

Strategies to Enhance Customer Loyalty at UD Bajuber Print Gresik

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ABSTRACT (TIMES NEW ROMAN – 11)

Bajuber Print is a printing company that prioritizes customer satisfaction in a highly competitive printing industry. This study aims to identify various factors influencing customer loyalty using a qualitative approach, including in-depth interviews, focus group discussions, and direct observation. The data analysis revealed that consistent service quality, value-aligned pricing, positive customer experiences, and attractive loyalty programs are key factors in building and maintaining customer loyalty. These findings provide valuable strategic insights for Bajuber Print to formulate effective measures to enhance customer loyalty while strengthening the company's position in a competitive market.

INTRODUCTION

Customer loyalty, according to (Sulaiman et al., 2022), is one of the key factors determining the long-term sustainability and success of a company. In an increasingly competitive business environment, especially in the printing sector, companies like Bajuber Print face significant challenges in improving customer loyalty. As a printing service provider, Bajuber Print operates in an industry filled with competitors offering similar products at competitive prices, faster turnaround times, or more advanced technology. Therefore, efforts to build and enhance customer loyalty are crucial for improving competitive advantage.

Meanwhile, according to (Banggoi et al., 2023), customer loyalty is not merely about repeated purchasing behavior, but rather a long-term commitment by customers to continue choosing a company's products or services despite the availability of many market alternatives. High customer loyalty brings many benefits to a company, such as reduced marketing costs, word-of-mouth promotion, and the development of mutually beneficial long-term relationships. Thus, for Bajuber Print, increasing customer loyalty is not only about expanding market share, but also about creating a more stable and profitable customer base.

However, to achieve this, Bajuber Print must accurately understand the factors influencing customer loyalty. One of the main factors often associated with loyalty is customer satisfaction, which

encompasses the extent to which a product or service meets or exceeds customer expectations. Previous studies indicate that customer satisfaction heavily depends on the quality of service provided by the company. Therefore, high-quality service is a prerequisite for enhancing satisfaction and ultimately boosting customer loyalty (Junior, 2023).

Bajuber Print, as a printing service provider, offers various products that can influence the customer experience, such as printing services for business needs, personal prints, and additional services like delivery and design assistance. Service quality in this context includes several aspects, such as service speed, timely delivery, product accuracy, and clear communication between the company and its customers. Satisfying service makes customers feel valued and strengthens their relationship with the company, making them more likely to remain loyal and make repeat purchases (Arianto et al., 2021).

However, in practice, according to (Ma, 2023), many printing companies face challenges in creating a consistent and satisfying customer experience. One challenge faced by Bajuber Print is ensuring high service quality amidst high demand and market fluctuations. Many customers may be satisfied at one point but may switch to competitors if they perceive a decline in service quality or if other companies offer lower prices with comparable quality. With an increasing number of printing companies offering similar services and various pricing options and promotions, customers tend to switch providers if they do not perceive added value from their chosen company. Therefore, Bajuber Print is not only required to meet customer expectations but also to create experiences that exceed those expectations. In this regard, service quality becomes a crucial aspect in maintaining customer satisfaction and loyalty..

RESEARCH METHOD *(sub-chapters and numbering not displayed)*

In studying the improvement of customer loyalty at Bajuber Print, the research methodology must be capable of measuring the factors that influence customer loyalty and how the company can enhance it. The following is an explanation of the applicable research methodology for this topic:

The current approach uses a descriptive qualitative approach . This approach focuses on analysis based on previous theories. By using this approach, aspects such as customer loyalty can be measured through surveys that represent the intensity of customer loyalty toward Bajuber Print (Muhtarom, 2022).

The descriptive qualitative approach helps to explore customers' perceptions and motivations in depth regarding their loyalty. This approach may involve in-depth interviews or focus group discussions to examine emotional reasons, personal experiences, and psychological factors that influence customer loyalty toward Bajuber Print (Dewi, 2022).

RESULTS AND DISCUSSION

Strategies for Maintaining Customer Loyalty at UD Bajuber Pratama

To improve customer loyalty in the competitive printing industry, UD Bajuber Pratama can implement various effective strategies. One key step is adopting a marketing mix approach (Fahrudin & Surianto, 2024). In terms of product, the company must ensure that high-quality printing materials are used and offer a variety of products tailored to customer needs. Setting competitive and proportional prices, along with incentives such as discounts for loyal customers or bulk purchases, can enhance the company's appeal. Attractive promotions, such as point-based loyalty programs or rewards, are also effective in maintaining customer engagement. In addition, service accessibility should be improved by providing online facilities, such as an easy-to-access and user-friendly website (Aprilla & Amalia, 2019).

Beyond the marketing mix, based on (Asmi & Permata, 2020), improving service quality is also a priority. Providing responsive service, listening to customer complaints, and offering quick solutions can create a positive experience. To ensure consistency in print results, the company can implement a strong quality control system. Effective communication with customers is another important factor. The company

can utilize social media and email as channels to inform customers about the latest promotions, tips, or other engaging content. Personalized communication, such as offering recommendations based on a customer's purchase history, can strengthen the emotional connection between the customer and the company (Anugerah, 2021).

Furthermore, according to (Yanti, 2020), customer loyalty programs can be designed to increase customer engagement. These programs may include exclusive discounts, access to premium services, or rewards as a form of appreciation for loyal customers. This effort not only enhances customer satisfaction but also encourages them to continue using the company's services. Equally important is building long-term relationships with customers. The company can foster positive interactions through community events or other engaging activities. It is also essential to pay attention to existing customers by providing the same high-quality service as new customers, ensuring they continue to feel valued. By combining all of these strategies, UD Bajuber Pratama can boost customer loyalty, strengthen long-term relationships, and ensure sustainable business growth amid industry competition.

Supporting and Inhibiting Factors in Maintaining Customer Loyalty at UD Bajuber Pratama

In improving customer loyalty, UD Bajuber Pratama faces various supporting and inhibiting factors (Ardijan Handijono, Rudy Irawan Gunarto, 2021). The main supporting factor is high product quality, as customers are more likely to return if the printed materials meet their expectations in terms of design, accuracy, and durability. Research also shows that improved product quality directly correlates with increased customer satisfaction, which ultimately strengthens loyalty (Meidasari & Isabella, 2020).

In addition, excellent service quality is another important element. Customers who receive responsive and friendly service tend to have positive experiences, which reinforce their trust in the company. Moreover, a positive company image supports customer loyalty. A strong reputation and effective marketing help build customer trust and foster long-term relationships. Another supporting factor is the presence of loyalty programs, such as discounts for regular customers or exclusive offers, which not only provide incentives but also create an emotional bond between the customer and the company (Mardikawati & Farida, 2013).

However, several factors can hinder efforts to enhance customer loyalty. One of these is uncompetitive pricing. In the highly competitive printing industry, customers are likely to switch to competitors if the offered price is higher than the perceived value. In addition, dissatisfaction with product or service quality can negatively impact customer loyalty. Issues such as poor print quality or order errors can erode customer trust in the company. Another inhibiting factor is a lack of innovation, where companies that fail to adapt to evolving customer needs may lose relevance in the market. Ineffective communication is also a challenge. Delays in providing information or limited interaction with customers can create a gap between the company and its customers, thus reducing engagement (Anggraini, 2020).

By understanding supporting factors such as product quality, excellent service, a positive brand image, and loyalty programs, UD Bajuber Pratama can strengthen its long-term relationship with customers. At the same time, the company must address inhibiting factors such as uncompetitive pricing, dissatisfaction with quality, lack of innovation, and poor communication in order to improve its competitiveness. An integrated approach will help the company build sustainable customer loyalty while ensuring stable business growth in the future.

Analysis of Customer Loyalty Retention Strategies in Printing Companies

To increase customer loyalty, printing companies must implement various strategies focused on product quality, excellent service, and a satisfying customer experience. The first step is to build a foundation for loyalty by improving product quality and customer service. Printed products must meet high-quality standards to ensure customer satisfaction and encourage repeat purchases. In addition, responsive, friendly, and professional service is essential. Providing training to staff on effective customer interaction can strengthen relationships and enhance overall customer satisfaction (Yanti, 2020).

The next step is to create stronger bonds with customers through loyalty programs. Offering rewards such as special discounts or purchase bonuses to loyal customers can encourage them to continue using the company's services. Furthermore, personalized services—such as custom print designs or tailored service packages—provide a unique experience and make customers feel valued. Promotional media also

plays an important role in this strategy. Utilizing social media platforms and promotional materials such as brochures to inform potential customers about new services, discounts, or exclusive offers can increase customer engagement and attract a broader market (Hermansyah, 2022).

Moreover, improving physical facilities at the printing location can provide a positive experience for customers. Offering a comfortable waiting area, free internet access, or additional services such as complimentary beverages can leave a good impression and boost customer satisfaction. A key factor supporting the success of this strategy is consistent product and service quality. Customers tend to be more loyal if they are satisfied with the printed results and services they receive. A strong company reputation is also a significant supporting factor, especially if the company has official business permits and is known for maintaining high-quality standards. Printing businesses located in strategic and easily accessible locations also provide convenience for customers in accessing services (Ma, 2023).

However, several obstacles must be addressed to improve customer loyalty. According to (Ahmadi, 2024), one of the main challenges is dissatisfaction with product quality. Issues such as poor print results or incorrect orders can reduce customer trust and affect their loyalty. Lack of innovation is also a challenge, particularly when the company fails to keep up with the latest trends in design or printing technology. Ineffective communication, such as delays in providing order status updates or new promotions, can also reduce customer engagement. By understanding these supporting factors and barriers, and implementing an integrated strategy, printing companies can become more effective in enhancing customer loyalty. This approach not only improves customer satisfaction but also encourages repeat purchases, strengthens long-term relationships, and supports sustainable business growth.

CONCLUSION

In an effort to increase customer loyalty, printing companies face several key challenges that need to be addressed. Problem identification reveals that customer dissatisfaction with product quality, lack of innovation, uncompetitive pricing, and ineffective communication are the main obstacles. These issues risk reducing customer trust and engagement, which can ultimately lead to a loss of loyalty.

However, research findings indicate that several supporting factors can be leveraged to overcome these challenges. Consistent product and service quality, a strong company reputation, and a strategic location serve as important foundations for building long-term customer relationships. In addition, strategies such as attractive loyalty programs, social media promotions, and improved physical facilities have proven effective in enhancing customer satisfaction and engagement.

This study emphasizes that to improve customer loyalty, companies must adopt a holistic approach that includes improving quality, product innovation, excellent service, and more effective communication with customers. By understanding customer needs and preferences and addressing existing challenges, printing companies can enhance their market competitiveness, boost customer loyalty, and drive sustainable business growth.

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