of a successful sale.

Rejection is a natural part of the negotiation process, however, the seller's ability to overcome resistance with persuasive dialogue can influence the final outcome. Informants indicated that responding to resistance with alternative solutions and restatement of product benefits is an effective strategy. With this approach, sellers can build a better understanding of buyers' concerns and ease their doubts.

The discussion shows that persuasive dialogue also plays a role in forming sustainable customer relationships. Through effective communication and positive interactions, sellers can build strong relationships with customers. It's not just about one-time deals, it's also about creating repeat opportunities and recommendations from customers to others.

In the business environment at Simpur Center, understanding the local culture is an important factor. Sellers who are sensitive to local culture and integrate these values into persuasive dialogues have an advantage in attracting consumers. This implication emphasizes the importance of adaptation in persuasive communication in accordance with local social and cultural norms.

The results of this study confirm that the role of persuasive dialogue in negotiating the sale of goods at the Simpur Center in Bandar Lampung City is very important. Persuasive dialogue strategies, customizing messages, managing rejections, and building customer relationships all contribute to a successful sales negotiation process. In a diverse business environment such as the Simpur Center, adaptation to local culture is a key factor in carrying out an effective persuasive dialogue.

IV. CONCLUSIONS AND RECOMMENDATIONS

4.1. Conclusion

The conclusion from the title "The Role of Persuasive Dialogue in Negotiating the Sale of Goods at the Simpur Center in Bandar Lampung City" is that in the context of the Simpur shopping center in Bandar Lampung City, persuasive dialogue has an important role in carrying out the process of negotiating the sale of goods. The ability to communicate effectively and convincingly is needed to reach an agreement in buying and selling transactions at the Simpur Center. The use of persuasive dialogue helps in influencing potential buyers with relevant and sufficient arguments so that they feel compelled to make a purchase. In an environment such as a shopping center, persuasive dialogue skills are an important capital for sellers to achieve sales targets and build positive relationships with customers.

4.2. Suggestion

There are several suggestions that can be taken from the title "The Role of Persuasive Dialogue in Negotiating the Sale of Goods at the Simpura Center in Bandar Lampung City" to increase the effectiveness of sales negotiations at the Simpura Center, 1) Persuasive Communication Skills Training; 2) Sellers should have in-depth knowledge of the product they are selling; 3) Salespeople must be able to identify the most suitable communication style for each customer and adapt their persuasive approach accordingly; and 4) Before starting negotiations, it is important to ask questions of potential buyers to understand their needs and preferences.

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