

## ABSTRACT

Many company are shifting their focus away from individual transactions toward developing long-term, mutually supportive relationship with their customers. Negotiation is an important part of relationship development, but salespeople's negotiating styles are influenced by culture and ability to adapt to culture of specific markets and specific customers. The purpose this research is to examine and analyze the influence of national culture, organizational culture, and intercultural communication competence on negotiation based on PSA (Problem Solving Approach).

Data collected through distribution of questionnaires and it is implemented to PT Prudential Semarang in sampling 75 employee. Analysis of data in this research using the help of SPSS version 17. A sampling technique uses a census method and data test technique is used within the research includes validity test by factor analysis, reliability test with Cranach. Classic assumption test and double linear regression analysis, on verify and to prove the research hypothesis.

The result indicates that national culture have a positive influence toward negotiating based on problem solving approach (PSA) organizational culture have a positive influence on negotiating based on problem solving approach (PSA) and intercultural communication competence (ICC) have positive influence on negotiating based on problem solving approach (PSA).

*Keywords: National culture, organizational culture, intercultural communication competence (ICC) and negotiation based on problem solving approach (PSA).*