Analysis of Consumer Satisfaction with the Shopping System Via Whatsapp at AB-Mart Buyut Minimarket

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ABSTRACT

Advances in technology have changed people's shopping patterns, including the use of instant messaging applications such as WhatsApp as a means of transaction. AB-Mart Buyut minimarket has adopted a shopping system via WhatsApp to facilitate consumers in shopping without having to come directly to the store. This study aims to analyze the level of consumer satisfaction with the shopping system via WhatsApp implemented in the minimarket. This study uses a quantitative method by distributing a sample questionnaire of 80 consumers who have used shopping services via WhatsApp with various characteristics of the respondent's profile. The data obtained was analyzed using the SPPSS 26 windows application by testing validity, reliability test, determination test (r2), simple regression analysis test and partial test (t test) to measure the influence of factors such as service quality, ease of use, response speed, and order accuracy on customer satisfaction. The results showed that the shopping system via WhatsApp at AB-Mart Buyut Minimarket has a significant influence on customer satisfaction, with an R Square value of 0.871, which means that 87.1% of customer satisfaction is influenced by the variables studied, while the remaining 12.9% is influenced by other factors not examined in this study. The factors that have the most influence on customer satisfaction are speed of response and order accuracy. Based on these findings, it is recommended that AB-Mart Buyut Minimarket improve service quality by speeding up the response process, improving product information clarity, and ensuring accuracy in order fulfillment. Thus, the shopping system via WhatsApp can be more optimal in increasing customer satisfaction and business competitiveness.

INTRODUCTION

The development of information and communication technology has rapidly changed the social, economic and cultural landscape (Zhang et al., 2022). The increase in internet usage in Indonesia, which is one of the 10 Asian countries with the highest number of internet users, is driving a shift in marketing technology (Ariansyah et al., 2021). Today, consumers utilize the internet to fulfill their needs, which has led to significant changes in the online world, especially in consumer behavior (Tien,

Ngoc, et al., 2021). Consumers get various benefits from online shopping, including convenience, faster transactions, a variety of products, no need to queue, maintained privacy, and savings in time, effort, and cost (Khoo et al., 2023). However, online shopping also has drawbacks such as the lack of direct assistance from sellers and the inability to physically touch or try products (Rasty et al., 2021). Intense competition between products makes consumers more selective in making purchasing decisions, so companies need to understand the increasingly complex needs and desires of consumers (Agustian et al., 2023). The development of internet technology has changed the way people obtain information and make decisions quickly without any restrictions on space and time (Infante & Mardikaningsih, 2022). The need to self-actualize in cyberspace has a direct and indirect impact on consumer behavior in buying and consuming products (Chakim, 2022). The growing number of internet users creates a potential new market for companies (Malesev & Cherry, 2021). The internet, which is easy to operate and used by all levels of society, has made it a lifestyle for most of the world's population, including in Indonesia(Novianto et al., 2022). The rapid development of technology also affects consumer behavior, where the closest people play a role in influencing purchasing decisions (Petcharat & Leelasantitham, 2021). Now, consumers can see goods in the form of pictures, photos, or even videos through online stores (Amperawati, 2022)

The introduction of shopping through WhatsApp has changed the way businesses interact with consumers and process sales (Jannah, 2023). WhatsApp, once known as an instant messaging app, has now evolved into an e-commerce platform that provides businesses with the opportunity to offer a convenient and personalized shopping experience (Ntumba et al., 2023). WhatsApp has gone beyond its original function as a messaging app and has transformed into a shopping platform that allows companies to connect directly with consumers through chat (Mrad et al., 2022). Features such as catalogs allow businesses to showcase products, answer questions, and process orders without having to make customers leave the app (Rahman & Dekkati, 2022). WhatsApp Business continues to grow, with a significant increase in the number of active users (Agrawal, 2021). The platform facilitates users to shop in one app, which is integrated into the Meta ecosystem (Kretschmer et al., 2022). The WhatsApp catalog allows businesses to share their product inventory effectively and professionally with customers (Mustafa et al., 2023). Customers can browse the catalog, add items to the cart, and submit their orders to the business via WhatsApp messages. The cart feature in WhatsApp Business simplifies the ordering process for customers. Customers can add multiple items to their cart from the catalog, change the quantity of each item, and send the cart to the business account as a WhatsApp message. WhatsApp's AI-powered shopping assistant (chatbot) can help businesses by offering 24/7 customer support, simplifying the shopping experience, and personalizing the experience (Waghambare et al., 2024). Chatbots can answer common questions, guide customers through the buying process, and provide product recommendations that match customer preferences (Shumanov & Johnson, 2021). The WhatsApp Business API allows businesses to provide real-time updates to customers, such as messages about order status (Hari & Abdulla, 2023). While WhatsApp has made progress in developing digital payment systems, in-app payment features are still not widely available. Businesses often have to use alternative methods such as bank transfers or third-party payment gateways to charge consumers (Lin et al., 2023)

Customer satisfaction is an important element for the success of a business in today's highly competitive digital era (Demirel, 2022). Satisfied customers tend to be more loyal, make repeat purchases, and even recommend the brand to others. This not only maintains sales stability, but also

creates a mutually beneficial long-term relationship. Therefore, companies must continuously evaluate the quality of the products and services they offer. One effective method for conducting this evaluation is through customer satisfaction analysis (Tien, Anh, et al., 2021). Satisfied consumers will continue to search for products, strengthen the brand's position in the market, and give a positive impression to the business, which generates positive value for long-term business interests (Singh et al., 2023). Customer satisfaction plays an important role in business sustainability (Khan et al., 2022). Customer satisfaction analysis helps companies understand how products or services are received in the market, whether they meet customer expectations, and whether the services provided can meet their needs . Feedback from customers becomes an important benchmark for improving product or service quality (Rosyda 2024). Customer satisfaction surveys provide a clear picture of the extent to which customers are satisfied with a product or service, which is a key indicator for assessing business performance. This data helps understand the positive value that customers perceive and the extent to which their expectations are met (Ivosights 2023). Customer satisfaction analysis helps identify problems or customer dissatisfaction that may not have been apparent before. By knowing what customers value and do not value, companies can make relevant changes to meet expectations and create products or services that are more in line with market needs. Companies can measure the level of customer satisfaction through various methods, including complaint and suggestion systems, customer satisfaction surveys (through questionnaires, google forms, telephone, or face-to-face interviews), Customer Satisfaction Index (CSI), and Net Promoter Score (NPS). Customer satisfaction surveys are a tool to evaluate and measure customer satisfaction with businesses, which helps entrepreneurs in reviewing the market related to product research and collaboration. The survey results become inspiring data in creating new innovations, such as different products or services to meet customer needs.(Telephony 2024) With the various theoretical descriptions that the author has summarized in the background, the author formulates a problem to find out the factors that influence customer satisfaction with the shopping system via WhatsApp at AB-Mart Buyut and measure the level of customer satisfaction with the system.

METHOD
A. Research Design

According to Sugiyono (2023), a research variable is an attribute or trait or value of people, objects or activities that have certain variations set by researchers to study and then draw conclusions. The variables in this study consist of independent variables (X) and dependent variables (Y). The design used in this study uses causal research.

The research design used in this study is quantitative causality, namely a design that looks for the relationship between one variable and another variable which is a causal relationship. In this study using SPSS Version 26.

B. Definition and Operationalization of Variables
   a. Variable Definition

     According to Sugiyono (2023) research variables are anything in the form of anything that is determined by the researcher to study so that information is obtained about it, then conclusions are drawn. In this study using two research variables, namely the dependent variable (dependent), the independent variable (independent).

     a) Independent Variable (X)

According to Sugiyono (2023) this variable is often referred to as a stimulus variable, predictor, antecedent. In Indonesian it is often referred to as an independent variable. Independent variables are variables that affect or cause changes or the emergence of dependent variables (bound). The independent variable used in this study is X (Customer Satisfaction) at AB-Mart Buyut Minimarket.

b) Dependent Variable (Y)

According to Sugiyono (2023) dependent variables are often referred to as output variables, criteria, consequences. In Indonesian it is often referred to as the dependent variable. The dependent variable is the variable that is influenced or that becomes the result, because of the independent variable. The dependent variable used in this study is Y (Shopping System Via WhatsApp) at AB-Mart Buyut Minimarket.

b. Variable Operationalization

Research variables according to Sugiyono (2023) are an attribute or trait or value of people, objects or activities that have certain variations set by researchers to study and draw conclusions.

C. Population and Sample Research

a. Research Population

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. Population is also not just people, but also other natural objects. Population is also not just the number of objects or subjects studied, but includes all the characteristics or properties possessed by this subject or object, Sugiyono (2023) The population in this research is consumers / customers at AB-Mart Buyut Minimarket which has a population of 350 people.

b. Research Sample

According to Sugiyono (2023) Samples are part of the number and characteristics of the population. If the population is large, and it is not possible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from that population. What is learned from the sample, the conclusion will be applicable to the population. For this reason, the sample taken from the population must be truly representative (representative). ie according to the number in the population of consumers / customers at AB-Mart Buyut Minimarket. Then determining the sample size based on the Slovin formula as follows in Yusuf (2023):

$$n = \frac{N}{1 + N \, (e)^2}$$

$$n = \frac{350}{1 + 350 \, (0,1)^2}$$

$$n = \frac{350}{4,5}$$

$$n = 77,7$$

Description

$n = Jumlah\ Sampel$

$N = Jumlah\ Populasi$

$e = Margin\ Eror\ yang\ di\ Toleransi$

Based on the calculation results using the formula above, from a population of 350, a sample size of 77.7 was obtained and the number of samples in this study was rounded up to 80 samples.

D. Data Collection Methods

a. Data collection techniques

According to Sugiyono (2023) data collection techniques are the most strategic step in research, because the main purpose of research is to get data. The data used in this study are primary data.

Primary data is data obtained directly with survey techniques on the object of research.

b. Data collection instruments

Then, the data collection instrument used is a questionnaire. The questionnaire is a data collection instrument that is carried out by giving a number of questions or written statements to respondents to be answered by these respondents (Sugiyono, 2023).

c. Data type

The type of data used in this study is primary data in the form of the results of filling out questionnaires.

RESULTS AND DISCUSSION

A. Company Profile

Figure 1. AB-Mart Buyut Minimarket

AB-Mart Buyut Minimarket is one of nine different business units, including AB-Fashion Buyut, AB-Café Buyut, AB-Chicken Buyut, AB-Maqha Buyut, AB-Tailor Buyut, AB-Travel Buyut, and BMT Al-Bahjah Buyut. AB-Mart Buyut Minimarket was established in 2016 and inaugurated by Noble Teacher Buya Yahya and the caretaker of Al-Bahjah Buyut Islamic Boarding School, Abah Sayf Abu Hanifah. This minimarket is located at Jalan Revolusi Number 45, Buyut Village, Gunung Jati District, Cirebon Regency, 45151.

AB-Mart Buyut Minimarket provides a variety of products that are generally sold in minimarkets in general. However, what sets it apart is its commitment not to sell haram products or products affiliated with Israel/Jews. Thus, consumers, especially Muslims, can better understand which products are worth buying and consuming and which ones should be

discontinued. This policy is in line with Al-Bahjah Buyut Islamic Boarding School's support for the struggle of Muslims in Palestine. By stopping the use of products affiliated with Israel/Jewish, it is hoped that we can make a real contribution to our brothers and sisters in Palestine. In addition, every profit earned from this minimarket will always be set aside to help their struggle.

In the future, AB-Mart Buyut is expected to expand beyond the Al-Bahjah Buyut Islamic Boarding School so that a wider community can benefit from the presence of this minimarket. By collaborating with various elements of investors, it is hoped that this dream can be realized. Of course, all of this can be achieved thanks to the prayers and support of the entire community.

Table 1. Vision and Mission of AB-Mart Buyut Minimarket

Vision	Mission
To become a provider of shopping products for the community that upholds sharia values and achieves rewarding blessings to preach and build Al Bahjah Foundation with the people.	a) Meeting the needs of the community with selected products in accordance with Shari'ah;
	b) Become one of the first choice stores for the community in fulfilling their daily needs with rewarded shopping. c) Developing da'wah in the field of economy sharia by expanding the network of outlets based on cooperation, and large with the people.

Table 2: Products and Culture of AB-Mart Great-grand Minimarket

Product List	AB-Mart Culture
Food and Beverages Basic Household Needs Honey and Medicines Perfume STATIONERY PPOB transactions, etc.	5S
	SMILE => A smile creates a sense of calm, a sense of comfort transmits happiness and positive energy to everyone around us.
	SAPA => Greeting is one form of our attitude to respect others. By saying hello, we more closely establish our kinship with others.
	SALAM => A positive behavior that can be done together with a greeting to maintain a sense of connection with others.
	Courteous => Cultivate behavior with mutual respect and appreciation of others.
	HONEST => Shows us as a pleasant person.

Based on Tables 1 and 2 above, it is expected that the presence of sharia-based minimarkets will be able to answer various challenges and needs in the community. Thus, the wider community, especially Muslims, can contribute more to the development of the sharia economy. Shopping at this minimarket also means participating in giving alms to those in need.

B. Profile Characteristics of Respondents

Respondents in this study have diverse characteristics, namely based on gender, age, education level, and frequency of shopping in the journal(Nopi Nurhayati, 2024) . Therefore, to clarify the characteristics of the respondents in question, a table regarding the respondents is presented as below:

Table 3. Description of Respondents Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
		Gender			
Valid	Male	31	38.8	38.8	38.8
	Female	49	61.3	61.3	100.0
	Total	80	100.0	100.0	

Source: Results of Data Processing with SPSS26 Program, 2025

Based on Table 4.3 Gender above, it is known that respondents with female characteristics amounted to 49 people with a percentage of 61.3%, while the rest were male, namely 31 people with a percentage of 38.8%. This indicates that consumers or customers at AB-Mart Buyut Minimarket are more dominated by women than men.

Table 4. Characteristics of Respondents Based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
		Age			
Valid	<20 Years	3	3.8	3.8	3.8
	21-30 Years	13	16.3	16.3	20.0
	31-40 Years	22	27.5	27.5	47.5
	41-50 Years	35	43.8	43.8	91.3
	>50 Years	7	8.8	8.8	100.0
	Total	80	100.0	100.0	

Source: Results of Data Processing with SPSS26 Program, 2025

Based on Table 4.4 Age above, it is known that the age characteristics of respondents in this study are divided as follows: first, respondents aged under 20 years totaled 3 people with a percentage of 3.8%; second, respondents aged 21-30 years totaled 13 people with a percentage of 16.3%; third, respondents aged 31-40 years totaled 22 people with a percentage of 27.5%; fourth, respondents aged 41-50 years totaled 35 people with a percentage of 43.8%; and fifth, respondents aged over 50 years totaled 7 people with a percentage of 8.8%. This indicates that consumers or customers at AB-Mart Buyut Minimarket are dominated by the 41-50 age group with a percentage of 43.8%.

Table 5. Characteristics of Respondents Based on Education

		Frequency	Percent	Valid Percent	Cumulative Percent
		Education			
Valid	Elementary School / Equivalent	1	1.3	1.3	1.3
	Junior High School / Equivalent	4	5.0	5.0	6.3
	High School / Equivalent	31	38.8	38.8	45.0
	Diploma	7	8.8	8.8	53.8
	Bachelor	29	36.3	36.3	90.0
	Postgraduate	8	10.0	10.0	100.0
	Total	80	100.0	100.0	

Source: Results of Data Processing with SPSS26 Program, 2025

Based on Table 4.5 Education above, it is known that most respondents have diverse educational backgrounds. First, respondents with elementary / equivalent education levels amounted to 1 person with a percentage of 1.3%. Second, respondents with junior high school / equivalent education levels amounted to 4 people with a percentage of 5.0%. Third, respondents with high school / equivalent education levels totaled 31 people with a percentage of 38.8%. Fourth, respondents with Diploma education levels totaled 7 people with a percentage of 8.8%. Fifth, respondents with a Bachelor's degree amounted to 29 people with a percentage of 36.3%. Finally, respondents with postgraduate education levels amounted to 8 people with a percentage of 10.0%. This indicates that the educational characteristics of consumers or customers at AB-Mart Buyut Minimarket are dominated by high school / equivalent education levels.

Table 6. Characteristics of Respondents Based on Occupation

Jobs				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
PNS	32	40.0	40.0	40.0
Self-employed	33	41.3	41.3	81.3
Farmers	1	1.3	1.3	82.5
Labor	6	7.5	7.5	90.0
IRT	8	10.0	10.0	100.0
Total	80	100.0	100.0	

Source: Results of Data Processing with SPSS26 Program, 2025

Based on Table 4.6 Occupation above, the characteristics of respondents based on occupation are divided as follows: First, respondents who worked as civil servants amounted to 32 people with a percentage of 40.0%; second, respondents who worked as entrepreneurs amounted to 33 people with a percentage of 41.3%; third, respondents who worked as farmers amounted to 1 person with a percentage of 1.3%; fourth, respondents who worked as laborers amounted to 6 people with a percentage of 7.5%; and finally, respondents with other jobs amounted to 8 people with a percentage of 10.0%. This indicates that the most dominant occupation of respondents is self-employed, as many as 33 people with a percentage of 41.3%, in sharp contrast to civil servants who numbered 32 people with a percentage of 40.0%.

Table 7. Characteristics of Respondents Based on Shopping Frequency

Shopping Frequency				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
1 Time Per Month	37	46.3	46.3	46.3
2-3 times per month	32	40.0	40.0	86.3
4-5 times per month	6	7.5	7.5	93.8
>5 Times per Month	5	6.3	6.3	100.0
Total	80	100.0	100.0	

Source: Results of Data Processing with SPSS26 Program, 2025

Based on Table 4.7 Shopping Frequency above, it can be seen that the frequency of transactions of respondents in this study varies. Respondents who made transactions once a month amounted to 37 people with a percentage of 46.3%. Respondents who made transactions 2-3 times a month totaled 32 people with a percentage of 40.0%. Respondents who made transactions 4-5 times a

month amounted to 6 people with a percentage of 7.5%. Meanwhile, respondents who made transactions more than 5 times a month totaled 5 people with a percentage of 6.3%. Thus, it can be concluded that the majority of respondents in this study predominantly make transactions once a month, namely 37 people with a percentage of 46.3% at AB-Mart Buyut Minimarket.

C. **User profile of shopping system by WhatsApp**
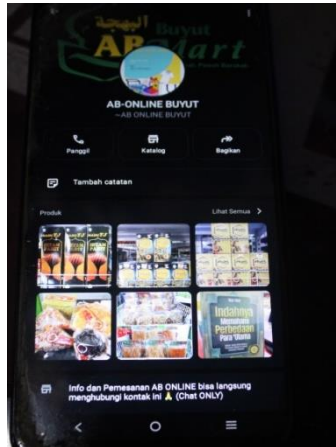
1. **Ab-Online Display Via Whatsapp**

Figure 2. AB-Online display via WhatsApp

2. **AB-Online Transaction Scheme Display Via Whatsaapp**
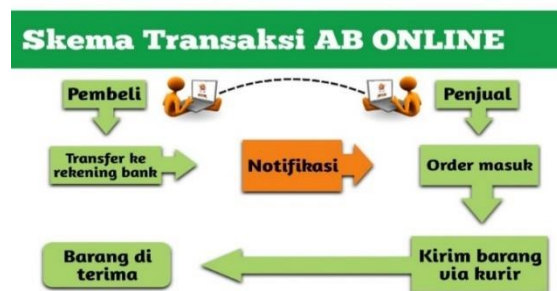

Figure 3. AB-Online Transaction Scheme Via WhatsApp

Based on Figure 2 and Figure 3 above, it shows that the AB-Online transaction scheme via WhatsApp is basically similar to WhatsApp transactions in general. However, the difference lies in the obligation of full payment before the goods are shipped. The on-site payment (COD) system is not available to minimize unwanted risks. Buyers have the freedom to ask as many questions as they want, choose the items they want to order, and make payments via bank transfer according to their preferences. In addition, buyers can specify the delivery location, either to their home, school, workplace, or other locations, which is expected to provide more convenience for customers.

AB-Mart Buyut Minimarket always evaluates every feedback from customers regarding AB-Online transactions via WhatsApp, both in terms of updating the transaction application system, improving service quality, ease of payment system, and accelerating the delivery

process. All of these efforts are aimed at increasing customer satisfaction to keep shopping at AB-Mart Buyut Minimarket.

D. Descriptive analysis results and interpretation

1. Validity Test

Table 8. Validity Test

No. Item	r xy	rtabel	Description
1	0,885	0,220	Valid
2	0,859	0,220	Valid
3	0,881	0,220	Valid
4	0,893	0,220	Valid
5	0,810	0,220	Valid
6	0,879	0,220	Valid
7	0,777	0,220	Valid
8	0,922	0,220	Valid
9	0,865	0,220	Valid
10	0,894	0,220	Valid

Source: Results of Data Processing with SPSS 26 Program, 2025

Based on Table 4.8 regarding the validity test above, it can be explained that the validity test in this study used SPSS 26. A questionnaire item is declared valid if the r_{count} value> r_{table} at the 0.05 significance level. Conversely, an item is considered invalid if r_{count} < r_{table} at a significance level of 0.05, with $r_{(table) of}$ 0.220.

The results of research and data analysis show that all questions, both for the independent variable and the dependent variable, are declared valid. This is because the value of $r_{(count) is}$ greater than r_{table} (0.220). Thus, all questions in the consumer satisfaction variable and the shopping system variable via WhatsApp can be used in this study.

2. Reliability Test

Table 9: Reliability test

Variables	C Alpha	Description
Consumer Satisfaction	0,915	Reliable
Shopping Via Whatsapp	0,917	Reliable

Source: Results of Data Processing with SPSS 26 Program, 2025

Based on Table 4.9 regarding the reliability test above, it can be seen that all variable items tested have an alpha value> r_{table} (0.220) at the 0.05 significance level, so that all variables are reliable and can be used in research.

3. Determination Test (R2)

Table 10. Determination Test (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.934a	.871	.870	1.356

a. Predictors: (Constant), CONSUMER SATISFACTION

Source: Results of Data Processing with SPSS 26 Program, 2025

Based on Table 4.10 regarding the R2 determination test above, it can be seen that the R Square value is 0.871. This means that the effect of customer satisfaction on the shopping system via WhatsApp at AB-Mart Buyut Minimarket is 87.1%, while the rest, namely 12.9%, is influenced by other factors not examined in this study.

4. Simple Linear Test

Table 11. Simple Linear Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.761	.775		2.274	.026
	CUSTOMER SATISFACTION	.911	.040	.934	22.992	.000

a. Dependent Variable: Whatsapp Shopping System

Source: Results of Data Processing with SPSS 26 Program, 2025

Based on table 4.11 Simple Linear Test above, from the equation it can be explained that the constant value is 1.761 which states that if the value of customer satisfaction increases by 1.761, the shopping system via whatsapp will be 1.761, the regression coefficient value is positive, namely 0.911, which means that customer satisfaction at AB-Mart Buyut Minimarket is in a good category so that the shopping system via whatsapp runs well.

5. Partial Test (t Test)

Table 12. Partial Test (t test)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.761	.775		2.274	.026
	CUSTOMER SATISFACTION	.911	.040	.934	22.992	.000

a. Dependent Variable: Whatsapp Shopping System

Source: Results of Data Processing with SPSS 26 Program, 2025

Decision making Table 12. Partial Test (t test) :

Comparing the significance value with the probability value of 0.05
a. If the significance value is <0.05, it means that variable X has an effect on variable Y.
b. If the significance value> 0.05 means that variable X has no effect on variable Y

Comparing the r $_{calculated}$ value with t $_{table}$
a. If the value of t $_{(count)}$> t $_{table}$ means that variable X has a positive effect on variable Y
b. If the t $_{calculated}$ value < t $_{table}$ means that variable X has no effect on variable Y.

Based on the table above, by observing the row, column t & sig. Can be explained as follows
Analysis of Consumer Satisfaction with Whatsapp Shopping System
The Consumer Satisfaction Variable (X) has a positive and significant effect on the Shopping System Via Whatsapp (Y) at AB-Mart Buyut Minimarket. This can be seen from the significance of Consumer Satisfaction (X) 0.000 <0.05.

Value of t $_{table}$:
$$= \left(\frac{a}{2} ; n - k - 1 \right)$$
$$= \left(\frac{0.05}{2} ; 80 - 1 - 1 \right)$$
$$= (0.025 ; 78)$$
1.9908

The t $_{calculated}$ value of the Consumer Satisfaction variable is 22.992 > from the t $_{table}$ value of 1.9908. So that the hypothesis that reads Customer Satisfaction has a significant effect on the Shopping System Via Whatsaap at Minimarket AB-Mart Buyut and is partially accepted.

E. **Discussion of the Results of the Analysis of Consumer Satisfaction with the Shopping System Via Whatsapp at AB-Mart Buyut Minimarket**

Based on the results of testing consumer satisfaction with the shopping system via WhatsApp using the SPSS 26 data processing program, several findings were obtained. The validity test and reliability test show that the calculated r value is greater than r $_{table}$, which is 0.220. In addition, the reliability measured by the Cronbach's Alpha value for each variable construct is also greater than 0.60, with details of X = 0.915 and Y = 0.917, so it can be concluded that the questionnaire used is reliable or reliable. After the validity and reliability tests were carried out, the test continued with the determination test (R^2), where the R Square value obtained was 0.871. This shows that customer satisfaction has an influence of 87.1% on the shopping system via WhatsApp at AB-Mart Buyut Minimarket, while the remaining 12.9% is influenced by other factors not examined in this study. In the simple linear regression analysis test, an equation with a constant value of 1.761 was obtained. This means that if the value of customer satisfaction increases by 1.761, the shopping system via WhatsApp will also have a value of 1.761. The positive regression coefficient value, which is 0.911, indicates that customer satisfaction at AB-Mart Buyut Minimarket is in the good category, so that the shopping system via WhatsApp can run optimally. Finally, based on the partial test (t test), the results of the analysis with SPSS 26 show that the t value for the customer satisfaction variable is 22.992, greater than the t table value of 1.9908. Thus, the hypothesis stating that customer satisfaction has a significant effect on the shopping system via WhatsApp at AB-Mart Buyut Minimarket is partially accepted.

CONCLUSION

Based on the results of the study, it can be concluded that there is an influence between customer satisfaction on the shopping system via WhatsApp at Minimarket AB-Mart Buyut. This is evidenced by the results of research and discussion that has been carried out and supported by data analysis, which shows that variable X has a significant effect on variable Y. Customer satisfaction has a positive and close relationship with the shopping system via WhatsApp that has been implemented at Minimarket AB-Mart Buyut. In the future, a shopping system like this needs to be updated with the development of a special application for shopping so that customer satisfaction will increase. A shopping system that is constantly updated and able to adapt to the times will have a positive impact on consumers. However, in its development, it is still necessary to pay attention to other factors that affect consumer satisfaction.

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