

AN ANALYSIS OF PRICE NEGOTIATION STRATEGIES WITH CUSTOMERS AT A FASHION, ACCESSORIES AND HIJAB STORE (A Study Of Tasya Collection)

Pelly wartini Nst¹ , Teuku Fahmi², Asrindah Nst³

Department of Business Administration

Universitas Dharmawangsa

Email: pellywartini4@gmail.com, teukufahmi@dharmawangsa.ac.id,

asrindanasution90@dharmawangsa.ac.id

ABSTRACT

This research analysed the price negotiation strategies employed at Tasya Collection, a fashion business specializing in the sale of hijabs and women's accessories. The negotiation process between sellers and buyers is the primary focus, as many customers have complained about prices being higher than those found in online shops, as well as a lack of flexibility in bargaining. This study employs a descriptive qualitative method, with data collected through direct observation and the author's four years of work experience at the shop. The findings indicate that current price negotiation strategies remain limited, with a maximum discount of only Rp 5,000, regardless of customer loyalty or purchase volume. This strategy is considered ineffective in maintaining customer satisfaction and enhancing the shop's competitiveness. Therefore, it is recommended that the shop owner adopt a more flexible and responsive negotiation approach to better meet consumer needs.

Keywords: price negotiation, sales strategy, customer satisfaction, fashion shop, Tasya Collection

I. INTRODUCTION

In fashion businesses like accessories and hijabs, pricing isn't just about numbers, but also about how sellers and buyers communicate. One common occurrence in brick-and-mortar stores is bargaining. Many customers feel more comfortable with the ability to negotiate prices, especially if they feel the price offered is too high compared to online stores.

Tasya Collection is a store that sells a variety of hijabs and accessories, and I've worked there for four years. In my experience, the price negotiation process at this store is still quite flexible. Typically, if a customer bargains, the price can only be reduced by about Rp5,000. For example, if a hijab is Rp35,000, the maximum they can go down is Rp.30,000. This is a frequent complaint from customers, who believe the price difference compared to online stores is too great.

Another frequent problem is the lack of stock. Sometimes customers come from far away, only to find the item they're looking for is out of stock. Furthermore, store financial management isn't well- managed, making it difficult for shop owners to determine fair prices.

Given this situation, I felt the need to conduct a more in-depth study of how price negotiation strategies are implemented at Tasya Collection. This research is expected to provide insight into the negotiation methods employed, customer responses to them, and the challenges encountered during the bargaining process.

II. RESEARCH METHODOLOGY

a. Definition of Negotiation

Negotiation is a communication process between two or more parties aimed at reaching a mutual agreement. Negotiations typically occur when there are differing interests, such as over price. In the business world, negotiation is a crucial skill often used to achieve a favorable outcome for both the seller and the buyer.

According to Hermawan (2011), negotiation isn't just about haggling over prices, but also about building mutually beneficial relationships and maintaining the satisfaction of both parties. In the context of a fashion store like Tasya Collection, negotiation can be a way to win customers over and make them feel valued.

b. Negotiation Strategy in Business

A negotiation strategy is an approach or method used by someone to achieve the best outcome in a deal. Each business owner typically has a different strategy, depending on the product, customer, and situation.

According to Wirasasmita (2016), several negotiation strategies in business include:

Win-win strategy: Both parties gain benefits or a satisfactory solution.

Win-lose strategy: One party gets a bigger profit, while the other party loses.

Lose-lose strategy: Both parties do not get maximum results due to lack of compromise.

At stores like Tasya Collection, the strategy tends to be simple: offering a fixed discount. However, it's important to understand that customers are now more discerning and frequently compare prices online. Therefore, a sound strategy is essential to keep the negotiation process engaging and avoid customer disappointment.

c. Price and Customer Perception

Price is a major factor influencing consumer decisions when purchasing a product. According to Kotler and Keller (2012), price is not only determined by the nominal value, but also by the perceived value received by the buyer. If consumers perceive the price to be too high compared to the benefits or quality of the product, they are likely to opt out of purchasing.

This perception is especially important in brick-and-mortar stores, as customers can directly compare prices with those found online. If prices aren't negotiated effectively, customers will feel disrespected and may lose interest in shopping again.

d. Previous Research

Several previous studies have also discussed price negotiation and customer satisfaction. For example:

Research by Rahayu (2019) found that flexible negotiation strategies can increase customer loyalty in retail stores.

Another study by Prasetyo (2021) shows that consumers are more likely to buy if they feel they are given the opportunity to negotiate.

These studies show that the negotiation process is not just about discounts, but also part of the service that makes customers feel more comfortable and appreciated.

III. RESEARCH METHODOLOGY

a. Types and Approaches to Research

This type of research is descriptive with a qualitative approach. Descriptive research is used to describe the situation or conditions currently occurring in the field, while a qualitative approach is used to provide researchers with a deeper understanding of the negotiation strategies that occur between sellers and buyers in stores.

With this approach, researchers do not use numbers as the main results, but instead focus on opinions, experiences, and direct observations that occurred while working at the Tasya Collection Store.

b. Location and Time of Research

This research was conducted at Tasya Collection, a store selling fashion products such as hijabs and accessories, located in Medan. The study took place during June 2025, with data collection times adjusted to the store's operational hours.

c. Data Collection Sources and Techniques

Primary data was obtained directly through interviews with shop owners, employees, and several customers who frequently shop at Tasya Collection. Secondary data is obtained from store documents (such as sales records), references from books, scientific journals, and relevant articles about negotiation in retail business.

Data collection technique

Data is collected in several ways, namely:

1. Semi-structured interviews with shop owners and customers to know their views on the price negotiation process.
2. Direct observation, namely observation during the buying and selling process takes place to see how sellers and buyers interact in practice.
3. Documentation, such as recording the store situation, customer responses, and applicable pricing policy.

Data Analysis Techniques

The collected data was analyzed using data reduction, data presentation, and conclusion drawing techniques:

- 1) Data reduction is carried out by selecting important information from the results of interviews and observations.
- 2) Data presentation is done in the form of narrative and direct quotations from informants to clarify the results.
- 3) Conclusions are drawn based on patterns and findings that emerge during the research process.

Data Validity Criteria

To ensure that the data obtained is valid and reliable, researchers use triangulation techniques, namely comparing data from various sources (owners, employees, and customers) and combining interview data with observational data. This was done to ensure that the research results truly reflect actual conditions in the field.

IV. RESULT AND DISCUSSION

a. Tasya Collection Store Overview

Tasya Collection is a business specializing in women's fashion, specifically hijabs and accessories. Located at Jalan Bukit Barisan 1 No. 4, Medan, the store sells various hijab styles, brooches, inner caps, and other accessories.

For the past four years, this shop has operated as a home-based business well-known in the local community. However, direct observation has revealed several challenges, such as frequent stockouts and an unorganized financial management system.

Price Negotiation Process between Seller and Buyer, In daily practice, price negotiations often occur in this shop, This is especially true when customers perceive a product's price to be higher than in other stores or online shops. For example, a hijab priced at Rp35,000 is sometimes negotiated down to Rp30,000 by buyers. However, according to the store owner's policy, the maximum discount is only Rp5,000, so there's limited room for negotiation.

This elicits two reactions from customers:

1. Some people accept it because they are used to shopping at that store.
2. There are also those who choose not to buy because they feel the price is not worth it. competitive.

B. Negotiation Strategies Applied by Shop Owners

From the results of observations and interviews, shop owners tend to use a fixed negotiation strategy, namely setting a maximum discount limit, without considering the number of purchases, customer loyalty, or stock conditions. Some of the strategy characters found:

1. Not flexible with customer offers.
2. Do not provide bonuses or other incentives as an alternative to discounts.
3. There is no package or wholesale pricing system for bulk purchases.

As a result, the opportunity to build long-term relationships with customers is less than optimal. Customers who are used to bargaining at other stores feel uncomfortable and underappreciated at Tasya Collection.

C. Impact of Negotiation Strategy on Customers and Sales

Based on direct observations, rigid negotiation strategies discourage some customers from returning, especially if they perceive in-store prices to be higher than online stores. On the other hand, repeat customers typically return because of personal connection or location convenience, not pricing strategies.

This indicates that the negotiation strategy employed does not fully support increased sales or customer satisfaction. The store is potentially losing new customers that could have been retained with a more flexible negotiation strategy.

D. Analysis and Discussion

Compared to ideal negotiation theory (such as a win-win strategy), the practices implemented at Tasya Collection are still suboptimal. The store owner hasn't utilized negotiation as a means of building long-term relationships and fostering customer loyalty.

An overly rigid strategy actually risks diminishing the value of your service. Yet, in a fashion market where competition is fierce and customers are increasingly discerning (due to their habit of online shopping), flexibility is key to survival.

New approaches are needed, such as:

- a. Provide special discounts for certain purchases.
- b. Offer small product bonuses (such as brooches or ciput).
- c. Develop a loyal customer membership system.

With more varied strategies, stores can retain existing customers while attracting new ones.

V. CONCLUSION

Based on research conducted at the Tasya Collection store, it can be concluded that the price negotiation process between sellers and customers is still limited and inflexible. The store owner implements a fixed discount policy of a maximum of IDR 5,000 off the initial price, without considering other factors such as purchase volume, customer loyalty, or market conditions.

This rigid negotiation strategy impacts customer satisfaction, especially for those who are used to bargaining or Compare prices with online stores. Some customers find prices non-negotiable and choose not to make a purchase.

Overall, the negotiation strategies implemented have not fully supported increased sales and have not been able to create long-term relationships with customers.

REFERENCES

- Hermawan, A. (2011). *Business Communication*. Bandung: Remaja Rosdakarya.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management (14th ed.)*. New Jersey: Pearson Education.
- Rahayu, S. (2019). The Influence of Negotiation Strategy on Loyalty Customers in Retail Stores. *Journal of Economics and Business*, 7(2), 112–120.
- Prasetyo, B. (2021). The Role of Negotiation in Improving Decision Making Consumer Purchasing. *Journal of Marketing and Consumer Behavior*, 5(1), 88–96.
- Wirasmita, Y. (2016). *Effective Business Negotiation Strategies*. Jakarta: Mitra Media Discourse.