

Gaya komunikasi diadik pada usaha ritel: analisis interaksi antara salesperson dan konsumen di Central Department Store = Dyadic communication style in retail industry interaction: analysis between salesperson and customers of Central Department Store

Gemala Citra, author

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Abstrak

Proses interaksi komunikasi dua pihak (diadik) yang terjadi dalam transaksi pembelian di usaha ritel menarik untuk dikaji. Proses komunikasi yang diteliti adalah yang terjadi antara salesperson dan konsumen di Central Department Store. Penelitian kualitatif ini menggunakan teknik pengumpulan data melalui observasi dan wawancara lima orang responden dari Department Store Manager dan salesperson. Hasil observasi lapangan menunjukkan bahwa ada salesperson yang melakukan interaksi diadik order-takers dan tidak menerapkan Adaptive Selling Behavior maupun teknik Personal Selling khususnya untuk salesperson dari non consignment brands, namun sebaliknya pada salesperson dari consignment brands. Hasil wawancara menunjukkan bahwa kemampuan komunikasi, teknik Adaptive Selling Behavior, dan personal selling dimiliki oleh salesperson dari non-consignment dan consignment brand. Dari perbandingan ini disimpulkan bahwa kemampuan komunikasi diadik salesperson di Central Department Store perlu ditingkatkan agar dimiliki secara merata oleh setiap salesperson.

.....A communication interaction between two people (dyadic) during a transaction on a retail industry is interesting to be explored more. This thesis discusses a communication process between salespersons and customers at Central Department Store. This qualitative research used several methods direct observation & interview five respondents (salesperson and Department Store Manager). The observation shows that there are still few salespersons that interact as order-takers and do not apply adaptive selling behavior & personal selling technic, especially for a salesperson handling non-consignment brand. This conversely happens on a salesperson handling consignment brand. The interview

shows that salespersons apply adaptive selling behavior & personal selling technic, both for non-consignment and consignment brand salesperson. From this comparison, it is concluded that the salespersons- dyadic communication skill has to be developed, thus the quality of the salesperson is evenly within every salespersons in Central.