



The Effect of the Follow-Up System and Consumer Satisfaction on Purchase Interest

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ABSTRACT

This research is motivated by the lack of studies that clearly explain how follow-up systems and consumer satisfaction jointly shape purchase intention in the digital marketing era. Ongoing interaction with consumers (follow-up) and their satisfaction with products are considered two main factors influencing purchasing decisions, particularly in the context of social media campaigns such as Facebook Ads. The research questions are: (1) How can the follow-up system influence purchase intention? (2) How can consumer satisfaction influence purchase intention? (3) How can the follow-up system and consumer satisfaction jointly influence purchase intention? This study uses a quantitative approach with a survey method and questionnaire, involving 48 respondents selected through purposive sampling. The findings reveal that both follow-up systems and consumer satisfaction have a significant positive effect on purchase intention, both individually and simultaneously. Beyond the statistical confirmation, the study highlights that effective follow-up communication and consumer satisfaction strategies can enhance consumer trust and engagement, ultimately leading to stronger purchase intentions. This research contributes by filling the gap in understanding how digital marketing practices—particularly in small and medium enterprises—can leverage follow-up strategies and satisfaction-building to improve consumer purchase decisions. The practical implication is that businesses should integrate structured follow-up mechanisms with efforts to ensure customer satisfaction in order to maximize the effectiveness of their online marketing campaigns.



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INTRODUCTION

A good follow-up system can create a positive experience for consumers, which in turn can increase purchasing intention. According to research conducted by Khosroshahi et al., (2019), "The Influence of Customer Experience and Hedonic Motivation on Online Repurchase Intention," companies that implement an effective follow-up system can increase customer retention rates by up to 30% (Mukhlis, 2025a; Mukhlis & Saidah, 2025). This demonstrates that ongoing interactions with consumers can build loyalty and trust, which are crucial in driving purchasing decisions.

Furthermore, consumer satisfaction is a key factor influencing purchasing decisions. According to a journal by Tahmasebi Zadeh & Boyer, (2021), "The Relationship between Consumer Satisfaction and Purchasing Decisions at Warunk14 Cafe in Malang City," 70% of consumers stated that they are more likely to purchase products from companies they perceive as providing satisfactory service. Consumer satisfaction is not only related to product quality but also to the overall experience they have while interacting with the company.

Improving service quality and product quality is one way to ensure consumer satisfaction with the services and products offered, which in turn influences consumer purchasing interest in the products offered (Moon et al., 2019; Musa et al., 2022). This explanation is in accordance with the

research of Santhosh & Babu, (2020) in their research entitled "The Effect of Post Service Follow Up (PSFU) Service Quality on Purchase Interest at PT. Astra International Sales Operation (Tso) Auto2000 Tbk-Toyota Pasteur Branch, Bandung City" stating that follow-up can have a good relationship with customers because customer satisfaction is achieved which makes customers come back.

Although Facebook Ads is a popular digital marketing method, its effectiveness in increasing purchasing interest and customer satisfaction at CV. Rumah Kurasi is still not optimal (Kremmydas & Kostis, 2024; Nguyen et al., 2023). This raises questions about whether the follow-up strategy used via WhatsApp truly influences purchasing decisions or is actually less effective than using other platforms like TikTok Ads or Shopee (Mukhlis, Janwari, et al., 2023; Mukhlis & Abdullah, 2025). TikTok, for example, has interactive features and a wider audience reach, while Shopee provides a more structured shopping ecosystem with integrated review and payment features. On the other hand, TikTok and Shopee are popular platforms among Indonesians, both in terms of service, trust, shopping satisfaction, timely guarantees, and product quality.

The follow-up and customer satisfaction carried out by Rumah Kurasi itself are things that must go hand in hand, where when these two things go hand in hand, the goal that Rumah Kurasi wants will be achieved, the goal is: to increase sales conversions as well as possible. This method is used by Rumah Kurasi to attract buyers (Acatrinei et al., 2025; Escadas et al., 2024). According to research by Rejekiningsih et al., (2022) entitled "The Effect of Product Quality and Price Perception on Satisfaction and Its Impact on Repurchase Intention (in Consumers of CV. Tani Organik Merapi Pakem Sleman Vegetable Products)" states that the way companies continue to compete is by making consumers want to buy the same product again in the future or also called creating repurchase intentions.

RESEARCH METHODS

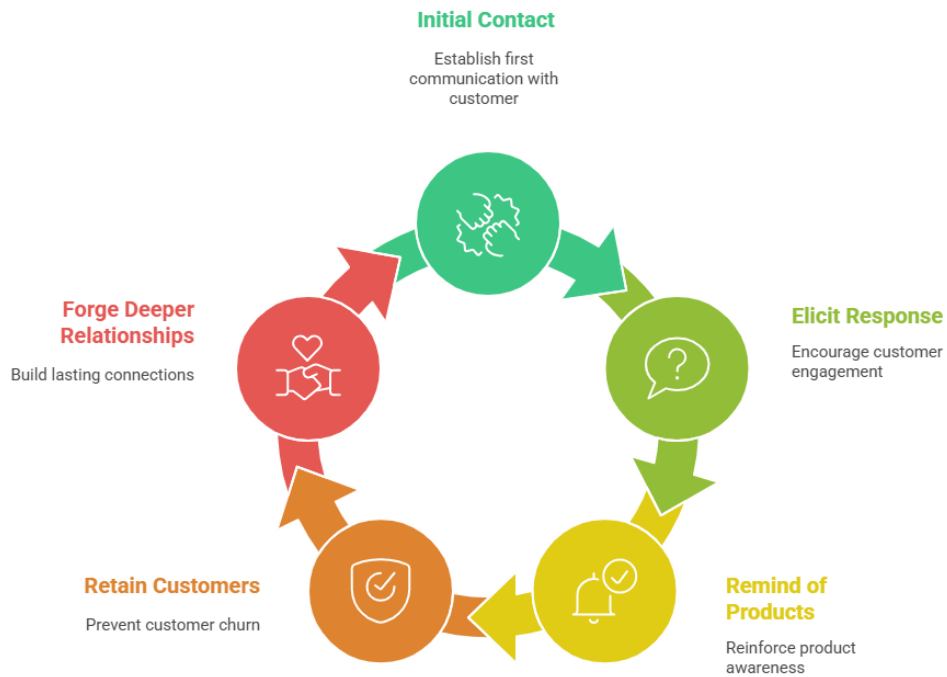
In this study, the researcher used a quantitative research method, an approach where the research results are presented in numerical form as a tool to find information about what is desired (Clair, 2003; Fenton & Baxter, 2016). This study used the IMB SPSS 27 software application for Windows, which is a statistical data processing application that is trusted to be precise and fast in obtaining analysis results (Daly, 2007; Longhofer et al., 2012; Murphy & Dingwall, 2017). This study has three variables, where variables are attributes that have variations between one person and another. Meanwhile, research variables are something in any form that is determined by the researcher to be studied so that information about the matter is obtained, then conclusions are drawn.

RESULTS AND DISCUSSION

Follow-up is the process of following up or continuing communication with potential customers/clients after initial contact. The goal is to elicit a customer response and remind them of the products offered. Follow-up is a key component of customer relationship management (CRM) marketing strategies, and it is crucial for retaining customers and preventing them from switching to competitors. CRM not only creates a relationship between sellers and buyers but also strives to forge deeper, lasting relationships with customers.

According to The Muse, follow-up literally means "following up." In a professional context, follow-up is the act of pursuing, checking, or ensuring that something has been done, is proceeding according to plan, or has achieved the desired results (Mukhlis, Maryam, et al., 2023; Mukhlis et al., 2024). Follow-up is typically conducted after an activity, meeting, or initial communication to ensure everything discussed or planned is going smoothly.

The Follow-Up Cycle



According to Kotler and Keller, consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perceived performance (result) of a product to its expected performance (Bhargava & Gupta, 2022; Kelly et al., 2020; Zarkasi & Hariyanto, 2024a). Meanwhile, according to Druker (as cited in Supranto), in modern marketing, consumer satisfaction is a central point in attracting consumers who have a wide range of brand and product choices. Fulfilled consumer satisfaction is a benchmark for the number of purchases of a company's products or services (Baabdullah et al., 2019; Lakatos et al., 2021; Wu et al., 2020). Furthermore, consumer satisfaction also influences increased purchase intention, whereby greater consumer satisfaction increases purchase intention.

According to Nurhayati, repeat purchase intention is a consumer's desire and action to repurchase a product due to the satisfaction received, consistent with a consumer's purchasing behaviour (Dixon & Mikolon, 2021; Zarkasi & Hariyanto, 2024b). The suitability of the performance of a product or service offered by a company stimulates consumer interest in repurchasing it in the future. According to Husein, repeat purchase intention is part of the consumer behavior component of consumption attitudes, the respondent's tendency to act before a purchase decision is actually made.

The sampling determination taken in this study aligns with the theory proposed by Arikunto, stating that if the number of subjects is less than 100, it is better to take all of them (Dixit et al., 2019; Randeree, 2019). Furthermore, if the number of subjects is large, 10-15% or more are taken. The sampling method in this study was probability sampling using a purposive sampling technique. Purposive sampling is a sampling technique based on certain criteria or considerations. The criteria used in this study were as follows:

1. Consumers who purchased products from CV. Rumah Kurasi
2. The purchased product was a pair of sports shoes

Tabel 1.1
Uji T (Persial)

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.256	6.497		3.118	.003
	Follow up	.373	.151	.345	2.466	.018
	Customer Satisfaction	.283	.154	-.076	-541	.021

a. Dependent Variable: buying interest

Based on the table above, the calculated t value for the follow-up variable is 2,466 and the consumer satisfaction variable is 2,541. With degrees of freedom (df) = 48-2 = 46 and a sig level (2 sides) with $\alpha = 5\% = 0.05$, the t table obtained is 0.284. and the results obtained for the follow-up variable are calculated t value > t table (2.466 > 0.284). Therefore, for the follow-up variable, Ha is accepted and Ho is rejected, so the accepted hypothesis is that there is a significant influence on the follow-up variable on purchasing interest.

The consumer satisfaction variable also shows a significant influence on purchasing interest in the partial test results, with a significance value (0.021 < 0.05), a comparison of t count and t table (2.541 > 0.283) and a regression coefficient value (0.283) in which the consumer satisfaction variable (X²) has a significant influence on the purchasing interest variable (Y). This means that when consumers are satisfied with the quality of the product, service, and transaction experience, their desire to repurchase or recommend the product will increase.

Tabel 1.2
Uji F (Simultan)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	225.469	2	112.734	3.396	.042 ^b
	Residual	1493.781	45	33.195		
	Total	1719.250	47			

a. Dependent Variable: Purchase Interest
b. Predictors: (Constant), Customer Satisfaction, Follow up

The data above shows that the calculated F-value is 3.396 with a significance < 0.05. This regression model can be used to predict consumer

data above calculated F-value with a level of 0.042 means the model can be follow-up and satisfaction

(Mukhlis, Arifin, Ridwan, & Zulbaidah, 2025; Mukhlis, Arifin, Ridwan, Zulbaidah, et al., 2025). In other words, there is a significant influence between follow-up and consumer satisfaction (independent variables) on purchase intention (dependent variable). Therefore, the hypothesis that follow-up and consumer satisfaction simultaneously influence purchase intention is accepted. The table shows the Sum of Squares for the regression is 225.469 with 2 degrees of freedom (df), indicating that the total variation in purchase intention can be explained by the two independent variables.

Meanwhile, the residual Sum of Squares is 1493.781 with 45 df, indicating that the variation in purchase intention cannot be explained by the regression model. The Mean Square for the regression is 112.734 (dividing the regression Sum of Squares by df), and the Mean Square residual is 33.195. The comparison between the Mean Square regression and the Mean Square residual yields an F value of 3.396, which is significant at the 0.042 level. Overall, the results of this F test indicate that

the regression model involving the follow-up and consumer satisfaction variables together is able to explain variations in purchasing interest well and has a significant influence on the decision.

Tabel 1.3
Uji Koefesien Determinasi

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.362 ^a	.131	.093	5.76152
a. Predictors: (Constant), Customer Satisfaction, Follow up				
b. Dependent Variable: Purchase Interest				

The coefficient of determination (R^2 of 0.131) indicates that the combination of follow-up and customer satisfaction explains 13.1% of the variation in consumer purchase intention. The remaining 86.9% is influenced by other factors such as promotion, price, product quality, social media, or family recommendations.

Although the R^2 value is not particularly large, it is common in complex social research (Mukhlis, 2025b; Mukhlis, Suradi, et al., 2023). Within a qualitative framework, these results indicate that the follow-up system and customer satisfaction function as cognitive and affective stimuli that influence a person's perceptions and values in making purchasing decisions.

Figure

Based on the graphic image below, it shows that the distribution of the dots is spread around the diagonal line, which means that the data is normally distributed.

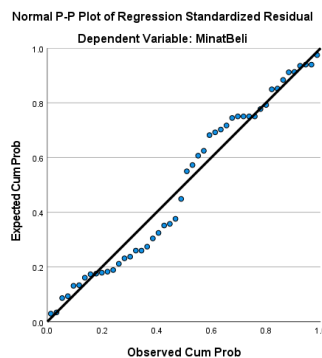


Figure 1.1 Normality Graph of Purchase Interest

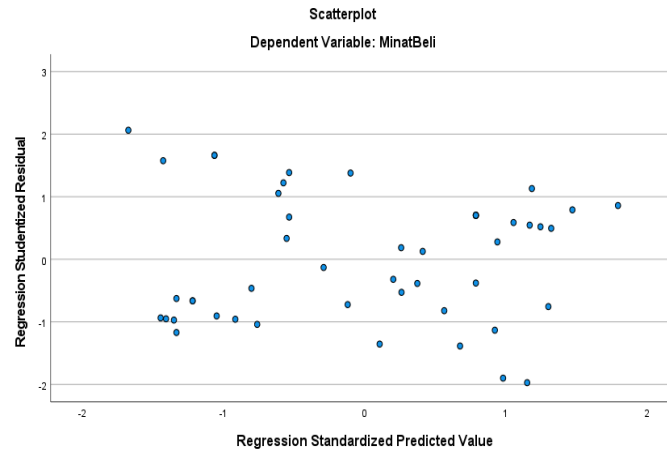


Figure 1.2 Heteroscedasticity Test (Scatterplot)

As shown in the scatterplot above, the data (points) are randomly distributed both above and below the number 0 on the Y-axis. Therefore, it can be concluded that there are no symptoms of heteroscedasticity, and the regression model can be used.

CONCLUSION

Based on the results of the quantitative data analysis and discussion, supported by a qualitative approach and previous research, the following conclusions can be drawn:

1. The Effect of the Follow-Up System on Purchase Intention

The follow-up system has been shown to have a significant effect on consumer purchase intention. The t-test results showed a significance value of 0.018 with a regression coefficient of 0.373, indicating that the more active and high-quality the follow-up system implemented by CV. Rumah Kurasi (such as post-transaction communication, re-offers, and personal attention), the greater the consumer's incentive to make a repeat purchase. This also indicates that follow-up functions not only as a communication tool but also as a form of emotional attention and service to consumers.

2. The Effect of Consumer Satisfaction on Purchase Intention

Consumer satisfaction also has a significant effect on purchase intention, with a significance value of 0.021 and a regression coefficient of 0.283. Consumers who are satisfied with product quality, service, and transaction experience are more likely to make repeat purchases and recommend the product to others. Although the effect is not as significant as the follow-up system, satisfaction remains an important factor in shaping loyalty and purchase intention.

3. The Simultaneous Effect of Follow-Up Systems and Consumer Satisfaction on Purchase Intention

Simultaneously, the follow-up system and consumer satisfaction significantly influenced purchase intention, with an F-value of 3.396 and a significance level of 0.042. Together, these two variables explained 13.1% of the variation in consumer purchase intention, indicating that the combination of a relational approach (follow-up) and positive experiences (satisfaction) plays a significant role in influencing purchasing decisions.

Thus, it can be concluded that the success of CV. Rumah Kurasi's product marketing depends not only on product quality, but also on the quality of the relationship with consumers and the experiences consumers experience during and after the purchase process.

CONFLICT OF INTEREST

In this study, there was no conflict, but there were problems in increasing sales level preferences because the follow-up used in the sales method was less effective compared to marketplace platforms, such as TikTok Shop, Shopee, Tokopedia or Lazada.

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