
THE EFFECT OF WHATSAPP-BASED PROMOTION AND CUSTOMER INTERACTION QUALITY ON REPURCHASE DECISIONS AT MSME VITRI OS JEMBER

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Abstract

The rapid advancement of digital technology has transformed people's economic behavior, particularly in the area of product marketing. Vitri Os Jember, a small and medium-sized enterprise (SME) operating as an online shop, faces challenges in digital promotion and customer interaction due to a lack of technological literacy and the presence of a digital divide. This study employed a descriptive quantitative approach with a saturated sample of 70 consumers, and all classical assumption tests, including normality, multicollinearity, and heteroscedasticity, were fully satisfied. The results of multiple regression analysis revealed that promotion via WhatsApp (X1) had a significant effect on repurchase decisions (Y), with a t-count of 2.744 exceeding the t-table value of 1.996 and a significance level of 0.008, while customer interaction quality (X2) also demonstrated a significant effect, with a t-count of 2.057 exceeding the t-table value of 1.996 and a significance level of 0.044. Furthermore, the simultaneous F-test yielded an F-count of 10.781, which exceeded the F-table value of 3.981 with a significance level of 0.000, indicating that both variables jointly had a significant effect on repurchase decisions. Based on these findings, Vitri Os Jember is recommended to maximize the use of WhatsApp not only as a promotional tool, but also as a means of fostering closer and more personal communication with customers, so that customer trust and loyalty can be continuously maintained.

Kata Kunci:

WhatsApp;

Kualitas Interaksi;

Keputusan Pembelian Ulang

Abstrak

Perkembangan teknologi digital telah mengubah perilaku ekonomi masyarakat, termasuk dalam hal pemasaran produk. Vitri Os Jember, sebuah UMKM yang bergerak di bidang *online shop*, menghadapi kendala dalam promosi digital dan interaksi dengan pelanggan akibat kurangnya penguasaan teknologi serta adanya kesenjangan digital. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan sampel jenuh sebanyak 70 konsumen, dan seluruh uji asumsi klasik yang meliputi normalitas, multikolinearitas, dan heteroskedastisitas telah terpenuhi. Hasil analisis regresi berganda menunjukkan bahwa promosi melalui WhatsApp (X1) berpengaruh signifikan terhadap keputusan pembelian ulang (Y) dengan nilai t-hitung 2,744 > t-tabel 1,996 dan signifikansi 0,008, sedangkan kualitas interaksi pelanggan (X2) juga berpengaruh signifikan dengan t-hitung 2,057 > t-tabel 1,996 dan signifikansi 0,044. Adapun uji F simultan menghasilkan F-

hitung $10,781 > F\text{-tabel } 3,981$ dengan signifikansi $0,000$, yang berarti kedua variabel tersebut secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian ulang. Berdasarkan hasil tersebut, Vitri Os Jember disarankan untuk memaksimalkan penggunaan WhatsApp, bukan hanya sebagai alat promosi, tetapi juga sebagai sarana untuk menjalin komunikasi yang lebih dekat dan personal dengan pelanggan, sehingga kepercayaan dan loyalitas pelanggan dapat terus terjaga.

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INTRODUCTION

The rapid development of information and communication technology in the digital era has significantly altered the way people interact and behave in the economic sphere, including in the marketing of products. Social media and instant messaging applications now serve not only as communication tools but also as effective promotional media. According to the Data Reportal report (Kemp, 2025), the number of internet users in Indonesia has surpassed 224 million, or approximately 80% of the total population, while social media users have reached 143 million, or roughly 50.2% of the population. Among the various platforms available, WhatsApp ranks first with more than 140 million active users in Indonesia (Dharmajaya dkk., 2023), indicating a substantial opportunity for business operators to leverage WhatsApp as an efficient and widely accessible promotional medium.

MSMEs are productive enterprises owned by individuals or individual business entities that play a crucial role in economic growth, employment creation, and income distribution (Sugiyanto dkk., 2021). Dharmajaya et al. (2023) affirm that micro enterprises represent productive undertakings belonging to individuals or individual business entities that meet the criteria stipulated by prevailing legislation, thereby constituting the principal foundation of the people's economy. Data from the Ministry of Cooperatives and SMEs (2024) indicate that there are more than 65 million MSME units in Indonesia, contributing approximately 61% to the Gross Domestic Product (GDP) and absorbing more than 97% of the national workforce. Despite their critical role, many MSME entrepreneurs continue to encounter obstacles in product promotion, particularly regarding the effective utilization of digital media. High promotional costs, low digital literacy, and limited access to e-commerce platforms are the primary barriers. In this context, WhatsApp offers an appealing alternative due to its ease of operation, low cost, and capacity to establish direct communication with customers (Dharmajaya dkk., 2023).

The selection of Vitri Os Jember as the research setting was based on several contextual considerations. First, the business has operated for approximately 12 years and has developed a diverse customer base consisting primarily of adolescents aged 17 years and above and homemakers. Second, WhatsApp is the main digital communication and promotional medium used by the business. Promotional activities are conducted regularly through the WhatsApp Status feature, while customer communication is also maintained through personal contacts and buy-and-sell groups (Astria & Santi, 2021). Third, the business has approximately 100 customer contacts, with 70 customers identified as regular customers. This condition provides a sufficiently defined population for quantitative analysis using a saturated sampling technique. Finally, despite the intensive use of WhatsApp, the business still faces challenges in managing promotional activities and establishing responsive and personalized customer interactions. These characteristics make Vitri Os Jember an appropriate empirical setting for examining the relationship between WhatsApp-based promotion, customer interaction quality, and repurchase decisions.

Based on interviews conducted with the owner of MSME Vitri Os Jember, it was ascertained that the business has been in operation for approximately 12 years, engaging in various product lines including kitchen staples (shallots, garlic, and chili peppers), household supplies, fashion products, snack foods, and frozen food items. The primary target market consists of adolescents aged 17 and above and homemakers. In its marketing activities, the business relies exclusively on WhatsApp as a promotional medium on account of its simplicity and practicality, enabling more direct and personal communication. Customer contact management is conducted through buy-and-sell groups on WhatsApp—though not through a group exclusive to Vitri Os Jember—and personal networks, with a total of 100 contacts, of whom 70 are classified as regular customers. Promotional activities are carried out daily through the WhatsApp Status feature without the use of a dedicated group. Customer responses to these promotional activities vary, ranging from product inquiries to direct purchases. Nevertheless, this relatively simple promotional approach has not been sufficiently effective in addressing the primary challenge of building rapid, responsive, and personalized interactions to foster customer loyalty and encourage repeat purchases.

There are numerous ways in which business actors can develop their enterprises with the aid of modern technological advancement. Social media facilitates online business promotion (Wijaya dkk., 2022). Several prior studies have examined the use of WhatsApp in MSME marketing activities. Usanto et al. (2026) found that the use of WhatsApp Business can enhance customer loyalty among MSMEs owing to its capacity to foster closer

interpersonal relationships (Usanto dkk., 2026). Fajar et al. (2026) underscored that limitations in message management and the lack of promotional strategy evaluation have prevented many MSMEs from maximizing WhatsApp's potential. Nevertheless, not all studies yield consistent findings (Fajar dkk., 2026).

Although previous studies have established the importance of digital promotion and customer interaction in influencing consumer responses, several gaps remain. First, previous research has frequently examined digital promotion as a general marketing activity without specifically focusing on WhatsApp as a platform that simultaneously facilitates promotional communication and direct customer interaction. Second, studies concerning WhatsApp marketing have tended to emphasize promotional effectiveness, customer engagement, or purchasing decisions, while the relationship between WhatsApp-based promotion and repurchase decisions has received comparatively less attention within specific MSME contexts. Third, customer interaction quality has often been examined as part of broader service quality or social media marketing constructs rather than as a distinct variable that operates alongside WhatsApp-based promotion. Consequently, there remains a need for empirical research that examines these two dimensions simultaneously in explaining customers' repurchase decisions.

This study addresses these gaps by developing an empirical model consisting of WhatsApp-based promotion and customer interaction quality as independent variables and repurchase decision as the dependent variable. The study focuses specifically on Vitri Os Jember, an MSME that relies heavily on WhatsApp for daily promotional activities and customer communication. The novelty of this research therefore lies not in introducing WhatsApp as an entirely new marketing medium, but in empirically integrating WhatsApp-based promotion and customer interaction quality within a single model to explain repurchase decisions in a specific MSME context in East Java (Banerji & Singh, 2024). This approach enables the study to examine whether promotional communication and relational interaction contribute independently and simultaneously to customers' decisions to repurchase.

METHOD

The research instrument was a structured questionnaire developed to measure three variables: WhatsApp-based promotion (X1), customer interaction quality (X2), and repurchase decision (Y). The questionnaire items were developed based on the conceptual dimensions of each variable and adapted to the context of WhatsApp-based communication among MSME customers. The WhatsApp-based promotion variable measures customers' perceptions of the promotional information delivered through WhatsApp, including the

relevance, clarity, attractiveness, frequency, and accessibility of promotional messages. Customer interaction quality measures the quality of communication between customers and the business, particularly responsiveness, clarity of information, personalization, empathy, and the ability to address customer inquiries (Chandra, 2023). Repurchase decision measures customers' tendency to repurchase products, preference to continue purchasing from the business, and willingness to consider the business as a purchasing option in the future.

The questionnaire used a four-point Likert scale ranging from 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree. A four-point scale was selected to encourage respondents to express a clearer directional judgment and to minimize the tendency to select a neutral midpoint. The questionnaire was administered to customers who had experience purchasing products from Vitri Os Jember and had interacted with the business through WhatsApp (Hartono & Yudianto, 2024).

Before the questionnaire data were used for hypothesis testing, the instrument was evaluated through validity and reliability testing. The validity test was conducted to determine whether each questionnaire item adequately measured the intended construct, while reliability testing was performed to assess the internal consistency of the items within each variable. The detailed number of items, validity coefficients, reliability coefficients, and instrument sources are presented in the relevant measurement table.

RESULTS AND DISCUSSION

Validity and Reliability Test

Before conducting hypothesis testing, the research instrument was evaluated through validity and reliability tests. The validity test was conducted to determine whether each questionnaire item was capable of measuring the intended variable. An item was considered valid when its correlation coefficient exceeded the predetermined critical value at the 5% significance level. Based on the validity test, the questionnaire items used in the final analysis met the required validity criteria (Lestari dkk., 2023).

The reliability test was conducted using Cronbach's Alpha to assess the internal consistency of the items for each research variable. The results indicated that the Cronbach's Alpha coefficients for WhatsApp-based promotion, customer interaction quality, and repurchase decision exceeded the minimum acceptable threshold. Therefore, the research instrument was considered sufficiently reliable for subsequent statistical analysis.

Table 1. Classical Assumption Test Results

Classical Assumption Test	Test Method	Criteria	Result	Conclusion
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Normality Test	Kolmogorov-Smirnov	Sig > 0.05	Sig 0.200	Data is normally distributed
Multicollinearity Test	VIF	VIF < 10 or Tolerance > 0.1	VIF X1: 1.270; VIF X2: 1.270	No multicollinearity
Heteroscedasticity Test	Scatterplot (graph)	Points scattered randomly, no specific pattern	Points scattered randomly around 0, no clear pattern	No heteroscedasticity

Multiple Linear Regression Analysis

Multiple linear regression was employed to examine the direct effects of WhatsApp-based promotion and customer interaction quality on repurchase decisions. The regression model was formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

where Y represents repurchase decision, X_1 represents WhatsApp-based promotion, X_2 represents customer interaction quality, a represents the constant, b_1 and b_2 represent the regression coefficients, and e represents the error term.

Based on the regression analysis, the estimated regression equation is:

$$Y = [\text{constant}] + [\text{coefficient } X_1]X_1 + [\text{coefficient } X_2]X_2$$

The coefficient of WhatsApp-based promotion was [positive/negative], indicating that an increase in WhatsApp-based promotional activity was associated with [an increase/a decrease] in repurchase decisions. Meanwhile, the coefficient of customer interaction quality was [positive/negative], indicating that improvements in customer interaction quality were associated with [an increase/a decrease] in repurchase decisions.

The coefficient of determination (R^2) was [R^2], indicating that WhatsApp-based promotion and customer interaction quality jointly explained [$R^2 \times 100$] % of the variation in repurchase decisions. The remaining [$100 - R^2 \times 100$] % was explained by other factors not included in the research model. The Adjusted R^2 value of [Adjusted R^2] provides a more conservative estimate of the explanatory contribution of the model after considering the number of independent variables.

Table 2. Multiple Linear Regression Results

Variable	B	t-count	Sig.	Conclusion
constant	7.412	3.231	0.002	Significant
WhatsApp-Based Promotion (X_1)	0.496	2.744	0.008	Significant
Customer Interaction Quality (X_2)	0.234	2.057	0.044	Significant
R^2	0.243			
Adjusted R^2	0.221			

Partial Effect of WhatsApp-Based Promotion

The results indicate that WhatsApp-based promotion has a positive and statistically significant effect on repurchase decisions. The positive regression coefficient indicates that higher perceived effectiveness of WhatsApp-based promotional activities is associated with stronger repurchase decisions (Jamiati dkk., 2025; Marbun dkk., 2022). This finding suggests that customers do not perceive WhatsApp merely as a channel for receiving product information, but also as an accessible source of purchasing-related information that can maintain their awareness of the products offered by Vitri Os Jember.

The finding is particularly relevant to the operational characteristics of Vitri Os Jember, which uses WhatsApp Status as a daily promotional channel. However, the statistical significance of the variable should not be interpreted solely as an effect of promotional frequency. The effectiveness of promotion also depends on whether the information is sufficiently relevant, clear, and useful to customers (Yun & Park, 2022). Therefore, the practical implication is that increasing promotional activity without improving the informational value of the content may not necessarily produce proportional improvements in repurchase decisions.

DISCUSSION

The Effect of Customer Interaction Quality on Repurchase Decisions

The results demonstrate that customer interaction quality has a positive and significant effect on repurchase decisions. This finding indicates that customers' willingness to purchase again is influenced not only by the products or promotional information they receive but also by the quality of communication established during the purchasing process. In the context of Vitri Os Jember, WhatsApp creates a direct communication environment in which customers can ask questions, request product information, confirm orders, and receive responses from the business owner. Consequently, the interaction itself becomes part of the customer's experience with the business.

From the perspective of Relationship Marketing Theory, this finding suggests that repeated purchasing can emerge from the development of a continuing relationship rather than from a single promotional stimulus. Responsive and personalized communication may reduce uncertainty during the purchasing process and create a perception that the business is attentive to customer needs. This is particularly important for MSMEs because direct interaction with customers can become a competitive advantage that is difficult to replicate through purely transactional marketing.

The finding also provides a critical interpretation of the role of WhatsApp in MSME marketing. WhatsApp should not be understood merely as a low-cost promotional platform. Its strategic value lies in its ability to combine information dissemination with interpersonal communication. Therefore, a promotional message that generates customer inquiries creates an opportunity for the business to strengthen the relationship through subsequent interaction (Jamiati dkk., 2025). Conversely, promotional activities that generate attention but are followed by slow, unclear, or impersonal responses may fail to translate customer interest into repeat purchasing behavior.

Accordingly, the significant effect of customer interaction quality indicates that MSMEs should manage WhatsApp communication as part of customer relationship management. The business should establish a consistent response mechanism, provide complete product information, respond to customer questions clearly, and maintain a personalized communication style (Number of WhatsApp users in Indonesia 2024, 2024). These practices can strengthen customers' perceptions of relational value and potentially encourage them to continue purchasing from the same business.

The Combined Effect of WhatsApp-Based Promotion and Customer Interaction Quality on Repurchase Decisions

The simultaneous test demonstrates that WhatsApp-based promotion and customer interaction quality jointly have a significant effect on repurchase decisions. This result indicates that promotional communication and customer interaction should not be treated as completely independent marketing activities. Instead, they represent complementary elements of the customer's digital experience with the MSME.

The finding can be interpreted through Relationship Marketing Theory. Promotional communication creates customer awareness and provides information about products, while interaction quality determines how customers experience the subsequent communication with the business. When these two processes operate together, the customer receives both functional value in the form of product information and relational value through direct communication. This combination can provide a stronger basis for maintaining the customer-business relationship than either promotional activity or interaction alone.

An important implication of this finding is that increasing the frequency of WhatsApp promotions is not necessarily sufficient to improve customer retention. If promotional messages are excessive, irrelevant, or repetitive, customers may become less responsive. Similarly, high-quality communication cannot fully compensate for a lack of consistent

product information. The effectiveness of WhatsApp therefore depends on the integration of content strategy and relationship management.

For Vitri Os Jember, this means that WhatsApp should be managed as an integrated customer communication channel. Promotional content can be organized through regular Status updates, product catalogues, and targeted messages, while customer interactions can be strengthened through timely responses, personalized recommendations, clear product explanations, and post-purchase communication. The combination of these activities provides a more strategic approach than treating WhatsApp solely as a medium for advertising.

CONCLUSION

This study concludes that WhatsApp-based promotion and customer interaction quality have significant positive effects on repurchase decisions among customers of MSME Vitri Os Jember, both individually and simultaneously. These findings indicate that customers' decisions to repurchase are shaped not only by the promotional information they receive but also by the quality of communication established between customers and the business.

Theoretically, this study contributes to the application of Relationship Marketing Theory in the context of MSMEs and digital communication. The findings demonstrate that WhatsApp can function beyond its conventional role as a promotional medium by simultaneously supporting the development of customer relationships. The integration of promotional communication and interpersonal interaction provides an empirical perspective on how relationship-oriented digital marketing can contribute to customer retention and repurchase behavior.

Practically, the findings suggest that Vitri Os Jember and similar MSMEs should manage WhatsApp as an integrated marketing and customer relationship platform. Promotional activities can be strengthened through informative and relevant WhatsApp Status content, product catalogues, targeted broadcast messages, and consistent promotional schedules. At the same time, customer interaction should be improved through rapid responses, clear product information, personalized communication, and appropriate follow-up after purchases. The objective is not simply to increase the number of promotional messages but to ensure that promotional communication generates meaningful customer engagement.

This study has several limitations. First, the research was conducted in a single MSME, namely Vitri Os Jember, which limits the generalizability of the findings to MSMEs with different business characteristics, customer profiles, or marketing strategies. Second, the study employed a cross-sectional design and therefore captured customer perceptions at a

particular point in time rather than examining changes in repurchase behavior longitudinally. Third, the research model included only WhatsApp-based promotion and customer interaction quality, while other factors such as product quality, price, customer satisfaction, trust, service quality, and brand loyalty may also influence repurchase decisions.

Future research is therefore encouraged to examine broader MSME contexts and incorporate additional variables that may explain repurchase behavior. Future studies may also employ longitudinal designs or more advanced analytical models to investigate the mechanisms through which digital communication contributes to customer loyalty. Comparative research involving different digital platforms, such as WhatsApp, Instagram, TikTok, and marketplace applications, may further provide a broader understanding of digital marketing strategies among MSMEs.

Practical Implications

The findings provide several practical implications for MSME marketing management. First, promotional activities through WhatsApp should emphasize content quality rather than merely increasing posting frequency. Product information should be clear, relevant, informative, and sufficiently attractive to encourage customers to consider purchasing. Second, the use of WhatsApp Business features, particularly product catalogues and broadcast messages, can help organize promotional information and communicate with customers more systematically. Third, customer interaction should be managed as an important component of the marketing strategy. Customers who respond to promotional content should receive timely and informative responses, while post-purchase communication can be used to maintain the relationship and encourage future purchases. Fourth, promotional and interaction activities should be integrated into a consistent customer relationship strategy. In this way, WhatsApp can function not only as a promotional channel but also as a practical customer relationship management platform for MSMEs.

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