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**THE IMPACT OF PRINTING BENEFIT QUALITY, SATISFACTION  
CUSTOMER AND CLIENT DEPENDABILITY IN EFFORTS TO  
EXTEND COMMERCE DEALS TURNOVER ANGELA GIFT PRINTING  
IN SURABAYA**

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**Abstract** (11 pt)

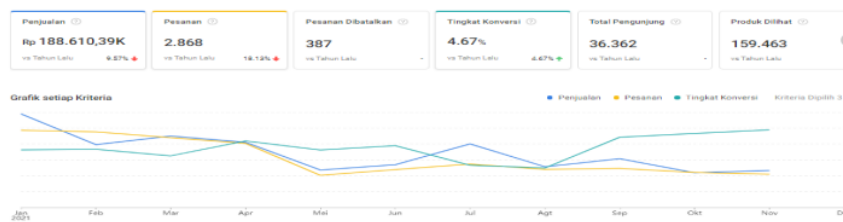
*This study aims to clarify the quality of printing services and customer satisfaction can significantly affect Customer Loyalty in an effort to increase sales turnover of printing business angela souvenir surabaya. This research uses quantitative research methods. The population in this study is customers who use angela souvenir surabaya printing services with a sample of 18 respondents, then analysis techniques and using statistics using spss 25.00. to Knowing the results requires Multiple Linear Test, Test F and Test t. Variable quality of print service quality (X1) and customer satisfaction (X2). These have a significant impact on the dependent variable of customer loyalty (Y). Print quality (X1) and customer satisfaction (X2) scores can affect customer loyalty (Y) by 0.888 indicating that 88.8% of customer loyalty variables and the remaining 11.2% are not explained by other variables. Print Service Quality (X1) t count (3,759) t table (2,131) with significance level 0.002 0.05. Customer Satisfaction (X2) t count (3,181) t table (2,131) with a significance level of 0.006 0.05. That partially The Quality of Print Services and Customer Satisfaction (X2) significantly affects Customer Loyalty (Y) in an effort to increase sales turnover at Angela Souvenir Printing in Surabaya.*

## INTRODUCTION

Financial success usually depends on the company's marketing capabilities, such as financial operations, accounting, and other business functions. In fact, it doesn't make sense without demand for products and services that can make a profit. The company should not adopt a view driven by short sales and ultimately fails to satisfy shareholders, employees, suppliers, and business partnerships. A competent marketing (Sales Marketing) has a goal and will never stop pursuing it in the process of achieving it. Marketing is closely related to identify and respond to human and social needs. One of the definitions of marketing is to benefit demand with the help of marketing intelligence, personal or social needs can be turned into profitable business opportunities. The American Marketing Association defines marketing as an association's function and a set of processes for creating, communicating, and delivering value to guests, and managing client connections in a way that benefits the association and its stakeholders. The rapid growth of the Indonesian economic market today has encouraged business actors to be good at determining strategies in anticipating increasingly fierce competition. The main thing that must be considered by business people in maintaining their business is customer orientation. When the Covid-19 pandemic made everyone switch to digital systems, new businesses increasingly became an emerging trend, which triggered competition between entrepreneurs in the same field. One of them is the digital printing business which is the most common printing process in everyday life. Digital printing is the printing process in which data is first processed by a computer and then printed by a digital printer. Digital printing can be used for a variety of purposes and is needed in almost every field, from college students, college students, employees to businesses. This is done in order to increase sales, then the strategy used is a personal marketing strategy to attract customers. One of the support in promoting a product or service is print media. Print media is often used as a marketing tool such as product catalogs, banners or banners, brochures, and others. Digital printing is a more practical and effective way compared to

traditional printing technology (Ade Hapsari Lestarini, 2021). One of the sectors of SMEs is the print area. This printing business has a high profit rate, of course with different achievements from each business actor. Various printing businesses compete and to survive to increase their respective turnover. Intense competition can increase selective value for consumers who aim to choose good quality (Amri, 2020). One of them is printing in Surabaya, Angela Souvenir is one of the businesses engaged in printing (Advertising & Digital Printing) as a means for promotional media in supporting customer needs, such as Digital Printing by using indoor & outdoor machines, billboards, posters, displays, product screen printing, and others. Of course, competitive prices are important for Angela Souvenirs because we continue to pay attention to it and improve the quality of each product. To meet all requirements related to creatives and printing. With the latest technological developments, Angela Souvenir now offers online print services. From bookings to payment transactions to picking up goods, everything goes online without interrupting travel to the workshop area. This concept is a good solution for customers, especially during the COVID 19 pandemic, where people need to do more activities at home because the process is simple and convenient. However, the current existence of the printing business is expected to make a significant contribution to this. This important role in efforts to overcome the problems of the free trade era, for example, many companies are engaged in commercial printing, because they generate very high annual revenues. Digital printing, including advertising, is growing at an average of 10% annually. 70% of companies use direct mail campaigns, and technology efficiency has improved margins over the last two years over the last five years. The basic value in an effort to increase turnover is quality. Salam Kikie (2021) suggests that With an average annual growth of about 4%, even small print shops can survive the market downturn. Specialization or diversification will increase the flow of income and more than double the annual growth rate. From next year onwards, it will be attractive for commercial printers. Companies that meet most of the needs of their customers are quality companies, but distinguish between quality conformity and quality performance levels. The quality of each product or service is closely related to customer satisfaction and Business profits are three things that are closely related. A higher level of quality can increase customer satisfaction, which in turn drives higher prices, and often

reduces the cost of future customer loyalty. According to Rismawati Sitepu (2021) asserts that loyalty is actually something that is not needed, but is based on the necessity that the customer's name and the composition of each force an entrepreneur to make brand loyalty based on the phase of consumer loyalty when choosing a product and service. to Find out how quality print service affects customer satisfaction and loyalty can have an influence on Sales Turnover of Angela souvenirs. Angela Souvenir has recorded and accumulated sales Turnover, Sales received, and Conversion Action for the last two years from 2020 to 2021. The following reports and diagrams are shown in Figure 1.



**Figure 1. Angela Souvenir Sales Turnover in 2021**

Source: Data processed, 2021

The picture above shows that Angela souvenirs experienced a decrease in sales turnover of 9.57%, a decrease in orders received by 18.13% while the conversion rate of Angela souvenirs increased by 4.67%. The highest decline in sales at Angela Souvenir Surabaya occurred in May and October 2021. For companies to improve services that make consumers feel satisfied, they are customer-friendly services. Then consumers will feel that their interests are considered. Good service is able to raise the level of product sales because consumers are satisfied with the level of service provided and this situation is sometimes neglected by companies. Not many printing services are able to create an image as a company with world-class service (Customer satisfaction). Then how long does it take for a service company to be able to provide the best quality service, so as to be able to provide satisfaction to its customers. This will be a priority for improvement for the management of the service company. The ability to provide professional services is a non-negotiable

requirement because in this case consumers are always at a disadvantage, this is reinforced through the enactment of Consumer Protection Act No. 8 of 1999, which fundamentally regulates consumer protection, where consumers need . Therefore, there is no other alternative for companies that devote themselves to service in order to improve service to their customers. The policy of improving service quality is part of the company's efforts to improve the image of service to consumers. Ginadjar Kartasmita (2018). Consumers need to protect their interests when buying the products or services they buy, so business people need to focus on the interests of consumers in providing services to consumers, not the other way around.

## RESEARCH METHODS

This survey uses a quantitative survey method. The type of research used is the method of operations research., namely research by conducting direct observations in the field by distributing questionnaires directly to customers and direct interviews with company owners. The results of the research conducted will reveal the effect of printing service quality, customer satisfaction and loyalty in an effort to increase sales turnover on the Angela Souvenirs printing business in Surabaya. The subjects of this study are customers who use Angela Souvenir Surabaya's printing services. In this study, the population is infinite, which means that the calculation of the size of the total population is not known with certainty. Determination of The pattern whilst all contributors of the populace are used as samples. This is frequently used whilst the populace is fairly small, much less than 30 people. Therefore, this study sample is the customers who use the printing services of Angela Souvenir Surabaya, totaling 18 people. Because the research is quantitative data, the analytical techniques and use statistics.

## RESULTS AND DISCUSSION

This research was conducted in order to determine the impact of printing service quality and customer satisfaction on customer loyalty in order to increase the sales of Angela Souvenir's printing business in Surabaya. The maximum number of respondents to this survey is 18, which is a survey method using operations research. Based on the analysis results, the consideration of the survey results is as follows :



<sup>16</sup>  
**1. The Effect of printing service quality on customer loyalty to increase sales at Angela Souvenirs in Surabaya**

<sup>18</sup>  
The results of testing the hypothesis regarding <sup>18</sup> The impact of print service quality on customer loyalty has, in our efforts, found that fluctuations in print service quality have had a positive and significant positive impact on customer loyalty to increase sales turnover of Angela souvenirs. With a value that is influenced by the coefficient value of Adjusted RSquare (R<sup>2</sup>) of 0.888 or 88.8%. While the rest of the value is 11.2% which is influenced by other variables that are not explained by other factors or other unknown variables and are not included in this study. Furthermore, it is known that the results of the Fcount and Ftable values are 59.696 > 3.63 That is, the value of the quality variable X1 printing service also affects customer loyalty (Y). So based on the results of statistical calculations which shows the sig value, namely the probability value of 0.002 < 0.050 with the tcount value of the print service quality variable (X1) of 3.759 > 2.131. Next, it shows that Ho and Ha are accepted. This means that the quality of printing services affects customer loyalty. Reliable service in providing information about products, speed and friendliness in service to customers, good packaging / delivery and guarantee of quality products at relative prices Affordable is what customers expect. Therefore, this will affect customer loyalty, which will have a significant impact on the growth and increase in sales turnover of Angela. Souvenirs which is very dependent about the service provider's ability to consistently meet the expectations of service users. this is a large increase in turnover obtained during the three months during the study. Nurmin Arianto (2018)

<sup>7</sup>  
**2. The Effect of customer satisfaction on customer loyalty to increase sales of Angela Souvenirs in Surabaya**

<sup>19</sup>  
The hypothetical test results on the impact of customer satisfaction on customer loyalty showed positive and significant effects of the variable quality of printing services on customer loyalty in an effort to increase sales turnover of

Angela souvenirs. With a value that is influenced by the coefficient value of Adjusted R Square (R<sup>2</sup>) of 0.888 or 88.8%. While the rest of the value is 11.2% which is influenced by other variables that are not explained by other factors or other unknown variables and are not included in this study. Furthermore, it is known that the results of the Fcount and Ftable values are  $59.696 > 3.63$  with a sig level of  $0.000 < 0.050$ , it is concluded that Ho is accepted, which means the value of the customer satisfaction variable (X2) has a concurrent effect on customer loyalty (Y). The statistic that shows the sig value is the probability value of  $0.006 < 0.050$  with the t-count value of the customer satisfaction variable (X2) of  $3.181 > 2.131$ . Then you can see that Ho and Ha are accepted. This means that customer satisfaction affects customer retention. Customer satisfaction is formed if you pay attention to the quality of printing services to customers. Suwarsito, Sabeli Aliya (2020) Customer satisfaction is known if there are no complaints from customers, often shop in small or large quantities, and do not harm customers where this will increase customer loyalty which can affect the increase or decrease in sales turnover, namely Confirmation of expectations (Confirmation), Repurchase intent, Willingness to Recommend, Customer Dissatisfaction. Customer satisfaction is an emotional reaction of joy or relief because, after purchasing a product or service, the desires of the heart are satisfied or satisfied (Tjiptono:2002, in Nazarudin and Yosep, 2019). From this, we can conclude that the print service quality (X1) and customer satisfaction (X2) of the independent variables have a great influence on the customer loyalty (Y) of the dependent variable are more appropriate, so they can increase sales turnover of Angela Souvenir Surabaya and vice versa. In the journal Annas Syams Rizal Fahmi about the impact of quality of service on customer satisfaction and customer loyalty for banking customers at Bank Muamalat Indonesia, Yogyakarta branch office. It shows that service quality has a significant positive effect on customer satisfaction and loyalty. Service quality itself can be understood as the expected level of excellence and the mastery of the level of excellence to satisfy the customer's expectations. Customer satisfaction is a very decisive factor in marketing activities, on the other hand, customer disappointment in service delivery can lead to the demise of the business in the future.



## 12 CONCLUSIONS AND SUGGESTIONS

### Conclusions

Conclusions can be drawn based on data analysis and discussion of research results that this research was conducted on customers who use Angela Souvenir Printing Services in Surabaya with a total of 18 respondents. Use of quantitative research method by the method of operations research function (operations research) Adjusted R Square of 0.888 or 88.8%. This value can be interpreted as Print service quality (X1) and customer satisfaction (X2) can influence customer loyalty (Y) of 0.888, indicating that 88.8% of customer loyalty variables and the remaining 11.2% are not explained by other variables. Print Service Quality (X1) is known to have a probability value of t count (3.759) > t table (2.131) with a significance level of  $0.002 < 0.05$  or 5%. That partially Print service quality (X1) has a significant impact on customer loyalty (Y) in an effort to increase sales turnover at Angela Souvenir Printing in Surabaya. Customer Satisfaction (X2) is known to have a probability value of t count (3.181) > t table (2.131) with a significance level of  $0.006 < 0.05$  or 5%. That partially Customer satisfaction (X2) has a significant influence on customer loyalty (Y) in an effort to increase sales turnover at Angela Souvenir Printing in Surabaya.

### Suggestions

Based on the conclusions above, it can be described some suggestions proposed by the researcher for the owner and also the next researcher as follows :

#### 1. For business owners

Angela Souvenir to pay more attention to the factors that related to Sales Turnover such as printing service quality factors, customer satisfaction and customer loyalty. Print Service Quality Angela's souvenir business needs to be improved because it will have a major impact on customer satisfaction in business Angela Souvenir Printing. If it can be fixed then will be included in the important

category in order to easily get loyalty from customers that way will benefit the company. Factors for creating loyalty customers are obtained from the factors of print service quality and satisfaction customer. If these three factors are improved, it will be increase Angela Souvenir Sales Turnover that way will add huge profits for the company. For future research should add other factors that are outside the research because the researcher realizes that that there are still many factors outside the research that can affect Sales Turnover in Angela's printing business Surabaya souvenirs.

## 2. For researchers

For further research, other indicators can be added. In the questionnaire, negative questions can be included so that the researcher can see the negative things that are felt by customers.

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