



ANALYSIS OF WHATSAPP USE IN IMPROVING THE QUALITY OF ADMINISTRATIVE PROCUREMENT DOCUMENT PROCESSING SERVICES AT PT MITRA MANDIRI INFORMATIKA

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(Naskah diterima: 1 October 2025, disetujui: 28 October 2025)

Abstract

PT Mitra Mandiri Informatika is a company engaged in the field of Information Technology, specializing in electronic procurement, cybersecurity, IT infrastructure, and software. This study aims to analyze the use of the WhatsApp application in improving the quality of administrative procurement document services at PT Mitra Mandiri Informatika. WhatsApp was chosen due to its ability to facilitate fast, efficient, and accurate communication, both in verbal and written forms. This research uses a qualitative approach with data collection techniques including observation, interviews, and documentation. The results of the study show that the use of WhatsApp provides positive benefits in supporting service processes, particularly in terms of ease of communication, speed of information delivery, cost efficiency, information accuracy, as well as enhancing satisfaction and responsiveness in completing administrative documents. WhatsApp has proven to be an effective and efficient communication tool in improving the quality of procurement administrative services within the company.

Keywords: WhatsApp, Service Quality, Communication, Efficiency, Administration

Abstrak

PT Mitra Mandiri Informatika adalah perusahaan yang bergerak di bidang Teknologi Informasi, spesialisasi dalam pengadaan elektronik, keamanan siber, infrastruktur TI, perangkat lunak. Penelitian ini bertujuan untuk menganalisis penggunaan aplikasi WhatsApp dalam meningkatkan kualitas pelayanan pembuatan dokumen pengadaan administrasi di PT Mitra Mandiri Informatika. WhatsApp dipilih karena kemampuannya dalam memfasilitasi komunikasi secara cepat, efisien, dan tepat, baik dalam bentuk lisan maupun tulisan. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa penggunaan WhatsApp memberikan manfaat positif dalam mendukung proses pelayanan, terutama dari segi kemudahan komunikasi, kecepatan penyampaian informasi, efisiensi biaya, ketepatan informasi, serta meningkatkan kepuasan dan ketenggungan dalam penyelesaian dokumen administrasi. WhatsApp terbukti menjadi alat komunikasi yang efektif dan efisien dalam meningkatkan kualitas pelayanan administrasi pengadaan di lingkungan perusahaan.

Kata Kunci: WhatsApp, Kualitas Pelayanan, Komunikasi, Efisiensi, Administrasi

I. INTRODUCTION

In today's digital era, fast and effective communication is essential. This is key to supporting productivity and work efficiency within a company. Advances in information



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technology have created various communication platforms that can bridge the need for instant coordination, making WhatsApp a popular and easy-to-use application.

PT Mitra Mandiri Informatika, an information technology company, plays a crucial role in the administrative procurement document creation process, supporting sales and marketing team activities. This requires rapid coordination between divisions, especially when sudden changes to document specifications are required. Therefore, accuracy and speed in the procurement process are crucial.

Goods and services procurement activities in Semarang City have implemented an online system. Administrative completeness must comply with the terms and conditions of the regulations stipulated by laws and regulations and the procurement committee. Errors resulting from inaccurate formatting and completeness can prevent a goods and services provider from proceeding to victory in a procurement process held by the Semarang City Government (Arifin et al., 2020).

Generally, the bid evaluation stage is divided into four stages: administrative, technical, price, and qualification verification. At each evaluation stage, service providers must meet several requirements to qualify as tender participants before being declared the winning bidder. In reality, tender participants still encounter tenders that do not meet the established requirements. This is certainly detrimental to service providers, as they cannot compete for the project (Maharani et al., 2023).

Carefulness in managing administrative documents is crucial in the procurement process, as even the slightest error in format or completeness can immediately disqualify a service provider from competing. The multi-layered evaluation stages, from administrative to technical, price, and qualification verification, demonstrate that every detail of the document is crucial. Therefore, communication is necessary between the administration team, tasked with interacting with the sales and marketing team to meet their detailed needs and gather all necessary information. Meanwhile, the administration team is responsible for compiling all administrative documents in accordance with procurement regulations. Therefore, effective communication between these two teams is crucial for the final quality of the resulting procurement documents.

In the creation of administrative procurement documents, service quality can be measured by how quickly and accurately information can be conveyed between teams, thus influencing service quality. These procedures are quickly standardized so that results align

with expectations and the evolving needs for improving service quality in government administration (Rakhman, 2023). Identifying service quality is a dominant factor ultimately leading to company success in terms of customer satisfaction and company performance (Latif et al. 2016) in service companies.

WhatsApp is an application launched in 2009. Users can exchange messages without paying for internet data. WhatsApp users can easily interact via text or voice messages, and it also includes video calling capabilities, allowing users to meet face-to-face during calls. Therefore, WhatsApp not only serves as a highly effective communication medium between the sales and marketing teams and the admin team in creating administrative documents at PT Mitra Mandiri Informatika, but also facilitates faster and more accurate information exchange and coordination between teams. This allows for faster sending and receiving of information, reducing errors in document creation, and expediting the completion of administrative tasks.

II. THEORETICAL STUDIES

Communication is the process of conveying information or messages from the sender to the recipient through various communication channels, both directly and indirectly. This process involves not only the exchange of information but also building relationships between individuals and groups within an organization to effectively carry out their roles (Nurrohim & Anatan, 2009 in (Safitri & Mujahid, 2024). Given that humans are social beings, the ability to communicate effectively is crucial to prevent misunderstandings in daily interactions, while also emphasizing the importance of ethics and social rules in the communication process (Untari Ningsih et al., 2023).

The early communication theory developed by Harold Lasswell in 1948 emphasized five essential elements in the communication process: who delivers the message, what the message contains, through what channel the message is delivered, to whom the message is addressed, and what impact the message has upon its receipt. These elements demonstrate that communication is not simply the delivery of information, but also involves the structure of the sender, the media channel, and the resulting effect on the recipient (Prasetya, 2021). In practice, effective communication requires managing the meaning, symbols, and form of the message so that the message is clearly received and elicits the desired response.

Correspondingly, information network theory views Communication is a system of relationships consisting of nodes and links, reflecting the flow of information and social interactions within an organization (Monge & Contractor, 2003). This network can be

analyzed to assess communication effectiveness, identify central actors, and understand the density and strength of relationships among organizational members (Rogers & Kincaid, 1981). Types of network patterns, such as wheel networks, chain networks, circle networks, and all-channel networks, demonstrate how communication structures influence the speed, accuracy, and quality of interactions between nodes.

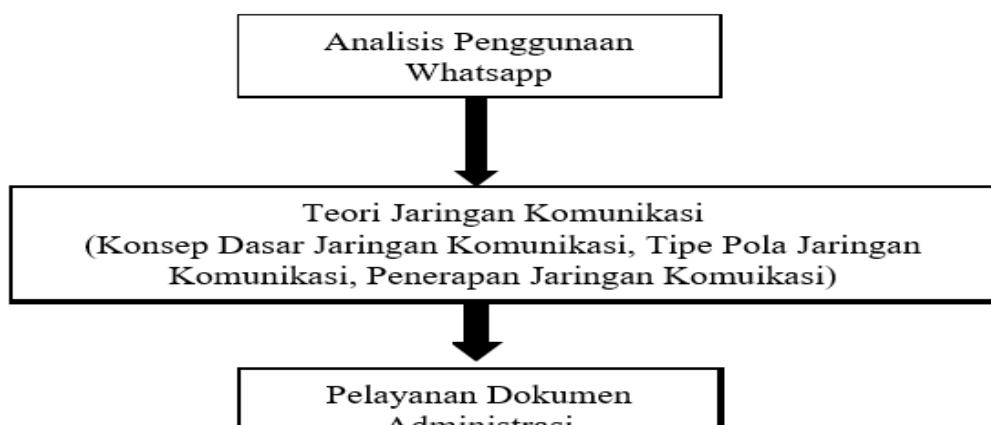
Monge & Contractor (2003) emphasize that communication networks within organizations are influenced not only by formal structures but also by social, psychological, and technological factors. Classical approaches highlight the role of formal structures, while social and exchange theories emphasize individual motivations in selecting relationships. Cognitive perspectives emphasize subjective perceptions of communication relationships, and evolutionary theories emphasize the dynamic and adaptive nature of networks as members, technology, and organizational goals change. This multi-theoretical approach provides a comprehensive understanding of how communication networks form, function, and adapt.

Communication media, both traditional and new, play a crucial role in conveying messages from communicators to their audiences. Old media, such as newspapers, radio, and television, initially only allowed one-way communication, while new or digital media are interactive, flexible, and enable two-way and multi-way communication (Aisyah & Wahid, 2020). The development of digital media, especially the internet and social media such as WhatsApp, Instagram, and YouTube, allows for fast, broad, and participatory access to information, while also becoming an extension of the human senses that shape thought patterns and social interactions (West & Turner, 2018 in (Fauzana, 2022).

In an organizational context, WhatsApp, as a digital communication medium, plays a strategic role in accelerating coordination, information exchange, and administrative services. WhatsApp features, such as text messaging, voice and video calls, document sharing, and end-to-end encryption, enable secure, fast, and efficient communication (HASANAH, 2021). Furthermore, WhatsApp supports online collaborative learning and enhances emotional engagement in digital interactions, making it an effective platform for supporting coordination and service delivery processes in the workplace (Nabilla & Kartika, 2020).

Service quality is a crucial measure of communication success in an organizational context, particularly in administrative and coordination services. According to Idrus (2019) and Kasmir (2017), service quality reflects the extent to which the service provided meets

customer expectations. The e-Service Quality model emphasizes four main components: efficiency, fulfillment, system availability, and privacy (Dalbehera, 2020 in Salsabila & Amrina, 2023). In other words, effective communication through digital media not only conveys a message but also influences the recipient's satisfaction, understanding, and actions, making service quality a key indicator of the success of both digital and organizational interactions. This framework begins with the background of the problem, which is then formulated into the problem formulation of the framework of thought in this study, as follows:



Gambar 2.1 Kerangka Berpikir

III. RESEARCH METHODS

This study uses a qualitative approach to deeply understand the use of WhatsApp as a communication medium in improving the quality of administrative procurement document creation services at PT Mitra Mandiri Informatika. The research location is at PT Mitra Mandiri Informatika, Jl. Tebet Raya No. 11B, South Jakarta, and lasted for three months, from April 12 to July 12, 2025. The research analysis unit is WhatsApp users in the document service process, with a focus on the experiences and views of administrative managers and administrative sales and marketing staff as key informants. Data were collected through observation, in-depth interviews, and documentation to obtain rich, relevant, and contextual information. Data processing was carried out descriptively qualitatively, with stages of reduction, presentation, and drawing conclusions using the Miles and Huberman interactive model, and verified through triangulation to ensure the validity and accuracy of the findings. The results show that WhatsApp plays a significant role in accelerating communication, increasing efficiency, accuracy, and service satisfaction, and supporting collaboration between teams in creating administrative procurement documents.

IV. RESEARCH RESULTS

In this study, researchers observed and interviewed parties involved in the administration and procurement processes at PT Mitra Mandiri Informatika, particularly the administration and sales and marketing teams. The goal was to understand how the use of WhatsApp as an internal communication medium impacts work speed, efficiency, and accuracy. Observations and interviews revealed that WhatsApp significantly assists in communication and document exchange, replacing the need for waiting for emails or in-person meetings. With messages and files that can be sent quickly, work processes become more practical and efficient, accelerating procurement document follow-up.

In addition to saving time, WhatsApp usage also positively impacts operational cost efficiency by reducing the need to print documents or use courier services. Communication becomes more flexible and can be conducted via mobile phones and the internet, without compromising information accuracy. Real-time notifications enable administrative staff to be more responsive to document requests from the sales and marketing team, while the sales and marketing team also benefits from not having to come to the office in person to submit or request documents. This results in smoother, more effective, and more responsive communication, even in emergencies.

However, there are challenges to be aware of: the large number of incoming messages can lead to important information being buried if not managed properly. The effectiveness of WhatsApp as a digital communication network depends heavily on user discipline in managing messages. Features such as text messaging, document sharing, and discussion groups enable real-time and collaborative communication, support cross-departmental coordination, and expedite document verification, approval, and archiving. With proper management, WhatsApp can minimize miscommunication and delays, significantly improving the quality of administrative procurement document services.

PT Mitra Mandiri Informatika (MMI) is an Information Technology company with over 30 years of experience. Founded on December 10, 1992, it is headquartered at Jl. Tebet Raya No. 11B, South Jakarta, and has an operational office at Jl. Tebet Timur Dalam Raya No. 43, South Jakarta. Since its inception, the company has been committed to being a trusted partner in providing information technology solutions for various sectors, including government institutions, state-owned enterprises (BUMN), and national private companies. It prioritizes human resource professionalism, efficient work systems, and the principles of

precision, speed, and accuracy in its services. MMI focuses on developing IT solutions that support the needs of rapidly growing businesses, with a vision to be the partner of choice worldwide that understands and satisfies customer needs, and a mission to be a national asset in the IT industry, the best place to work, and bringing people who contribute positively to society.

Peta Jaringan Komunikasi (Teori Monge) - PT Mitra Mandiri Informatika

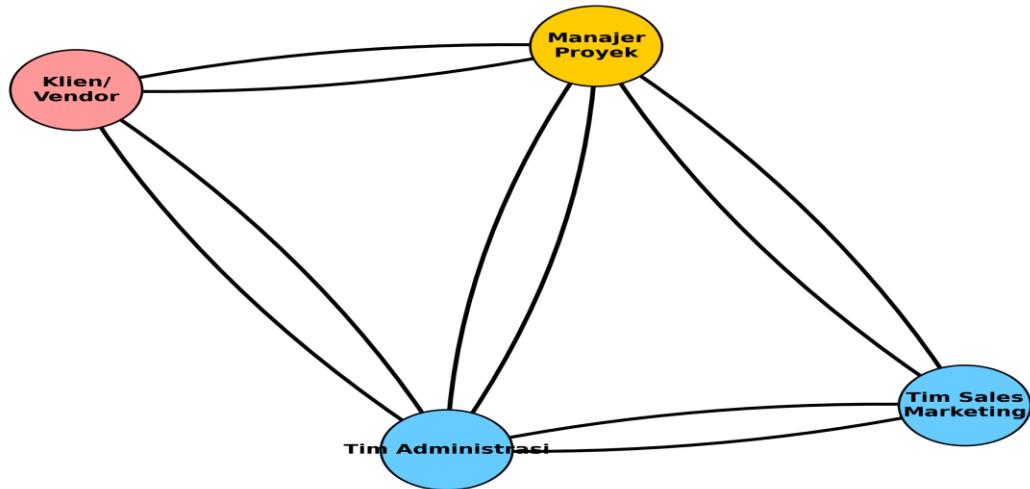


Figure 4.1 Communication Network Map of PT Mitra Mandiri Informatika

Figure 4.1 shows the communication flow structure at PT Mitra Mandiri Informatika during the administrative procurement document creation process. This visualization utilizes the Communication Network Theory framework of Monge & Contractor (2003), which views organizational communication as a network consisting of nodes and links.

During the study, researchers conducted direct observations in the work environment, specifically within the administration and sales and marketing teams, to clearly see how communication and the administrative document processing process take place. Observations indicate that WhatsApp has become the primary communication medium used daily, from document requests and data revisions to information confirmation. Document exchange is now more frequently conducted in digital files such as PDFs or scanned images, which the administration department can respond to directly without the need for printing. The work environment has become more dynamic and responsive, with employees routinely checking incoming messages to ensure the smooth running of the administrative procurement process. However, researchers also encountered challenges, such as a backlog of important messages, which led to delays in reading them, and the lack of a formal archiving system for WhatsApp messages, which sometimes required manual retrieval of information.

In addition to observing communication behavior, researchers noted that WhatsApp forms a multidirectional digital communication network among staff, in accordance with the principles of communication network theory. Each user acts as a connected node, enabling information to flow not only vertically but also horizontally between departments, accelerating decision-making and coordination. Some members even serve as central nodes connecting various parties in the network, resulting in faster information flow and more effective teamwork. Overall, WhatsApp has been shown to facilitate communication and administrative workflow, improving the efficiency and quality of procurement document services. However, more structured message and documentation management is still required to minimize the potential for miscommunication and data loss.

Researchers using New Media theory discuss the results of the analysis of WhatsApp use in improving the quality of administrative procurement document preparation services at PT Mitra Mandiri Informatika. The following is a discussion of the research findings. The use of WhatsApp as a communication medium in the administrative procurement document preparation process at PT Mitra Mandiri Informatika has demonstrated a significant contribution to improving the quality of administrative procurement document preparation services. Routine and strategic use has brought positive changes in work efficiency, information accuracy, response speed, and internal user satisfaction.

In general, WhatsApp is used for fast and flexible two-way communication. Information related to document requirements, revision processes, data clarification, and file delivery are all accessed through this application without being tied to specific work times and locations. These findings indicate that WhatsApp facilitates the delivery and receipt of information in real time, thereby accelerating communication flows between teams. This is demonstrated by WhatsApp's ability to convey complex information quickly, interactively, and allow for immediate clarification.

Communication networks provide a solid understanding of how communication occurs in modern organizations, particularly those involving digital media like WhatsApp. Communication within an organization is not just about the content of messages, but also about who is involved, how they interact, and how connected they are within the information network system.

In this study, communication network theory is used to examine how the use of WhatsApp can create a more efficient, rapid, and effective communication structure in

administrative procurement document services at PT Mitra Mandiri Informatika. A good network structure, which actively and equally involves all members, will encourage higher-quality and responsive service. Conceptually, WhatsApp also provides many positive benefits for its users, including easier communication, both over short and long distances. It is also a tool for oral and written communication, making communication more effective and efficient (Suryadi 2018) in (Putri & Syafî, n.d.).

The use of WhatsApp also impacts operational time and cost efficiency. All informants stated that document exchange processes that previously required printing, physical delivery, or in-person meetings can now be replaced by sending digital files via WhatsApp. This efficiency reduces the burden of using office stationery and saves time previously spent waiting for formal processes. Communication through this application is highly feasible, as long as time and costs are minimal, for organizations, institutions, and businesses (Daniel et al., 2019).

In terms of information accuracy, WhatsApp also plays a crucial role in maintaining data accuracy in procurement documents. Clarification of inaccurate data can be done immediately via instant messaging without having to wait for formal communication. Errors in sending administrative data can be immediately corrected and resubmitted. This demonstrates that WhatsApp helps reduce the potential for errors in administrative documents.

Furthermore, the use of WhatsApp has also increased the administrative team's responsiveness to requests or changes from the sales and marketing team. The instant notifications available within this application allow every message or request to be received and responded to immediately. In practice, the administrative team can confirm or resolve requests directly, even outside of office hours. This demonstrates improved performance in terms of service responsiveness. Responsiveness also reflects the ability of staff to provide prompt and responsive service in the field (Sugiyanto & Kurniasari, 2020).

The satisfaction level of internal users, particularly the sales and marketing team, has also increased since WhatsApp was implemented as the primary medium of work communication. The coordination process has become easier, more flexible, and less restricted by physical location. This makes the procurement document processing process faster, clearer, and more directly monitorable. Informants from the sales and marketing team stated that the use of WhatsApp helps them obtain administrative services more effectively.

Identifying service quality is a dominant factor that ultimately leads to a company's success in terms of customer satisfaction and company performance (Latif et al., 2016) in service companies.

However, several challenges have been identified in the use of WhatsApp as a primary communication tool for administrative services. One major obstacle is the clutter or unreadability of important information, especially in heavily messaged WhatsApp groups. This poses a risk of lost messages or delays in responding to requests. As explained, WhatsApp features include sending text messages, photos, and videos, sharing files such as Word, Excel, and PowerPoint, making voice and video calls, sending voice messages, and sharing locations via GPS. (HASANAH, 2021)

In an organizational context, communication serves as a bridge between individuals and groups, ensuring they remain connected and can effectively carry out their roles (Lubis, 2008 in (Fatmawati et al., 2021). Overall, this discussion indicates that the use of WhatsApp has successfully improved the quality of administrative services in processing procurement documents at PT Mitra Mandiri Informatika. WhatsApp, as a digital communication medium, has been proven to increase teamwork effectiveness, accelerate administrative processes, and encourage responsive and high-quality service within the organization. However, systematic communication management is still required to ensure optimal benefits.

V. CONCLUSION

Based on the research results, it can be concluded that the use of WhatsApp in the administrative process of creating procurement documents at PT Mitra Mandiri Informatika has a significant positive impact on improving service quality, as it allows for the exchange of information and documents quickly, in real time, flexibly, and cost-effectively. WhatsApp facilitates internal coordination, expediting the verification, revision, and delivery of documents, and establishing an effective digital communication network between divisions. However, to optimize its use, companies are advised to manage WhatsApp usage in a more orderly and structured manner, for example by separating groups based on projects or types of work, using clear message formats, and supplementing digital communications with formal record-keeping to ensure important information is not lost. Furthermore, brief training on digital communication needs to be provided to make messages easier to understand, and the roles of each member in the internal communication network need to be mapped to ensure effective information flow. Regular evaluation of the effectiveness of WhatsApp use and the

appointment of a person in charge (PIC) to monitor important messages are also recommended. By implementing these steps, WhatsApp will not only become a communication tool that streamlines workflow but can also improve the overall quality of administrative services, particularly in the management of procurement documents.

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