CUSTOMER LOYALTY OF MULTI COLOUR PRINTING INDUSTRY WILL BE AFFECTED WITH PRODUCT DIFFERENTIATION AND CUSTOMER TRUST

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Abstract

Purpose - To find out the extent of consumer loyalty with product and customer, multi-colour printing industry.. Design/methodology/approach - In this research process the respondents were production managers and / or marketing managers at printing companies. The number of samples is 50 respondents. Data processing uses SPSS version 25. Findings The study results are partially and simultaneously, all of them are significant, while the results of the 77.20% of determination coefficient test, it means that all the variables studied are very effective on customer loyalty. Originality/value – First, the results of the study are used as a reference or new literature. Second, research results will be useful for academics, and researchers

Keywords: Customer loyalty, customer trust, Printing industry, Differentiation product,

INTRODUCTION

Indonesia welcomed the industrial era 4.0 as a gateway to the digital economy, the greatness of digital technology based on the fast internet will dominate most of the patterns of human life in running everyday life (Rosyihuddin, 2020). While the development of the printing industry sector and the era of digitalization, allows the emergence of intense competition in the printing industry. More and more print media companies are creating various innovative products, even more companies are producing the same products as other competing companies.

Print media must do a variety of ways to stay afloat amid the era of digitalization that is completely online. The effort to face this competition is to maintain customer loyalty. Loyalty has an influence on various variables in the product / service business, which can determine whether a business product / service can run smoothly / well. Customer loyalty has the most

important influence on consumers, because loyalty influences performance (Wong, et al.,2014).Customer loyalty connects how much the customer is satisfied with the company's product or service (Mohsan, et al.,2011). To build customer loyalty is no longer an option for business activities, but it is the only way to build company performance. The results of research or theory states that service quality has a greater effect on consumer loyalty (Poku, et al., 2013). Trust is important for companies, because companies cannot build relationships without trust (Harumi, 2016). In addition, trust is also very important for service providers because it promises customers for products or services that cannot be seen, where customers must pay before they feel the product or service. Trust will reciprocate if confidence is found between the two parties. The higher the level of trust the company gives to customers, the higher the level of customer loyalty (Welta, 2017)..

In fact, the influence of customer confidence on consumer intentions contained in the marketing literature, which is related to purchase intentions and loyalty (Sun and Lin, 2010).

Furthermore, product differentiation is a communication tool that distinguishes its offer from competitors in other service / product fields (Dejawata, et al., 2014). To increase loyalty, one thing that must be considered is product differentiation (Marzuki, et al., 2018). The research results of Triyandi (2014), found that the differentiation strategy had a significant effect on customer loyalty at PT. Eka Sari Lorena Representative of Pekanbaru.

Product quality is one factor in how customer satisfaction and loyalty can grow. Improving product quality is very important, thus the company's products are getting higher and higher quality. If the product quality improvement is carried out by the company, then the company will be able to continue to satisfy consumers and can increase the number

Consumer (Cardia, et al., 2019). If consumers have obtained quality products according to their hopes and desires, consumers will feel satisfied and loyal (Rosyihuddin, 2020). Customer satisfaction can provide several benefits, which can provide a good basis for repurchasing, especially encouraging the creation of customer loyalty (Cheng, et al., 2018), so because loyalty is a continuation effect of satisfaction (Hult, et al., 2018).

LITERATURE REVIEW

Customer loyalty

Determination of customer loyalty (CL) is the purchasing behavior of consumers on an ongoing basis towards products or services of certain companies (Hsieh & Liao, 2011). Customer loyalty (CL), is the attitude and behavior of customers to choose one brand over all competing brands,

and satisfaction with the product or service will encourage consumers to shop more consistently (Dejawata, et al.,2014; Marjani and Sutisna, 2019; Magatef and Tomalich, 2015, Nainggolan, 2018;). Customer loyalty (CL) is defined as the desire of each customer to buy company goods or services, rather than being competitive in the market. (Singh and Khan, 2012).
Cheng, et al. (2018), loyalty is the aftereffect of customer satisfaction so that loyalty and satisfaction have a very close relationship (Hult, et al., 2018), loyalty is a very important indicator in running a business, loyalty is a determinant of the continuity of a business, especially business oriented in achieving profit or target (Ali, et al., 2018).
Loyalty can encourage someone to be recommending other consumers to buy a product that has previously been bought (Gómez, et al., 2018). Loyalty is the attitude of consumers who will automatically grow after what they get is fulfilled or after consumers are satisfied (Meesala and Paul, 2018). Customer loyalty (CL) is the main determinant of organizational performance for the long term. If customer satisfaction increases, customer retention leads to an increase in profit, besides positive word of mouth promotion, will have an impact on marketing spending and will be lower (Heskett and Sasser Jr, 2010).

Consumer trust

Trust is built when service providers are interested in satisfying customer needs and providing products and services to create value for customers (Setiawan, et al.,2016). Consumer trust (CT) is generally a vital element in a virtual environment and lays the foundation in e-commerce (Tsai and Yeh, 2010). Trust is one of the main reasons Malaysians rarely shop online (Liu and Tang, 2018). Likewise, research shows that a large number of electronic customers are reluctant to deal with electronic commerce because of their distrust of information disclosed on the website (Lee, et al.,2018). Valid conclusions that the existence of trusted interactions is very important because they form positive and fundamental perceptions between consumers and providers.
Over the past decade, the concept of trust has attracted much attention among researchers, especially in marketing theory. To increase customer confidence, research to date has shown that a fundamental corporate strategy must maintain a positive image (Zhou and Tian, 2010).

Product differentiation

Differentiation is the effort of a company to differentiate its products from competing products in a trait that makes it more desirable by consumers (Hanyani and Fadillah, 2013). Differentiation requires market research that is serious enough to be truly different, knowledge of competing products is also needed. "Therefore, it can be concluded that product differentiation (PD) is a strategy and key to a company's success in making or changing a product to make it look attractive and different from its competitors (Yulianti and Nasution, 2020). Meanwhile, product

differentiation (PD) is an activity carried out by a company in producing and marketing products that are different from competitors' offers. The differences created have the advantage of value and more benefits to meet customer needs (Dejawata, et al., 2014). This research is in line with the research conducted (Isyanto, et al., (2012) which explained that product differentiation (PD) has a significant influence and positive correlation on customer satisfaction. This research also supports the results of research conducted (Mariana, 2009), which shows that in his research there is a positive and significant effect between product differentiation (PD) and customer loyalty.

Product quality.

According to Hariadi (2012), product is a set of attributes both tangible and intangible, including the problem of color, price, good name of the factory, the good name of the shop that sells (retailer), and factory service and retailer service, which is received by the buyer to satisfy his desires. Quality is a factor in a product that causes a product of value what is produced by the product. Product quality (PQ) is as needed and more than the expectations of customer needs (Herviana and Anik, 2018; Kusuma, et al.,2014; Sitanggang, et al., 2019,).The creation of satisfaction felt by consumers is due to the quality of the perceived product, the higher the value of product quality (PQ), the higher the level of customer satisfaction. According to Saidani and Arifin (2013), provide evidence that product quality (PQ) has a significant positive effect on consumer loyalty. The findings of the study obtained a rebuttal from other researchers (Rachman, et al., 2017) that the quality of the product had a negative and not significant effect on customer satisfaction. From this description, it can be simplified that the product quality is the overall value contained in the results of a production based on consumer ratings (Bahar, and Sjahruddin, 2017).Product quality (PQ), is all must be offered in the market to get attention, demand, use or consumption that can meet consumer needs (Kusuma, et al., 2014). If the quality of the product is better, it will increase customer loyalty (Djumarno, et al., 2018). Based on the research of Mahmud, et al. (2014), in ascertaining whether a product is accepted or rejected by consumers, and if to get customer loyalty, it is necessary to understand how the customers are wants and needs.
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Customer satisfaction

Satisfaction can be interpreted as a comparison between services or results received by consumers with consumer expectations, services or results received at least must be the same as consumer expectations, or even exceed them (Normasari, et al., 2013). Companies also need to create customer satisfaction (CS), because customer dissatisfaction can have an impact on customer movement to competitors (Anggelina, and Rastini, 2019). Customer satisfaction (CS) is

an assumption that is felt or conveyed by the customer to the producer where the producer can maximize the quality of the goods requested by the customer (Novia, et al., 2019, Hafeez, 2012). Customer satisfaction (CS) is the customer's response to the discrepancy between the previous level of importance and the actual performance it feels (Sentiana, 2018). Customer satisfaction (CS) is a situation where the wishes, expectations and needs of customers are met (Siswanto and Widjaja, 2017). Customers are people who do not depend on us, but we who depend on them, people who bring us to their desires and the most important people who must be satisfied (Bowen and McCain, 2015); Lee, 2013; Rahayu, et al., 2018; and Sentiana, 2018) suggested that customer satisfaction (CS) is related to loyalty and loyalty, in turn, related to service organization performance.

RESEARCH METHOD

In this study the number of respondents who were used as samples was 50 respondents, and the technique of taking purposive sampling, because only companies engaged in the printing industry in Surabaya in East Java, especially for large scale businesses, while the sample criteria as managers who are relevant to the research instruments provided. The data processing uses the SPSS version 25 program, both to test research instruments, as well as to process survey data from the company.

Model of Analysis
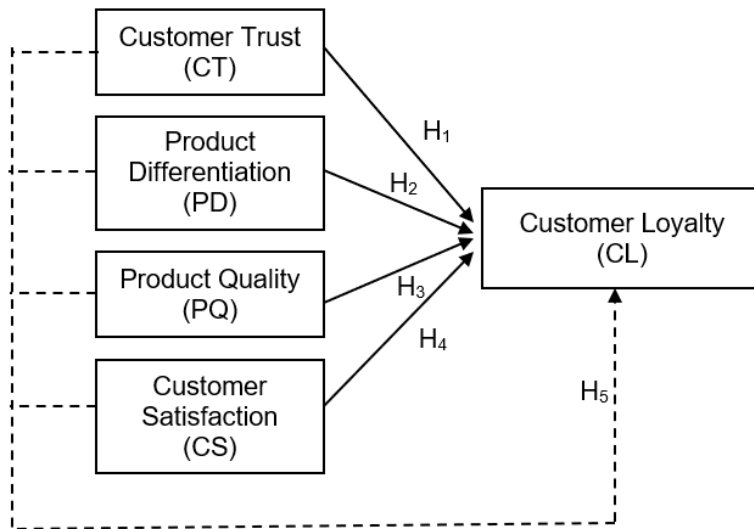
The analysis model used in this study is shown in Figure 1.

Figure1. Research Model

RESULTS AND DISCUSSION

Test of Validity and Reliability

Before conducting research, researchers prepare the design of instruments that will be used and at the same time in this study will be shown the accuracy of the instrument with a measurement scale that is the likert scale. At the stage carried out by the researcher that begins to test the validity and reliability of the instrument to be used, by using respondents who have the same characteristics and the number of samples for the validity and reliability test, 30 samples are enough as respondents.

The process of testing the validity and reliability is done using the SPSS version 25 program (Santoso, 2018). Indicators of validity test results are sig. tailed 2-tailed must be less than 0.05 to express the questionnaire used in this study was declared valid. Significance value is measured using a measuring instrument, namely the Pearson product moment (Sunyoto, 2016). While the

reliability test was conducted in this study to show the consistency of these instruments, for indicators namely, with Cronbach alpha > 0.6 (Ghozali, 2018) and Cronbach alpha if deleted < Cronbach alpha. Following are the results of testing the validity of each variable, in Table 1.

Table 1. Result of Validity Test

Variables	Indicators	Validity			Reliability		
		Pearson Correlation	Sig.	Remarks	Cronbach's Alpha if Deleted	Cronbach's Alpha	Remarks
Customer Trust (CT))	CT1	0.623	0.000	valid	0.735	0.815	reliable
	CT2.	0.767	0.000		0.771		
	CT3.	0.771	0.000		0.775		
	CT4	9.785	0.000		0.765		
	CT5	0.849	0.000		0.738		
Product Differentiation (PD)	PD1	0.795	0.000	valid	0.607	0.673	reliable
	PD2	0.665	0.000		0.627		
	PD3	0.757	0.000		0.658		

	PD4	0.650	0.000		0.635	
Product Quality (PQ)	PQ.1	0.819	0.000	valid	0.627	0.736	reliable
	PQ.2	0.775	0.000		0.644		
	PQ.3	0.730	0.000		0.698		
	PQ.4	0.597	0.000		0.717		
	PQ.5	0.558	0.000		0.734		
Customer Satisfaction (CS)	CS.1	0,750	0.000	valid	0.778	0.810	reliable
	CS.2	0.816	0.000		0.752		
	CS.3	0.715	0.000		0.777		
	CS.4	0.581	0.000		0.800		
	CS.5	0.476	0.000		0.804		
	CS.6	0.833	0.000		0.747		
	CS.7	0.591	0.000		0.802		
Customer Loyalty	CL.1	0.727	0.000		0.650	0.724	reliable

(CL)	CL.2	0.743	0.000	valid	0.642		
	CL.3	0.611	0.000		0.715		
	CL.4	0.556	0.000		0.716		
	CL.5	0.813	0.000		0.610		

Sources: Result of Data Analysis (2020)

Based on Table 1. The results of the validity test show that all statement variables: customer trust, product quality, product differentiation, customer satisfaction and customer loyalty, all have a significance value of 0,000. Significance value of 0,000 proved to be less than 0.05. Therefore, all indicators of the 5 variables are declared valid, while for the reliability test so are all indicators. proven that Cronbach alpha > 0.6 and Cronbach alpha if deleted < Cronbach alpha

Multiple Linear Regression Analysis

Table 2. Analysis of Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.718	.295		2.437	.019
	CT	.139	.067	.193	2.087	.043
	PD	.197	.084	.232	2.342	.024
	PQ	.221	.108	.251	2.040	.047
	CS	.303	.091	.362	3.339	.002

Based on the multiple linear regression analysis at Table 2, then multiple regression equations can be formed as follows:

$$Y = 0.718 + 0.139\ X_1 + 0.221\ X_2 + 0.197\ X_3 + 0.303\ X_4$$

Based on the linear equation, it can be seen if the variable customer trust, product differentiation, product quality and customer satisfaction with customer loyalty with a regression coefficient of customer trust (CT) = 0.139, product differentiation (PD) = 0.221, product quality (PQ) = 0.197, and customer satisfaction (CS) = 0.030, has a positive effect on customer loyalty (CL) variables.

Simultaneous testing (F test)

Table 3. Anova (Simultaneously)

ANOVAª						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.849	4	1.962	38.087	.000ᵇ
	Residual	2.318	45	.052		
	Total	10.167	49			

a. Dependent Variable: CL

b. Predictors: (Constant), CS, PQ, CT, PD

From Table 3, it can be seen that the significance value is less than 0.05 which is 0,000, which simultaneously customer trust (CT), product differentiation (PD), product quality (PQ), and customer satisfaction (CS) has an effect on customer loyalty (CL)

Partial testing (t test)

Based on Table 2, the significance value of customer trust (CT) is smaller than 0.05, that is 0.043, which means that customer trust (CT) effect on customer loyalty (CL) and so does variable product differentiation (PD), product quality (PQ) and customer satisfaction (CS) has an effect on customer loyalty (CL)

Coefficient of Determination (R^2)

Table 4. R square

Model	R	R Square	Adjusted R Square
1	.879[a]	.772	.752

Table 4 shows the values of the coefficient of determination (R square) is 0.772 or 77.2%. This means that the percentage of the influence between customer trust (CT), product differentiation (PD), product quality (PQ) and customer satisfaction (CS) has an effect on customer loyalty (CL) is 77.2%, while the remaining value of 22.8%, is stated to be influenced by other variables, but not examined in this study.

Classical Assumption Testing

a. Normality testing
Testing for normality, the aim is to test whether the resulting residual value is expressed in normal distribution or not. Table 5 is the normality test results in this study.

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	50
Asymp. Sig. (2-tailed)	.200

a. Test distribution is Normal.

Table 5., shows the value of asymp.sig. is 0.200, which means that the normality test can be stated that the data is normally distributed, as a reference that is a significant level greater than 0.05

b.   Multicollinearity Testing

Table 6. Multicollinearity Test

		Collinearity Statistics	
Variable		Tolerance	VIF
1	(Constant)		
	CT	.594	1.685
	PD	.333	2.999
	PQ	.517	1.933
	CS	.432	2.317

Table 6., for four independent variables are known to have tolerance values greater than 0.1 and VIF less than 10, so this study is free from multicollinearity.
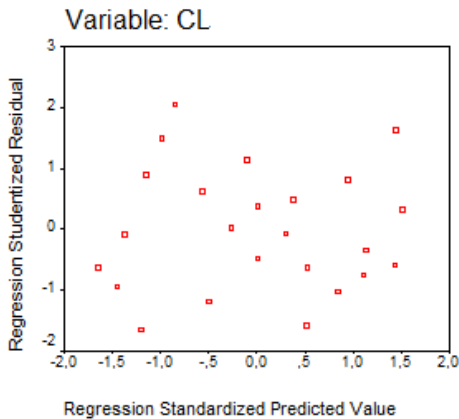
c. Heteroscedasticity Testing

Figure 2. Scatterplot

From figure 2, it is known that the data points are scattered in the area between 0 - Y and do not form a certain pattern, then the regression model that is formed is identified as heteroscedasticity. Because the processed data already does not contain heteroscedasticity, the multiple linear regression equation obtained can be used for research

CONCLUSIONS

Based on the results of the discussion it can be concluded that the test results are partially or simultaneously, the result is the variable of customer trust, product differentiation, product quality, and customer satisfaction significantly influence customer loyalty. While the results of multiple linear regression analysis, the variable customer confidence is the lowest, meaning that this shows that the average printing industry still needs to innovate, so that the value of trust in customers is better. In addition, based on the results of the analysis of the coefficient of determination (R^2) it was found that the contribution of the influence of all the variables studied was 77.2%, while the rest was influenced by other variables not examined in this study.

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