

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

J.E.Sutanto¹ Tina Melinda²

^{1,2}Universitas Ciputra Surabaya-INDONESIA¹,
Address: CitraLand CBD Boulevard, Made, Sub-district: Sambikerep,
City: Surabaya, East Java . Postcode:60219

Correspondence e-mail: je.sutanto@ciputra gmail.com

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