



INTERPERSONAL COMMUNICATION STRATEGY OF PERFUME CONSULTANTS IN BUILDING BUYER TRUST AT LAB ART MEDAN

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ABSTRACT

This study aims to analyze the interpersonal communication strategies used by perfume consultants to build customer trust at Lab Art Medan. The study employed a descriptive qualitative approach, with data collection techniques including in-depth interviews, observation, and documentation. Three purposively selected informants were selected: the store manager, a perfume consultant, and a customer who had previously participated in a consultation at Lab Art Medan. The results indicate that customer trust is built through a dialogic two-way communication pattern, a personal approach to understanding customer needs, communicative perfume education, and the creation of a comfortable and participatory shopping experience. These strategies enable customers to not only obtain product information but also experience a more personal, relevant, and convincing interaction during the purchasing process. These findings confirm that interpersonal communication functions not merely as a promotional tool but also as a relational mechanism that builds trust and differentiates Lab Art Medan from other, more transaction-oriented perfume stores. Scientifically, this study contributes to enriching the study of interpersonal communication in the context of consultation-based retail services, particularly in the perfume industry, which is heavily influenced by subjective consumer preferences.

Keywords: *interpersonal communication, communication strategy, perfume consultant, buyer trust, Lab Art Medan.*

1. INTRODUCTION

The development of the local perfume industry in Indonesia demonstrates that business competition no longer relies solely on product quality and price, but also on the ability of business owners to create a compelling service experience for consumers. In Medan, the growth of numerous modern perfume shops demonstrates that purchasing decisions are increasingly influenced by the quality of interactions between sellers and buyers. In the context of perfume products, which are highly dependent on personal taste, memory, and compatibility, consumers require not only the product but also explanations,

guidance, and trust in the person making the recommendation. Therefore, interpersonal communication is a crucial element in the sales consultation process, especially when consumers are faced with numerous fragrance choices and complex product information (Solihin et al., 2023; Widjanarko et al., 2025).

Theoretically, interpersonal communication plays a significant role in fostering closeness, comfort, and trust in the service provider. Warm, responsive, and adaptive communication allows sellers to more accurately understand customer needs, while reducing uncertainty in the decision-making process. In retail service settings, customer trust is often built not only through product claims but also through the quality of the relationship created during the interaction. This is especially relevant in perfume sales due to the subjective nature of the product; A fragrance that suits one consumer may not necessarily suit another. Therefore, a consultant's ability to listen, read preferences, and explain perfume characteristics is crucial for building customer trust (Nazar, 2025; Santoso, 2025).

Lab Art Medan presents itself as a perfume store offering a different approach than the typical perfume store. While many perfume stores emphasize fast transactions and a sales orientation, Lab Art Medan prioritizes consultation, perfume education, and the shopping experience as key elements of its service. In practice, perfume consultants not only offer products but also explore customer needs, map scent preferences, tailor recommendations to usage situations, and communicatively explain the perfume's characteristics. This approach demonstrates that the service process at Lab Art Medan doesn't stop at selling but rather evolves into a consultative interaction that has the potential to foster a more personal relationship between consultant and customer. This is where interpersonal communication strategies become an interesting aspect to explore in more depth (Pradana & Huda, 2025; Zuwitanto & Kurniasari, 2025).

Several previous studies have discussed interpersonal communication in the context of service, sales, and building customer trust. For example, Yessavioleta's (2012) study highlighted interpersonal communication strategies in sales force activities, while Najla (2025) and Al'Azmi and Dharma (2025) demonstrated that interpersonal communication contributes to building client and customer trust in specific service contexts. However, these studies generally focused on general sales, administrative services, or e-retail, thus failing to specifically explain how interpersonal communication strategies operate in the context of perfume consultations, which are heavily influenced by subjective consumer preferences. Furthermore, few studies have identified perfume education and the shopping experience as integral parts of building customer trust. This gap demonstrates the empirical and contextual novelty of this research on interpersonal communication among perfume consultants at Lab Art Medan.

The urgency of this research lies in the need to understand how customer trust can be built through dialogic, personalized, and educational service interactions. In increasingly competitive retail environments, the ability to build trust is a strategic asset that determines the sustainability of customer relationships. For business owners, the results of this study can serve as a reference in designing more humane and customer-oriented service models. For the development of communication science, this research is significant because it expands the application of interpersonal communication studies to the context of consultation-based retail services, particularly the perfume industry, which has distinct characteristics compared to conventional consumer products. Thus, this research is not

only practically relevant but also academically contributes to strengthening the study of interpersonal communication in the commercial service sector (Solihin et al., 2023; Soeyoedi et al., 2025).

Based on the description, this study aims to analyze the interpersonal communication strategies used by perfume consultants in building buyer trust at Lab Art Medan. The focus of the study is directed at the two-way communication patterns built during consultations, the form of personal approach used to understand customer needs, the role of perfume education in service interactions, and how shopping experience functions as a differentiator that strengthens customer confidence to buy. With this formulation, this study is expected to be able to explain that interpersonal communication is not just an instrument for conveying product information, but rather a relational mechanism that builds trust, improves the quality of customer experience, and strengthens Lab Art Medan's position as a consultation-based perfume shop.

2. RESEARCH METHOD

This study employed a qualitative, descriptive approach to gain a deeper understanding of the interpersonal communication strategies employed by perfume consultants in building customer trust at Lab Art Medan. This approach was chosen because the focus of the study was on the meaning, interaction process, and experiences of the subjects in naturally occurring service communication situations. The research location was purposively selected at Lab Art Medan, considering that this store offers distinct service characteristics compared to other perfume stores, prioritizing consultations, perfume education, and the shopping experience as key components of customer interactions. Three informants were selected purposively: one store manager, one perfume consultant, and one customer who had previously participated in a consultation at Lab Art Medan. Informants were selected based on their role relevance, direct involvement in the service communication process, and their ability to provide information relevant to the research focus (Himam & Anam, 2026).

Data collection was conducted through in-depth interviews, observation, and documentation. In-depth interviews were used to explore in detail the informants' experiences, communication styles, personal approaches, and perceptions regarding the process of building customer trust. Interviews with store managers were aimed at obtaining an overview of the service policies and communication strategies implemented at the managerial level. Interviews with consultants focused on communication practices when serving customers; while interviews with consumers were used to understand the service experience and the reasons for trust during the purchasing process. Direct observations were conducted of in-store service situations to examine two-way communication patterns, how consultants explored customer needs, and the forms of educational interactions that emerged during consultations. Documentation, both field notes and other documents relevant to service activities at the research site, were used as supporting data (Rahardjo, 2011).

Data analysis in this study employed the Miles and Huberman interactive analysis model, which encompasses three stages: data reduction, data presentation, and conclusion drawing. In the data reduction stage, researchers selected, focused, and

categorized data from interviews, observations, and documentation into themes relevant to the research focus, such as two-way communication patterns, personal approach, perfume education, and shopping experience. The data was then systematically presented in narrative descriptions and summary tables to facilitate understanding of the relationships between themes. The final stage involved drawing conclusions by interpreting the interrelationships between findings to explain how the consultants' interpersonal communication strategies contributed to building buyer trust. To maintain data validity, this study uses source triangulation and method triangulation, namely comparing information between shop managers, consultants, and consumers, as well as checking the conformity of data from interviews, observations, and documentation (Annisa & Mailani, 2023; Husnullail & Jailani, 2024).

3. RESULT AND ANALYSIS

Based on interviews conducted with informants including consumers, consultants, and store managers at Lab Art Medan, several findings emerged regarding interpersonal communication strategies for building customer trust. A summary of these interview results is presented in Table 1.1 below.

Table 1.1
Results of Interpersonal Communication Interview Observations

No.	Informant	Role	Main Findings
1.	Walfiani	Store Manager	Interpersonal communication strategies are used to convey detailed product information, increase consumer interest, and impact sales.
2.	Deni Syahputri	Consultant	Interpersonal communication is effective in reaching consumers, understanding their needs, and increasing purchase intention.
3.	Venessa	Consumer	Lab Art's service is distinguished by its perfume education, engaging communication, and a comfortable shopping experience, which encourages repeat purchases.

Interpersonal Communication Patterns of Consultants at Lab Art Medan During the Perfume Consultation Process

Field findings indicate that the interpersonal communication patterns of consultants at Lab Art Medan are dialogic, two-way, and gradual. The interaction does not begin with a direct product offer, but rather with a friendly opening, an understanding of the customer's needs, and then an exploration of scent preferences before making a recommendation. This pattern demonstrates that consultants position customers as active participants in the consultation process, not simply recipients of information. In interviews, consumers confirmed that the process made them feel involved from the beginning, as they stated, "I was immediately invited to explore perfume classifications." This statement demonstrates that interpersonal communication at Lab Art Medan is built through participatory conversations and is not one-way, making the consultation process more lively, personal, and relevant to the customer's needs.

Furthermore, the communication patterns employed by consultants are adaptive, tailored to the customer's character, needs, and responses throughout the consultation process. Consultants not only convey information about perfumes but also explore the context of use, scent preferences, and comfort levels before making recommendations. This is evident from the consultant's statement that the interpersonal communication strategy was chosen because it "is more effective and directly reaches potential customers," and is reinforced by the explanation that the consultant "will suggest products that are more accessible to consumers in terms of needs, price, and other aspects." These findings indicate that interpersonal communication patterns at Lab Art Medan serve not merely as a promotional tool, but as a mechanism for understanding customer needs in a gradual and contextual manner. Thus, the success of a consultation is determined not only by the ability to explain the product, but also by the consultant's ability to establish a responsive and convincing communication flow.

Theoretically, these findings confirm that effective interpersonal communication in a service context is characterized by reciprocity, sensitivity to the other person's message, and the ability to adapt communication style to the interaction situation. Solihin et al. (2023) explain that the transformation of service culture demands more dialogic interactions between sellers and buyers to create meaningful relationships, not just fleeting transactions. In the context of Lab Art Medan, the two-way communication patterns that emerged during perfume consultations demonstrate that the consultant serves both as a communicator and a facilitator of the customer experience. These findings align with Pradana and Huda (2025), who emphasize that good service communication is built through a process of interpersonally exploring customer needs, resulting in customers feeling understood and valued. Therefore, the consultative communication pattern at Lab Art Medan can be understood as a relational strategy that increases the likelihood of trust because customers are not viewed as objects of purchase and sale, but as interaction partners.

The adaptive nature of the consultants' interpersonal communication patterns demonstrates the practice of adjusting communication that directly contributes to the formation of trust. From a communication accommodation perspective, the success of an interaction is greatly influenced by the communicator's ability to adapt language, approach, and communication intensity to the characteristics of the person they are talking to (Soeyoedi et al., 2025). In this case, the Lab Art Medan consultants appear to avoid using rigid communication patterns, but rather assess the customer's needs before formulating responses and product recommendations. This pattern makes customers feel more comfortable, confident, and more open in expressing their preferences. This finding also reinforces the view of Widjanarko et al. (2025) that humanistic communication in modern service is a crucial foundation for building trust, as trust is born from honest, empathetic, and responsive interactions. Therefore, the interpersonal communication patterns of the consultants at Lab Art Medan not only support the effectiveness of perfume consultations but also serve as a core strategy for building sustainable customer trust.

Lab Art Medan Consultants' Personal Approach Strategy in Understanding Customer Needs

Field findings indicate that a personal approach strategy is at the heart of the interpersonal communication used by consultants at Lab Art Medan to understand customer needs. Consultants do not immediately offer products in general, but first establish a conversation that allows customers to feel comfortable expressing their preferences, usage needs, and desired scent characteristics. During the consultation process, a personal approach is conducted through exploratory questions, such as questions about perfume usage habits, preferred scents, and intended use in specific situations. This pattern demonstrates that consultants strive to understand customers more deeply before making recommendations. This is evident in the consultant's statement that they use an interpersonal communication strategy because it is "more effective and directly reaches potential customers." This quote demonstrates that a personal approach is not understood simply as friendly service, but as a communication strategy deliberately chosen to create closeness and accuracy in the consultation process.

This personal approach is also evident in the way consultants tailor recommendations to the customer's specific circumstances, including needs, scent preferences, and purchasing power. In an interview, the consultant explained, "The consultant will suggest products that are more accessible to the customer in terms of needs, price, and other factors." This statement demonstrates that customer understanding extends beyond scent preferences to encompass practical considerations that influence purchasing decisions. From the customer's perspective, this experience reinforces the impression that consultations at Lab Art Medan are personal and distinct from other perfume stores, which tend to offer products directly. Therefore, the personal approach employed by the consultants not only facilitates communication but also forms the basis for the perception that customers are being served according to their individual needs.

Theoretically, this finding confirms that effective interpersonal communication in service requires the ability to understand the other person contextually, not simply convey information. Successful interpersonal communication is communication that creates a sense of attention, understanding, and appreciation, thus opening the space for a closer relationship between the service provider and the customer. In this context, the personal approach employed by the Lab Art Medan consultants aligns with Yessavioleta's (2012) view that interpersonal communication strategies in service and sales activities should be directed at building psychological closeness with consumers. Furthermore, Najla (2025) asserts that client or customer trust is more easily established when the communicator demonstrates attention to the individual needs of the other party. Thus, the personal approach at Lab Art Medan can be understood as a form of relational communication that makes customers feel like they are not positioned as transaction targets, but rather as individuals with needs that need to be understood.

This personal approach can also be analyzed through the perspective of communication accommodation, which is the communicator's ability to adapt their communication style to the character and situation of the person they are talking to to ensure a more effective interaction (Soeyoedi et al., 2025). In perfume consultation practice, this adjustment is evident when consultants do not use uniform recommendations, but instead consider the customer's background, needs, price, and comfort in receiving information. This kind of adjustment is important because perfume purchases are highly subjective, requiring flexible, empathetic, and non-pushy interactions. The findings of this study also support the view of Widjanarko et al. (2025)

that humanistic communication in modern service is the primary foundation for building trust, as trust is born from interactions that demonstrate empathy, responsiveness, and relevance. Therefore, the personal approach strategy of consultants at Lab Art Medan not only strengthens the effectiveness of consultations but also serves as a key mechanism for understanding customer needs more comprehensively and building ongoing buyer trust.

Shopping Experience as Lab Art Medan's Key Differentiator in Influencing Purchasing Decisions

Field findings indicate that the shopping experience is Lab Art Medan's primary differentiator compared to other perfume stores in influencing customer purchasing decisions. The shopping experience is built not only on product availability, but also on the store atmosphere, service quality, and comfortable interactions during the consultation process. Customers are positioned not simply as buyers, but as individuals invited to enjoy a relaxed and personal scent exploration process. This is reflected in a consumer statement, "Besides the comfortable and aesthetic location, of course, the service is great." This quote indicates that purchasing decisions at Lab Art Medan are driven not solely by the perfume itself, but also by the spatial experience and communication that foster a sense of comfort during the store.

Beyond physical comfort and service, the shopping experience at Lab Art Medan is also shaped by interactions that provide space for customers to try, ask questions, and learn about products without excessive transactional pressure. In an interview, the store manager explained that "Many customers are interested even if they just want to try the scent tester." This statement indicates that the scent sampling process is not just an initial sales step, but rather part of a strategic shopping experience that leaves customers feeling more free, relaxed, and engaged. In this context, purchasing decisions emerge as a result of the positive experiences fostered during the interaction, rather than an aggressive promotional push. Thus, the shopping experience at Lab Art Medan serves as a mechanism that strengthens purchase intention through a combination of store atmosphere, service quality, and pleasant interpersonal communication.

Theoretically, these findings suggest that purchasing decisions in the modern retail context are significantly influenced by the quality of the consumer's experience during interactions with service providers. Solihin et al. (2023) explain that in an increasingly communicative service culture, interactions between sellers and buyers no longer serve merely as a means of exchanging information but also as a process of creating meaningful experiences. In the case of Lab Art Medan, the shopping experience is shaped through a combination of mutually supportive physical, emotional, and communicative elements, allowing customers to feel more confident in their choices. These findings align with Pradana and Huda (2025), who assert that the quality of service interactions can increase customer satisfaction when the communication process is friendly, open, and responsive to consumer needs. Therefore, the shopping experience at Lab Art Medan can be understood as a service communication strategy that adds value to the perfume purchasing process.

A positive shopping experience is also closely related to building customer trust and loyalty. Widjanarko et al. (2025) emphasize that humanistic communication in modern services can create a sense of security, respect, and comfort, which ultimately strengthens

customer confidence in the service provider. In this study, the comfortable store atmosphere, the opportunity to try testers without pressure, and good service demonstrate that Lab Art Medan builds the shopping experience as a relational space, not just a transactional space. This approach increases the likelihood of customers not only making a purchase but also remembering the positive experience as a reason to return. Thus, the shopping experience, as Lab Art Medan's main differentiator, not only influences immediate purchasing decisions but also serves as an important strategy in building a convincing and sustainable service image.

4. CONCLUSION

Based on the research results, it can be concluded that the interpersonal communication strategy of consultants at Lab Art Medan plays a significant role in building buyer trust through a dialogic two-way communication pattern, a personal approach in understanding customer needs, communicative delivery of perfume education, and the creation of a comfortable and convincing shopping experience. These findings indicate that buyer trust is not only shaped by product quality, but also by the quality of interactions that make customers feel understood, valued, and guided relevantly during the consultation process. The main contribution of this research lies in confirming that interpersonal communication in consultation-based perfume retail serves as a relational mechanism that distinguishes service from purely transactional sales practices. Practically, the results of this study can be a reference for retail businesses to strengthen consultative services and customer experience as a strategy to build loyalty, while academically this research expands the study of interpersonal communication in the context of experience-based commercial services. However, this research is still limited in the number of informants and focuses on one business location, so further research is recommended to involve more diverse informants and compare several perfume stores or similar retail sectors to obtain a broader and deeper understanding.

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