Boosting Sales through WhatsApp Business and Service Quality: The Mediating Role of Customer Satisfaction at CV. Bhakti Jaya Indonusa (BJI Advertising)

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ABSTRACT

This study aims to determine the Increase in Sales: Whatsapp Business and Service Quality with Customer Satisfaction as an Intervening Variable at CV. Bhakti Jaya Indonusa (BJI Advertising). The method used is multiple linear regression analysis and path analysis, with a sample of 100. The results of the study show a significant effect of whatsapp business on customer satisfaction at CV. Bhakti Jaya Indonusa (BJI Advertising). There is a significant effect of service quality on customer satisfaction at CV. Bhakti Jaya Indonusa (BJI Advertising). There is a significant effect of whatsapp business on increasing sales at CV. Bhakti Jaya Indonusa (BJI Advertising). There is a significant effect of service quality on increasing sales at CV. Bhakti Jaya Indonusa (BJI Advertising). There is a significant effect of customer satisfaction on increasing sales at CV. Bhakti Jaya Indonusa (BJI Advertising). Customer satisfaction is able to mediate the effect of whatsapp business on increasing sales at CV. Bhakti Jaya Indonusa (BJI Advertising). Customer satisfaction is able to mediate the effect of service quality on increasing sales at CV. Bhakti Jaya Indonusa (BJI Advertising).

Keywords: ***Whatsapp Business, Service Quality, Customer Satisfaction and Sales Increase***

INTRODUCTION

In today's increasingly competitive and complex business environment, companies strive not only to survive but to secure the best market positions to maximize profits. Effective and efficient management, as highlighted by Gofur (2022), is crucial for anticipating and winning business competition. To achieve this, companies must focus on attracting new customers while also retaining existing ones by meeting rising consumer expectations for product quality (Siswadi, 2020). With buyers now holding significant market power, businesses must develop products that align with consumer needs, perceptions, and lifestyles to enhance customer satisfaction and ultimately drive sales growth (Mulyadi, 2021). Increased sales, as defined by Kasmir (2020), are a reflection of a company's ability to grow its market share and profitability over time. Research by Gofur (2022), Siswadi (2020), and Fransiskho et al. (2021) demonstrates the significant impact of

WhatsApp Business, service quality, and customer satisfaction on sales performance, confirming their role in driving sales growth and enhancing overall business success.

Founded in 2005, BJI, originally known as CV. Bukit Janti Indah, began as a small-scale printing business with limited resources, operating from a single shop on Sumatra's main road, across from the Telkom office in Sungai Dareh. Initially focusing on screen printing and small orders, the company faced stagnation due to limited market reach. Over time, BJI expanded its operations, hiring employees and offering additional services like sign board and banner production. The business grew steadily, largely supported by government orders, and by 2009, it was rebranded as CV. Bhakti Jaya Indonusa (BJI Advertising) after acquiring an offset printing machine and expanding its services. Supported by banking loans, BJI invested in digital printing technology and expanded its workforce, helping to increase production capacity. By 2021, the company had a full range of modern printing equipment and operated from a strategic location between Sungai Dareh and Pulau Punjung, with four rented shop spaces. Today, BJI Advertising specializes in digital printing and advertising services, offering products such as banners, invitations, signs, stamps, and ID cards, with steady growth from 2019 to 2023.

Table 1 Order Data of CV. Bhakti Jaya Indonusa (BJI Advertising) from 2019-2023

No	Year	Banners (Sheets)	Invitations/Prints (Items)	Signs, Neon Box (Units)	Stamps (Units)	Vaccine Cards & ID Cards (Items)
1	2019	3,700	600	153	950	700
2	2020	9,350	850	385	1,500	2,000
3	2021	5,200	1,100	194	850	11,000
4	2022	3,300	850	125	890	1,350
5	2023	5,780	1,250	175	2,400	3,050

Based on the data from CV. Bhakti Jaya Indonusa (BJI Advertising) from 2019 to 2023, fluctuations in sales can be observed, with notable increases during the 2019 legislative elections and 2020 regional elections, largely due to banner orders. A significant spike in vaccine card orders occurred in 2021, and another sales rise was seen during the 2023 presidential and legislative elections. Despite these improvements, overall sales growth has not been optimal, potentially due to the impact of WhatsApp Business and service quality on customer satisfaction. WhatsApp Business, as stated by Wiryanto (2019) and supported by Gofur (2022), Aryani (2021), and Ibrahim & Thawil (2021), has a significant effect on increasing sales by facilitating cost-effective communication. Service quality, as explained by Lupiyoadi (2018), plays a crucial role in customer satisfaction, with studies by Siswadi (2020), Heryati et al. (2022), and Elyana et al. (2023) all confirming its positive impact on sales. Lastly, customer satisfaction, defined by Amstrong (2018), is another key factor, with research by Aryani (2021), Fransiskho et al. (2021), and Ilahi & Trenggana (2022) highlighting its significant influence on sales growth.

Sales growth is a crucial indicator of a company's performance, reflecting its ability to meet market demand and increase profitability. According to Basu & Irawan (2020), factors influencing sales growth include the seller's ability, market conditions, available capital, and organizational structure.

Mulyadi (2021) highlights that sales involve transferring ownership of goods or services with the expectation of earning a profit, and increasing sales demonstrates the company's capacity to grow over time. Kasmir (2020) explains that sales growth follows a cycle from product development to decline, with the objective of increasing sales volume, market share, and customer loyalty. Swastha & Handoko (2020) further note that maintaining strong customer relationships, defining a brand's identity, and supporting innovation are key indicators of successful sales growth, with each contributing to a company's overall operational stability.

WhatsApp Business is a versatile communication tool that leverages internet-based messaging to facilitate interactions among users. Azhar (2022) describes WhatsApp as a cross-platform messaging app that enables free communication using data instead of SMS. This app has gained popularity for its ability to share various forms of media, including texts, images, videos, and voice notes (Uchana, 2021), and its ease of use in disseminating announcements and engaging in collaborative learning (Uchana, 2021). Despite its advantages, such as no cost for installation, low data usage, and the ability to handle large group communications (Azhar, 2022), WhatsApp Business faces limitations like signal strength variability, memory overload from numerous chats, and difficulty in navigating extensive message histories (Azhar, 2022). Key characteristics include its network-based structure, information-sharing capabilities, and interactive nature (Wiryanto, 2019), while its indicators involve relationship building, communication efficiency, post-purchase interaction, and information format (Suranto, 2019).

Service quality is defined as the degree of excellence expected and controlled to meet customer expectations (Lupiyoadi, 2018). It involves the comparison between the desired service and the perceived satisfaction (Abdullah & Tantri, 2020). High service quality is measured by how well the service matches customer expectations and needs, with successful outcomes reflecting the provider's ability to consistently meet these expectations (Alma, 2020). Key factors affecting service quality include employee knowledge, emotional support, effective internal communication, and motivational incentives (Abdullah & Tantri, 2020). Service quality gaps, such as those between management perceptions and customer expectations, service specifications, service delivery, and marketing communication, can impact overall service effectiveness (Lupiyoadi, 2018). Indicators of service quality include tangibles, reliability, responsiveness, assurance, and empathy, each reflecting different aspects of service delivery and customer interaction (Alma, 2020).

Customer satisfaction is the emotional response experienced by individuals after evaluating the performance of a product or service against their expectations (Lupiyoadi, 2018). It reflects the gap between what customers anticipate and what they actually receive, with satisfaction arising when perceived outcomes meet or exceed expectations (Mulyadi, 2021). Factors influencing customer satisfaction include product quality, pricing, service quality, emotional value, and convenience (Kasmir, 2020). Measurement of customer satisfaction can be carried out through complaint and

suggestion systems, mystery shopping, lost consumer analysis, and various surveys (Tjiptono, 2020). Indicators of satisfaction include the alignment of performance with expectations, willingness to repurchase, and the likelihood of recommending the product to others (Tjiptono, 2020).

The aim of this research is to evaluate and understand the factors that influence customer satisfaction within the context of service quality and product performance. By examining variables such as product quality, pricing, service quality, emotional value, and convenience, the study seeks to identify the key drivers of customer satisfaction and how they impact consumers' overall experience. Additionally, the research aims to develop effective measurement tools to assess satisfaction accurately and to explore how these insights can be applied to enhance service delivery and product offerings. Ultimately, the goal is to provide actionable recommendations that businesses can use to improve customer satisfaction and loyalty.

RESEARCH METHODS

This study, titled "Increasing Sales: Business WhatsApp and Service Quality with Customer Satisfaction as an Intervening Variable at CV. Bhakti Jaya Indonusa (BJI Advertising)," focuses on understanding how Business WhatsApp and Service Quality impact Sales Increase, with Customer Satisfaction as an intervening variable. The research involves customers of CV. Bhakti Jaya Indonusa and uses a quantitative approach to analyze data. The operational definitions for the variables are established as Sales Increase based on annual data, Customer Satisfaction from meeting customer expectations, Business WhatsApp as a communication tool, and Service Quality based on perceived company actions. Research instruments involve a Likert scale for survey responses, with weights assigned to measure attitudes toward the variables.
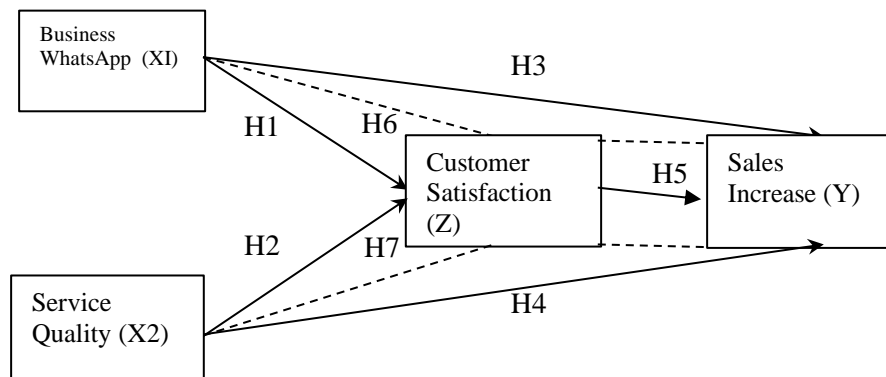
Picture 1. Conceptual Framework

For sampling, a total of 100 customers were selected using Slovin's formula, with data sourced from primary (questionnaires and interviews) and secondary (company profiles and organizational details) sources. Descriptive analysis will summarize data, calculating mean scores and total respondent achievement levels. The study employs Partial Least Squares (PLS) for data analysis, focusing on outer model testing for validity and reliability, and inner model testing for structural relationships. Path analysis will determine the direct and indirect effects of Business WhatsApp

and Service Quality on Sales Increase through Customer Satisfaction, with hypotheses tested using t-statistics and p-values.

RESULTS AND DISCUSSIONS

CV. Bhakti Jaya Indonusa (BJI Advertising), established in 2005, began as a small printing business in Dharmasraya, Indonesia. Initially operating with minimal resources, the company expanded its operations over the years, transitioning from manual screen printing to advanced digital printing by 2019. By 2021, BJI had upgraded its machinery to meet the demands of the digital age. The study surveyed 100 customers of BJI Advertising, with results showing a majority of female respondents (80%), aged 25-40 years (64%), and long-term customers (over 7 years, 53%). The majority of respondents were civil servants (58%), reflecting a diverse customer base primarily engaged in government-related work.

The analysis of respondent achievement levels reveals insights into their perceptions of CV. Bhakti Jaya Indonusa (BJI Advertising) across various variables. For sales improvement, the highest achievement level was 92.4%, indicating very good performance in product diversity. Customer satisfaction was notably high, with a 92.2% rating for recommending the company to family, suggesting very good satisfaction levels overall. In terms of WhatsApp Business, the highest TCR was 91.8% for facilitating post-purchase interactions, reflecting very good effectiveness. Regarding service quality, the highest TCR was 88% for employees' concern about customer issues, showing good service quality. Overall, these findings indicate that BJI Advertising excels in product variety, customer recommendation, post-purchase interaction, and service quality, with room for improvement in specific areas such as communication and service speed.

In this study, the assessment of outer loadings or measurement models was conducted to evaluate the correlation between item scores and construct scores, reflecting the validity of each item. The outer loadings were analyzed based on the survey results for all research variables, with a validity threshold set at a convergent validity value of 0.5. Items with values below this threshold were excluded. For the Sales Enhancement variable (Y), nine out of ten items met the validity criteria, with one item being discarded. Similarly, all ten items for Customer Satisfaction (Z) and WhatsApp Business (X1) were valid after adjustments. The Quality of Service (X2) variable had one item with validity below 0.5, which was subsequently removed. The adjusted structural model, reflecting all valid indicators with loadings above 0.5, provided a reliable basis for further analysis.

The validity and reliability of the constructs in the study were assessed through Average Variance Extracted (AVE) and composite reliability measures. All constructs demonstrated high validity with AVE values exceeding the 0.50 threshold, indicating strong construct validity. Reliability was confirmed with composite reliability and Cronbach's alpha values above 0.70 for all constructs, ensuring dependable measurement. Structural model testing revealed that Whatsapp Business and Service Quality positively influenced Customer Satisfaction, with coefficients of 0.622 and 0.262, respectively. Customer Satisfaction and Whatsapp Business significantly impacted Sales Increase, with coefficients of 0.355 and 0.479. The R-squared values indicated that Whatsapp Business, Service Quality, and Customer Satisfaction explained 59.7% of the variance in Sales Increase, while these variables explained 49.5% of the variance in Customer Satisfaction. These results confirm the robustness of the structural model and its capacity to explain the relationships among

the variables.
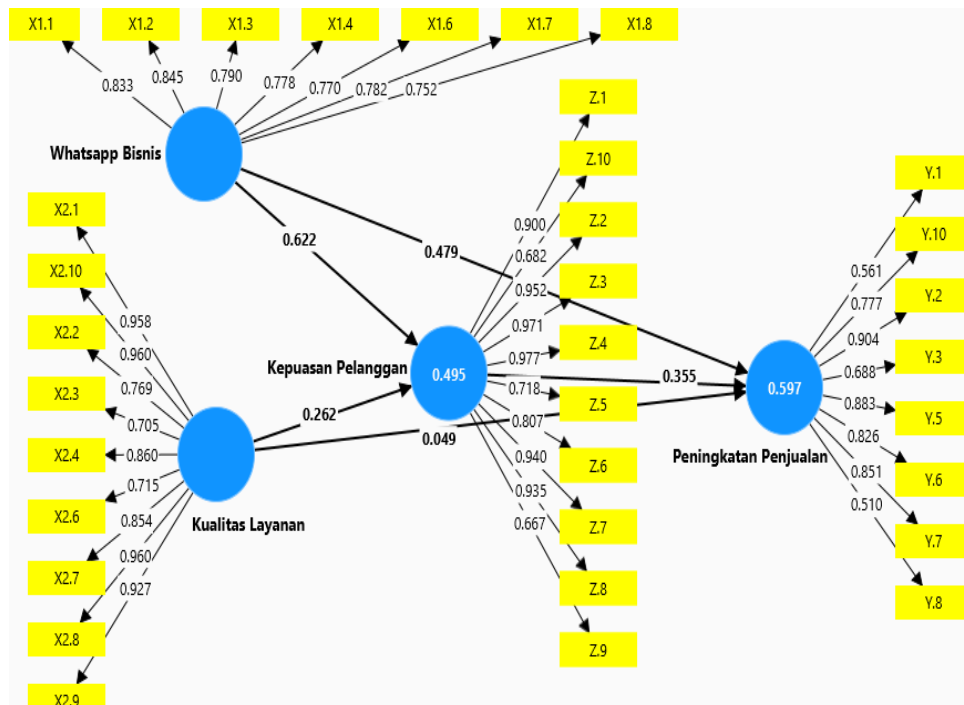
Picture 2. Structural Model

Hypothesis testing for direct effects evaluated the influence of exogenous constructs on endogenous constructs by analyzing t-statistics and p-values. The criteria for hypothesis acceptance involved rejecting the null hypothesis (H0) if the t-statistic was greater than 2.01 and the p-value was less than 0.05. Conversely, the null hypothesis would be accepted if the t-statistic was less than 2.01 and the p-value was greater than 0.05. The results obtained from SmartPLS 4 provided the necessary path coefficients to assess these relationships and validate the hypotheses based on the outlined statistical thresholds.

Table 2. Path Analysis (Direct Effects)

Description	Original Sample	T Statistic	P Values	Notes
WhatsApp Business -> Sales Increase	0.479	13.368	0.000	Accepted
WhatsApp Business -> Customer Satisfaction	0.622	11.136	0.000	Accepted
Customer Satisfaction -> Sales Increase	0.355	2.798	0.005	Accepted
Service Quality -> Sales Increase	0.049	2.090	0.037	Accepted
Service Quality -> Customer Satisfaction	0.262	3.778	0.000	Accepted

The hypothesis testing results using SmartPLS.4 reveal significant positive impacts for all proposed hypotheses. Specifically, the influence of WhatsApp Business on customer satisfaction shows a high positive effect with an original sample value of 0.622, a t-statistic of 11.136, and a p-value of 0.000, indicating a strong, significant relationship. Similarly, service quality positively impacts customer satisfaction with an original sample value of 0.262, a t-statistic of 3.778, and a p-value of 0.000. Both hypotheses regarding these relationships are accepted, demonstrating that WhatsApp Business and service quality significantly enhance customer satisfaction at CV. Bhakti Jaya Indonusa (BJI Advertising).

Furthermore, WhatsApp Business also significantly influences sales increase with an original sample value of 0.479, a t-statistic of 13.368, and a p-value of 0.000. This confirms a strong positive effect on sales growth. Service quality shows a smaller but still significant positive effect on sales increase, with an original sample value of 0.049, a t-statistic of 2.090, and a p-value of 0.037. Additionally, customer satisfaction positively affects sales increase with an original sample value of 0.355, a t-statistic of 2.798, and a p-value of 0.005. All hypotheses related to these effects are accepted, indicating that both WhatsApp Business and service quality, along with customer satisfaction, significantly contribute to increased sales.

The evaluation of indirect effects using SmartPLS.4 assesses how exogenous constructs impact endogenous constructs through intermediary variables. This assessment involves examining t-statistics and p-values, with a t-table threshold of 2.01 and a p-value cutoff of 0.05. Hypotheses are accepted if the t-statistic exceeds 2.01 and the p-value is below 0.05, while they are rejected if the t-statistic is less than 2.01 and the p-value is greater than 0.05. This approach determines whether indirect influences are significant, confirming the role of intervening variables in the relationships between exogenous and endogenous constructs.

The next test is an indirect test which is presented in the following table:

Table 3. Path Analysis (Indirect Effects)

Description	Original Sample	T Statistic	P Values	Notes
Whatsapp Business -> Customer Satisfaction -> Sales Increase	0.221	2.778	0.005	Accepted
Service Quality -> Customer Satisfaction -> Sales Increase	0.093	2.155	0.031	Accepted

Based on the SmartPLS.4 testing results presented in Table 4.22, the specific indirect effects of the hypotheses were evaluated. The analysis revealed that the impact of WhatsApp Business on sales increase through customer satisfaction was significant, with an original sample value of 0.221, a t-statistic of 2.778, and a p-value of 0.005, indicating that the hypothesis is accepted. Similarly, the influence of Service Quality on sales increase through customer satisfaction also proved significant, with an original sample value of 0.093, a t-statistic of 2.155, and a p-value of 0.031, confirming the hypothesis. These results demonstrate that both WhatsApp Business and Service Quality positively affect sales increase indirectly through customer satisfaction.

Here is the discussion of the hypotheses:

The research findings reveal several significant relationships in the context of CV. Bhakti Jaya Indonusa (BJI Advertising). Firstly, the analysis confirms a positive and significant impact of WhatsApp Business on customer satisfaction. With a p-value of 0.000, which is less than the alpha of 0.05, and a t-statistic of 11.136, which exceeds the critical value of 2.01, the hypothesis is accepted (Ibrahim & Thawil, 2021; Triyanto & Sudarwati, 2019). This indicates that improving WhatsApp Business can effectively enhance customer satisfaction. The increase in satisfaction can be attributed to factors such as relationship management, communication, post-purchase interaction, and information format.

Similarly, the quality of service has a significant and positive effect on customer satisfaction, with a p-value of 0.000 and a t-statistic of 3.778, both exceeding their respective thresholds (Pradinka & Nisa, 2022; Al-Ababneh et al., 2023). Enhancing service quality improves customer satisfaction

by addressing tangible elements, reliability, responsiveness, assurance, and empathy. This reinforces the notion that higher service quality translates into better customer satisfaction and, consequently, higher sales.

Regarding sales improvement, the study finds a significant positive effect of WhatsApp Business, supported by a p-value of 0.000 and a t-statistic of 13.368 (Gofur, 2022; Mose et al., 2023). This suggests that effective use of WhatsApp Business can directly boost sales. The indicators influencing sales improvement include relationship management, communication, post-purchase interaction, and information format.

Service quality also positively affects sales improvement, with a p-value of 0.037 and a t-statistic of 2.090 (Elyana et al., 2023; Rasyiddin et al., 2022). Enhanced service quality can lead to better sales outcomes through its impact on tangible elements, reliability, responsiveness, assurance, and empathy. This underscores the importance of service quality in driving sales performance.

Customer satisfaction positively influences sales improvement, as indicated by a p-value of 0.005 and a t-statistic of 2.798 (Fransiskho et al., 2021; Yudhanto et al., 2022). Higher customer satisfaction is associated with increased sales, driven by alignment with customer expectations, repeat visit intentions, and willingness to recommend. Improving customer satisfaction through these aspects can significantly enhance sales.

The study also demonstrates that customer satisfaction mediates the effect of WhatsApp Business on sales improvement, with a p-value of 0.005 and a t-statistic of 2.778 (Aryani, 2021; Ibrahim & Thawil, 2021). This mediation effect highlights the role of customer satisfaction in leveraging WhatsApp Business to drive sales growth.

Finally, the research shows that customer satisfaction mediates the relationship between service quality and sales improvement, with a p-value of 0.031 and a t-statistic of 2.155 (Woen & Santoso, 2021; Siswadi, 2020). This finding emphasizes the importance of customer satisfaction in translating service quality improvements into enhanced sales performance.

CONCLUSION AND SUGGESTION

Based on the analysis and discussion of the research results, several key conclusions can be drawn. WhatsApp Business significantly affects customer satisfaction at CV. Bhakti Jaya Indonusa (BJI Advertising), as does service quality. Both WhatsApp Business and service quality have a significant positive impact on sales improvement. Furthermore, customer satisfaction significantly influences sales improvement and mediates the relationship between both WhatsApp Business and service quality with sales improvement. To enhance sales, it is recommended that CV. Bhakti Jaya Indonusa (BJI Advertising) continues to leverage WhatsApp Business, focuses on improving customer satisfaction, and enhances service quality. For future researchers, it would be valuable to explore additional independent variables such as promotions and product quality or introduce moderating variables to further understand and strengthen the effects on the dependent variables.

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