

## Persuasive Communication Strategies Of Property Agents In Increasing Consumer Buying Interest

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### Abstract

*This article aims to examine persuasive communication strategies used by property agents in increasing consumer buying interest. This study uses a qualitative approach to the literature study method through the review of books and academic publications that are relevant to persuasive communication, marketing communication, the role of property agents, and consumer buying interests. The results show that persuasive communication has an important role in influencing consumer attitudes, perceptions, and purchasing interests in the property sector involving high transaction value and long-term decisions. Effective persuasive communication strategies include interpersonal approaches, clear and transparent delivery of information, tailoring messages to consumer needs, and building trust between agents and consumers. The strategy is able to reduce consumer doubts and strengthen confidence in purchasing decision making. This article concludes that persuasive communication strategies are an important factor in increasing consumer buying interest as well as building long-term relationships in property marketing*

**Keywords:** *property agent, marketing communication, persuasive communication, consumer buying interest, communication strategy*

### I. Introduction

The property industry is one of the business sectors that is experiencing fierce competition in line with the increasing needs of the community for housing and long-term investment. These conditions encourage property businesses to implement effective marketing strategies in order to attract consumers amid the many choices of property products available (Kotler & Keller, 2016).

In the property marketing process, property agents have a strategic role as intermediaries between developers and consumers. Property agents are not only in charge of conveying information regarding the product, but also of establishing an ongoing communication relationship with the consumer. The ability of agents in managing communication is an important factor in shaping consumer perception and confidence in the property products offered (Mulyana, 2018).

One communication approach that is widely used in property marketing is persuasive communication. Persuasive communication allows property agents to influence consumer attitudes, perceptions, and buying interests through the delivery of messages that are structured, convincing, and in accordance with consumer needs without any element of coercion (Cangara, 2014).

In addition to market competition, changing consumer behavior is also a challenge in property marketing. Consumers today tend to be more critical, selective, and cautious in making purchasing decisions due to the relatively high value of property transactions and the long-term risks that come with it. Therefore, property agents are required to be able to convey information in a persuasive and transparent manner so that consumers feel safe and confident in making purchasing decisions (Schiffman & Kanuk, 2010).

On the other hand, persuasive communication not only serves to increase buying interest, but also plays a role in building long-term relationships between property agents and consumers. Effective communication can create customer satisfaction and loyalty, which ultimately has a positive impact on the sustainability of the property business. Thus, an understanding of persuasive

communication strategies is important to be studied in depth in the context of property marketing (Cangara, 2014).

Based on this background, this article aims to examine persuasive communication strategies used by property agents in increasing consumer buying interest through a literature study approach. This study is expected to provide a theoretical contribution to the development of communication science as well as a practical reference for property agents in improving the effectiveness of marketing communications (Kotler & Keller, 2016).

## II. LITERATURE REVIEW

The literature review was prepared to provide a theoretical foundation relevant to the topic of research on persuasive communication strategies of property agents in increasing consumer buying interest. Through the study of various concepts and theories derived from books and scientific literature, it is expected to obtain a comprehensive understanding of communication, persuasive communication, the role of property agents, and consumer buying interests as the basis for analysis in this study (Sugiyono, 2019).

The discussion in this literature review focused on the main concepts that are directly related to research problems, namely communication and persuasive communication in the context of marketing, communication strategies used by property agents, and their relationship with consumer buying interests. This theoretical framework is expected to clarify the relationship between concepts and become a reference in interpreting the results of studies systematically and scientifically (Creswell, 2014).

### A. *Communication*

Communication is the process of delivering messages from communicators to communicants with the aim of influencing the understanding, attitude, and behavior of the recipient of the message. In the context of marketing, communication serves as the main means of conveying product information as well as building relationships between sellers and consumers (Mulyana, 2018).

Effective communication is characterized by the similarity of meaning between the party conveying the message and the party receiving the message. This similarity in meaning is very important in property marketing, considering that the information conveyed is related to high economic value and long-term decisions (Effendy, 2017).

### B. *Persuasive Communication*

Persuasive communication is a form of communication that aims to influence the attitudes, opinions, and behavior of individuals or groups through the delivery of persuasive messages without coercion. Persuasive communication emphasizes a psychological approach so that the communicant voluntarily accepts the message conveyed (Cangara, 2014).

In practice, persuasive communication requires the communicator's ability to understand audience characteristics, compose logical and emotional messages, and choose the right media. The success of persuasive communication is strongly influenced by the credibility of the communicator and the clarity of the message conveyed (Effendy, 2017).

### C. *Persuasive Communication Strategies*

Persuasive communication strategy is the systematic planning and management of communication messages to achieve specific goals, especially in influencing consumer interests and decisions. This strategy includes the selection of messages, delivery methods, as well as communication approaches tailored to the characteristics of the target audience (Cangara, 2014).

According to Kotler and Keller (2016), persuasive communication strategies in marketing must pay attention to the elements of clarity of Information, Message appeal, and consistency of communication. The right strategy can help form a positive consumer perception of the product and increase the likelihood of a purchase.

D. *Property Agent*

Property agents are professionals who act as intermediaries between sellers and buyers in property transactions. Property agents have an important role in providing information, explaining product specifications, and assisting consumers in the purchase decision-making process (Kotler & Keller, 2016).

In addition to acting as a transmitter of Information, property agents also function as communicators who build consumer confidence. This trust can be formed through honest, transparent, and persuasive communication, so that consumers feel confident in the property products offered (Mulyana, 2018).

E. *Consumer Buying Interest*

Consumer buying interest is the psychological tendency of a person to make a purchase of a product or service. Buying interest arises as a result of the process of consumer evaluation of information, needs, and perceptions of the products offered (Schiffman & Kanuk, 2010).

In property marketing, buying interest is influenced by various factors, such as the need for housing, financial ability, trust in Agents, and how to deliver product information. Proper persuasive communication can increase buying interest by helping consumers understand the benefits and value of products in greater depth (Kotler & Keller, 2016).

F. *Relationship persuasive communication strategy with consumer buying interest*

Persuasive communication strategies have a close relationship with increased consumer buying interest. Persuasive messages can affect consumer attitudes and perceptions of property products, thus encouraging the emergence of interest and desire to buy (Cangara, 2014).

In the context of real estate agents, the implementation of effective persuasive communication strategies can help reduce consumer doubts, increase trust, and strengthen consumer confidence in purchasing decisions. Therefore, persuasive communication becomes one of the key factors in the success of property marketing (Schiffman & Kanuk, 2010).

### III. RESEARCH METHODOLOGY

This study uses a qualitative approach to the literature study method. This approach was chosen because the study aims to understand and analyze the concepts and persuasive communication strategies used by property agents in increasing consumer buying interest based on theoretical studies and previous research results.

The method of literature study is done by collecting, reviewing, and analyzing various sources of literature relevant to the research topic. The library's resources include reference books, scientific journals, and other academic publications that address persuasive communication, property marketing, and consumer behavior.

The Data used in this study are secondary data obtained from written sources that are credible and can be accounted for. The selection of sources is carried out selectively by considering the suitability of the topic, clarity of discussion, and relevance to the purpose of the study.

Data collection techniques are carried out through a systematic literature search process, grouping materials by theme, and recording important points related to research problems. This stage aims to obtain structured data and facilitate the analysis process.

Data analysis is done by reading critically, comparing various views, and synthesizing information from library sources that have been collected. The results of the analysis were used to draw conclusions about the persuasive communication strategies of property agents that play a role in increasing consumer buying interest.

Through the literature study method, this study is expected to provide a systematic and in-depth theoretical overview of the topic under study, and can be an initial reference for subsequent research that examines the field of Marketing Communications and property.

#### **IV. RESULTS AND DISCUSSION**

The results of the literature review showed that the persuasive communication strategy of property agents is also closely related to the ability of agents to build their credibility as a source of reliable information. Agent credibility is formed through the consistency of information delivery, professional attitude, and the ability to answer consumer questions convincingly. Strong credibility tends to increase consumer confidence in the message conveyed and strengthen buying interest in property products (Kotler & Keller, 2016).

In addition to credibility, the literature review also confirms the importance of empathy in the persuasive communication of property agents. Agents who are able to show concern for the needs and concerns of consumers will more easily build emotional closeness. This proximity plays a role in creating a comfortable communication atmosphere, so that consumers feel more open in conveying their wishes and doubts during the property marketing process (Mulyana, 2018).

Furthermore, effective persuasive communication is also reflected in the ability of property agents in managing consumer objections or rejections. Objections that arise often have to do with price, location or investment risk. Through Persuasive and argumentative communication, agents can help consumers understand the long-term value of the property offered, so that the objection does not immediately lead to the rejection of the purchase decision (Cangara, 2014).

The results also show that the delivery of persuasive messages that are repeated but still relevant can strengthen consumers' memory of property products. Repetition of messages that are done ethically and not excessive helps consumers in building a deeper understanding of product excellence. This contributes to the formation of positive perceptions that favor the emergence of buying interest (Kotler & Keller, 2016).

In addition, persuasive communication of property agents has an important role in helping consumers reduce the uncertainty that often arises in property transactions. These uncertainties can be in the form of concerns about legality, building quality, and investment prospects. Persuasive, clear, and transparent delivery of information helps consumers feel more secure in considering purchasing decisions (Schiffman & Kanuk, 2010).

The literature review also revealed that long-term relationships between property agents and consumers can be formed through continuous persuasive communication. This relationship not only has an impact on one transaction, but also opens up opportunities for repeat purchases and recommendations to other potential customers. Thus, persuasive communication plays a strategic role in creating the sustainability of property marketing (Cangara, 2014).

Furthermore, the results of this discussion show that a property agent's persuasive communication strategy must be carried out ethically and responsibly. Communication that is oriented to the interests of consumers will increase trust and satisfaction, so that the buying interest that is formed is stronger and more sustainable. This approach places communication as an important element in building mutually beneficial relationships between agents and consumers (Mulyana, 2018).

Thus, the results and discussions obtained from this literature review confirm that the persuasive communication strategy of property agents is a key factor in influencing consumer buying interest. The implementation of communication that is planned, consistent, and oriented to consumer needs

can support the success of property marketing and strengthen the position of property agents in an increasingly competitive market competition (Kotler & Keller, 2016).

## V. Conclusion

Based on the results of studies and discussions that have been carried out, it can be concluded that persuasive communication strategies have a very important role in increasing consumer buying interest in the property sector. Real estate agents play a role not only as sellers, but also as communicators who convey information and build consumer confidence in the products offered.

Appropriately implemented persuasive communication strategies, such as the use of clear language, interpersonal approaches, and the adjustment of messages to consumer needs, are able to influence consumer attitudes and interest in property products. Delivering information that is honest, transparent, and convincing helps consumers in the purchase decision process.

Through the literature study method, this study provides a theoretical overview of the importance of the role of persuasive communication in property marketing activities. The results of this study are expected to be a reference for property agents in improving the effectiveness of marketing communications, as well as the basis for further research that examines communication strategies in the field of marketing and property.

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