

Kualitas komunikasi antar pribadi pada tahapan keputusan pembelian kendaraan bermotor roda empat = Quality of interpersonal communication on the automobile purchase decision process / Heny Marthiani

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Abstrak

[ABSTRAK

Persaingan bisnis antar industri dewasa ini sangatlah ketat, termasuk dalam industri otomotif khususnya kendaraan bermotor roda empat. Oleh karena itu perusahaan penyedia barang dan jasa berlomba untuk meraih simpati konsumen dengan memberikan pelayanan yang dapat mempermudah konsumen dalam mendapatkan keinginan dan kebutuhannya. Salah satu komunikasi pemasaran yang digunakan perusahaan adalah personal selling, dimana kemampuan komunikasi antar pribadi wiraniaga dengan konsumennya agar memiliki kedekatan secara personal. Komunikasi antar pribadi akan terjalin secara efektif apabila terdapat kualitas di dalamnya yang terdiri dari keterbukaan (openness), empati (empathy), sikap mendukung (supportiveness), sikap positif (positiveness), serta kesetaraan (equality).

Dengan pendekatan kualitatif, dan metode wawancara secara mendalam dengan para narasumber, dimaksudkan agar dapat diketahui secara mendalam keterkaitan antara lima kualitas pada efektivitas komunikasi antar pribadi antara wiraniaga dengan konsumennya, pada tahapan keputusan pembelian kendaraan bermotor roda empat.

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ABSTRACT

Given a stiff competition in automotive industry nowadays, automobile distributors have provided their best effort to gain the sympathy of consumers by providing services that can facilitate consumers' needs. One of the marketing communication strategies that has been used widely by the distributors is personal selling approach, in which interpersonal communication skills have played an important role in sales person-consumer relationship. Five general quality to improve the effectiveness of communication which is the key factor for a proper establishment in interpersonal communication includes: openness, empathy, supportiveness, positiveness, as well as equality.

Based on a qualitative approach, and in-depth and one-on-one interviews with both parties, this study is intended to have a clearer perspective on necessity of the five general quality to the effectiveness of interpersonal communication between sales person and its customers at the stage of purchase decision process; Given a stiff competition in automotive industry nowadays, automobile

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