

APPRECIATIVE-SELLING: DOES IT MATTER IN CUSTOMER PERCEPTION?

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Abstract. Researchers have been debating over the distinction between and effectiveness of salespeople's customer, product, and selling-orientation. This study aim to see whether there is a difference of perceived quality, customer satisfaction, and purchase intention in customers' being sold using customer-orientation, product-orientation and selling-orientation. Data collection took the form of a between-subject design experiment, consisting of three manipulation conditions: appreciative-selling, promotive-selling, hard-selling. Participants were given a scenario and then asked to chat with salesperson in which the answer of salesperson had been scripted beforehand in certain manner according to the assigned manipulation group. Subsequently, participants were asked to complete questionnaire on perceived quality, customer satisfaction, and purchase intention. Result shows there is significant difference of appreciative-selling compare to promotive-selling and hard-selling in perceived quality, customer satisfaction, and purchase intention. However, there is no significant differences between males and females in perceived quality, customer satisfaction, and purchase intention. Taking everything into conclusion, customer-orientation shows different result with selling and product-orientation and does impact participants in shaping the perception regarding perceived quality of service, customer satisfaction, and purchase intention.

Keywords: *Appreciative-selling, customer orientation, perceived quality, customer satisfaction, purchase intention, customer perception*



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