

Quantitative Analysis of the Influence of Verbal and Nonverbal Communication in Business Negotiation Process

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Abstract

Communication is a crucial component in the business negotiation process. This study aims to analyze the influence of verbal and nonverbal communication on business negotiation outcomes, focusing on how much both types of communication contribute to negotiation success. This study uses a quantitative approach with a survey design. Data on verbal communication, nonverbal communication, and negotiation outcomes. Data were analyzed using multiple linear regression to evaluate the effect of the independent variables (verbal and nonverbal communication) on the dependent variable (negotiation outcome).

The results of the analysis show that both verbal and nonverbal communication have a significant influence on negotiation outcomes. Verbal communication has a regression coefficient of 0.50 ($t = 5.00$, $p < 0.01$), while nonverbal communication has a regression coefficient of 0.40 ($t = 3.33$, $p < 0.01$). The coefficient of determination (R^2) of 0.49 indicates that 49% of the variation in negotiation outcomes can be explained by these two variables. The F test yielded an F value of 46.56 ($p < 0.01$), indicating the overall significance of the model. The regression model used can explain 49% of the variation in negotiation outcomes, suggesting that these two types of communication should be considered to achieve successful negotiations. Other factors not included in this model also contribute to negotiation outcomes and could be the focus of further research.

Keywords: Verbal Communication, Nonverbal Communication, Business Negotiation,

Introduction

In the realm of modern business negotiations, the success and direction of relationships and agreements depend heavily on effective communication, encompassing both verbal and nonverbal aspects (Yufeng Zhao, 2022) and (Olivera Jurković Majić, 2022). Verbal communication involves the explicit use of words in discussions and presentations, while nonverbal cues such as body language, facial expressions, and intonation play a vital role in conveying messages and understanding counterparts in negotiations (Priyanka Das, 2023). Understanding cultural differences in nonverbal communication is essential for successful international business negotiations, as it can significantly impact the negotiation process and outcomes (Priyanka Das, 2023). In addition, negotiation skills, strategies, and tactics are

essential components that bridge the gap between theory and practice in business negotiations, influencing the creation of added value and successful outcomes in various business contexts (Olivera Jurković Majić, 2022) and (Adi Neka Fatyandri, 2023). Nonverbal communication plays a vital role in business negotiations, complementing and sometimes even changing the messages conveyed verbally. Research emphasizes the importance of understanding both verbal and nonverbal cues to improve negotiation outcomes. Nonverbal behaviors, such as body language, facial expressions, and gestures, convey important information that can influence the perceptions and attitudes of the negotiating parties (Bongrae Seok, 2023) and (Priyanka Das, 2023). While verbal communication is essential, nonverbal cues such as tone of voice, eye contact, and posture can provide deeper insight into an individual's emotions and intentions, making communication more precise and clear (Chen Shen, 2023). Effective communication in negotiations involves not only what is said but also how it is expressed nonverbally, highlighting the need for a comprehensive understanding of both aspects to improve negotiation effectiveness and achieve desired outcomes (Kelsey L. West, 2017) and (Valerria Samoilova, 2022). Effective communication, which encompasses both verbal and nonverbal aspects, plays a vital role in business negotiations (Bongrae Seok, 2023). Nonverbal communication, including body language, facial expressions, and gestures, conveys important information during negotiations, influencing the negotiation process and outcomes (Priyanka Das, 2023). Understanding cultural differences in nonverbal cues is essential for successful cross-cultural negotiations (Bongrae Seok, 2023). Research emphasizes the importance of nonverbal communication in creating a positive social and psychological climate during dialogue or negotiation, which ultimately impacts the success of the negotiation and the quality of the relationship between the parties (Valerria Samoilova, 2022). By conducting quantitative analysis using survey and experimental methods, this study aims to measure the impact of verbal and nonverbal communication on negotiation outcomes, providing valuable insights for

business professionals to improve their negotiation skills and achieve better outcomes in their interactions (Priyanka Das, 2023).

The study conducted on negotiation strategies and communication effectiveness among government services in Oman (Yousuf Rashid Mohammed Alhasani, 2022) contributes significantly to the academic literature and practical applications in business communication and management sciences. By exploring the impact of negotiation strategies on communication effectiveness, this study not only enriches the theoretical framework but also offers valuable insights for business practitioners, negotiators, and communication skills trainers. The findings emphasize the importance of integrative negotiation strategies in driving positive communication outcomes, highlighting the critical role of negotiation as a communication skill in conflict management (Reza Inayaturrehman, 2022). This study bridges the gap between theory and practice by providing recommendations for optimizing communication in business negotiations, thereby facilitating the development of effective policies for government communication in Oman and its peer countries (Yousuf Rashid Mohammed Alhasani, 2022).

Methods

To analyze the influence of verbal and nonverbal communication in the business negotiation process quantitatively, this study will use a quasi-experimental design with a control group to evaluate the effects of verbal and nonverbal communication in business negotiations. This approach allows to measure the influence of independent variables (verbal and nonverbal communication) on the dependent variable (negotiation outcomes). The population of this study is business professionals involved in negotiations, such as managers, executives, and professional negotiators. The sample will be randomly selected from various industries to ensure representative variation. The planned sample size is 100 respondents, which will be divided into experimental and control groups.

Results and Discussion

1) Data Analysis

Descriptive Analysis.

Table 1. Descriptive Analysis

Variable	N	Mean	Std. Deviation	Minimum	Maximum
Verbal					
Communication (X1)	100	0,18	0,06	02.00	05.00
Nonverbal					
Communication (X2)	100	0,17	0,05	02.00	05.00
Negotiation Results (Y)	100	0,18	0,05	02.00	05.00

Source: Data Processed (2025)

Interpretation:

- a. Verbal Communication (X1): The mean score is 3.80 with a standard deviation of 0.80.
This indicates that most respondents consider verbal communication in negotiation as effective.
- b. Nonverbal Communication (X2): The mean score is 3.70 with a standard deviation of 0.75.
This indicates a positive assessment of the role of nonverbal communication.
- c. Negotiation Outcome (Y): The mean score of negotiation outcome is 3.85 with a standard deviation of 0.78, indicating generally good negotiation outcome.

2) Validity and Reliability Test

3) Linear Regression

Table 2. Multiple Linear Regression Analysis

Variable	Coefficient (B)	Standard Error (SE B)	t-value	Significant (p)
(Contstant)	0,08	0,02	0,21	0.000
Verbal				
Communication	0,03	0,01	0,21	0.000
(X1)				
Nonverbal				
Communication	0,03	0,01	0,15	0.001
(X2)				

Source: Data Processed (2025)

Table 3. Statistical Model

Statistic	Value
R	0,70
R Square (R²)	0,49
Adjusted R Square	0,48
Std. Error of the Estimate	0,56
F-value	47.00
Significant (p)	0.000

Source: Data Processed (2025)

Interpretation of Regression Results:

- a. Constant: The constant coefficient is 1.50 with a p value <0.01, indicating that when verbal and nonverbal communication are zero, the average negotiation outcome is 1.50.
- b. Verbal Communication (X1): The regression coefficient of 0.50 indicates that every one-unit increase in verbal communication will increase the negotiation outcome by 0.50 units, with a significant effect (p <0.01).

- c. Nonverbal Communication (X2): The regression coefficient of 0.40 indicates that every one-unit increase in nonverbal communication will increase the negotiation outcome by 0.40 units, with a significant effect ($p < 0.01$).
- d. R Square (R^2): The R^2 value of 0.49 indicates that 49% of the variation in negotiation outcomes can be explained by verbal and nonverbal communication.
- e. F-value: The F value of 47.00 with $p < 0.01$ indicates that the overall regression model is significant.

4) F Test and T Test

T Test

Table 4. T-Test Table

Variable	Coefficient (B)	Standard Error (SE B)	t-value	Significant (p)
(Constant)	1,50	0,30	5,00	0.000
Verbal Communication (X1)	0,50	0,10	5,00	0.000
Nonverbal Communication (X2)	0,40	0,12	3,33	0.001

Source: Data Processed (2025)

Interpretation of T-Test:

- a. Constant (Intercept): t-value = 5.00, $p < 0.01$, indicating that the constant is significantly different from zero. This means that when verbal and nonverbal communication are zero, the average negotiation outcome is 1.50.
- b. Verbal Communication (X1): t-value = 5.00, $p < 0.01$, indicating that the verbal communication coefficient is significantly different from zero. This means that verbal communication has a significant influence on negotiation outcomes.

c. Nonverbal Communication (X2): t-value = 3.33, $p < 0.01$, indicating that the nonverbal communication coefficient is significantly different from zero. This means that nonverbal communication has a significant influence on negotiation outcomes.

F Test

Table 5. F-Test

Variation Source	Square Total (SS)	Degrees of Freedom (df)	Middle Square (MS)	F-value	Significant (p)
Regression	490	2	245	46,56	0.000
Residual	510	97	05.26		
Total	1000	99			

Source: Data Processed (2025)

The F value of 46.56 with a p-value of 0.000 indicates that the overall regression model is significant. This means that verbal and nonverbal communication together have a significant influence on the results of business negotiations.

5) Determinant Analysis

Table 7. Determinance Analysis

Statistic	Value
R Square (R ²)	00.49
Adjusted R Square	00.48
Std. Error of the Estimate	00.56

Source: Data Processed (2025)

The coefficient of determination (R²) of 0.49 indicates that the regression model built from independent variables (verbal and nonverbal communication) is able to explain 49% of the variation in business negotiation results. This indicates that verbal and nonverbal

communication are important factors that influence negotiation results, but there is still 51% of the variation influenced by other factors not included in this model. This model is quite good at explaining the influence of communication on negotiation results, but there is still room to improve the model by considering other factors that may have an influence.

Conclusion

The results of the study indicate that verbal communication has a significant influence on the success of negotiations. Participants who are able to convey messages clearly and effectively are more likely to reach a better agreement. This supports previous theories that state the importance of appropriate language and persuasive techniques in negotiations. Nonverbal communication has also been shown to have a significant impact on negotiation outcomes. Nonverbal cues such as eye contact and facial expressions help build trust and demonstrate sincerity, which in turn increases the likelihood of reaching a positive agreement.

This study confirms that the combination of verbal and nonverbal communication has a greater influence than using only one type of communication. This suggests that negotiators who are able to integrate both types of communication will be more effective in achieving their negotiation goals.

This study shows that both verbal and nonverbal communication have a significant influence on the results of business negotiations. Verbal communication has a greater influence than nonverbal communication. The regression model built is able to explain 49% of the variation in negotiation outcomes. This emphasizes the importance of paying attention to aspects of verbal and nonverbal communication in the business negotiation process to achieve optimal results.

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