

## **Factor influencing customer's Loyalty towards Indonesian Graphic Design Company**

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### **Chapter 1 : Introduction**

The research focused mainly about the customer's loyalty in graphic design company. First of all, the background of the study will be focused on the factor that influencing customer's loyalty on graphic design company. The study will located in Indonesia (Medan city).

#### **1.1 Research Background**

Loyalty can be defined as customers who continue to believe that your organization's product / service offer is their best option. It best meets their value proposition. They take the offer every time faced with the purchase decision (Kay Ranade, 2012). This research study focus to determine the factors that affect the quality of service, reputation, trust, satisfaction, and price to customer loyalty that impact on increased sales in the company Graphic Design Indonesia (Medan city).

#### **1.2 Problem Statement**

There is only one problem in this research study actually, "what does make customer not loyal to a company?"

#### **1.3 Research Question**

Research questions for this research study have been developed after investigating the problem is as follows:

- A. How positive and significant **Reputation** would influence on customer loyalty?

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- B. How positive and significant **Perceived Value** would influence on customer loyalty?
- C. How positive and significant **Service Quality** would influence on customer loyalty?
- D. How positive and significant **Trust** would influence on customer loyalty?
- E. How positive and significant **Satisfaction** would influence on customer loyalty?

#### **1.4 Research Objectives**

The objectives of the research are as below:

- A. To **investigate** whether **reputation** has a positive and significant influence on customer loyalty
- B. To **measure** whether **perceived value** has a positive and significant influence on customer loyalty
- C. To **examine** whether **service quality** has a positive and significant influence on customer loyalty
- D. To **analyze** whether **trust** has a positive and significant influence on customer loyalty
- E. To **identify** whether **satisfaction** has a positive and significant influence on customer loyalty

#### **1.5 Significant of the Study**

The study is usefull for the graphic design company in mainting or developing the customer loyalty to the company. The management and organization can learn and concern on the lacking factors that might be a problem for the level of customer loyalty. By understanding the important factors for customer loyalty, the organization could make customer loyalty aspect as one of their competitive advantage strategy for their achievement in graphic design company. Besides, the study also would help a graphic design company to add up the number of existing customers. Moreover, a good relationship also can be created from this study. When the factors are taken into concern, the operation of the company also can be improved than before. Last but not least, it also fulfill the requirement of my assignment for this semester.

#### **1.6 Scoop of the Study**

This study start from chapter one, which is first will explain about the introduction of the study. There are research background, research problem, research question, and last is the

research objectives.

Chapter two, will explain about the literature review that related to the similar study about customer loyalty, reputation, service quality, and perceived value.

Chapter three will be explain about the research model that suggests the integrative interrelationships among the research constructs in which it includes reputation, service quality, perceived value, and customer loyalty.

Chapter four will describe the results of pre-analyzed data screening (assumption of normality and regression test), reliability test and instrument validity assessment

Chapter five is explaining about the conclusion of the findings, and the result outcome solution for the study. And at the end of this chapter will be explain about the research limitation and recommendation as well.

## **Chapter 2 : Literature Review**

### **2.1 Introduction**

This chapter will review the literature for the six variables which are customer loyalty, reputation, customer satisfaction, perceived value, service quality and trust. First of all, the definition and the theories of dependent variable, customer loyalty will be discussed, followed by the definition and explanation about the independent variable. After the definition for each independent variable is been highlighted, the relationship between the customer loyalty and that independent variable that been discussed above will be further detailed.

### **2.2 Customer Loyalty**

Loyalty can be defined as the attitude or behaviour of a customer in using the same product or brand or stay with the same service for a longer period of time. For instance, in banking industry, the attitude of staying with one bank is what meant by loyalty of a customer. There are many ways that be used to measure the loyalty of a customer. Loyalty can be defined as a customer continuing to believe that your organization's product/service offer is their best option (Kay Ranade, 2012). This term is influenced by many factors that can be identified as well as unidentified factors that might influence a person.

## **2.3 Reputation**

Reputation has a very huge impact on every aspect of the business and career. It is not only a good reputation will ensure the client must listen to the company, it will also increase the chances of winning the job. If the client already seen the work that the company done, and heard about opinion and the company is recommended, then it will make a world of difference. In fact it will allow the company to skip the competitive bidding processes.

### **2.3.1 Relationship Between Reputation and Customer's Loyalty**

Reputation Company is recognized as one of the main factor for the customer loyalty. Prospective customers will understand the idea of the company from their advertising and other sources like mouth to mouth from every existing customers. Building a strong company is more important in the organization service contexts that not offer the real product to the customers. The importance of corporate reputation for the service industry is more important than that of delivering real products, Tang and Weiwei (2007).

## **2.4 Customer Satisfaction**

Customer satisfaction can be defined as the feeling of pleasure or dissapointment that leads from comparing a product's outcome in contract with their expectations (Kotler, 2000). Satisfaction plays a very important role for loyalty. Satisfaction is level of happiness of the customer. Besides, satisfaction comprises of the feelings of accpectance, happiness, relief, excitement and delight (Maclnnis, 2001).

### **2.4.1 Relationship Between Customer Satisfaction and Customer Loyalty**

Relationship satisfaction exclusively reflects customer satisfaction with the relationship is different from the customer's satisfaction with the overall exchange (palmatier et al. 2006). It is a comprehensive assessment of the strength of the relationship, "and the perception as a multi-dimensional construct that captures the many different aspects of the relationship of exchange (De wotl, Odekerken-Schoder, and Lacobucci, 2001).

## 2.5 Perceived Value

Perceived value is the value that a customer give for a product. In general, price ceiling is the role of the relative perceived value which a product gives in the marketplace. Besides, the customers will also think of the perceived price where they will calculate on how much the cost will be. Price may vary perception of one individual to another. Sometimes, the highest price that may adversely affect the consumer's decision to buy (Ping and Wang, 2006).

### 2.5.1 Relationship Between Preceived Value and Customer Loyalty

The previous literature has showed that perceived value has affected customer loyalty (Dodds et. al., 1991; Grewal et. al., 1998; Voss et. al., 1998). When the perceived value is higher, the customer will tend to be loyal and vice versa. Anderson et. al, (2007) give suggestion that when the perceived value is low, customers will be more intend to switch to competing businesses in order to increase the perceived value, thus it will contribute to a drop in loyalty. Relative perceived value is the important concept involved in perceived value. The customer will tend to change to the competing product when the perceived value reduces, in order to increase the perceived value which then, reduce the loyalty level ( Anderson & Srinivasan, 2003). However, the investigation done for golf traveller market which states that the perceived value predicts customer loyalty, it was found that it is not predictive (Petrick & Backman, 2002). Same case goes to the study by Omar et. al. (2007) who stated that perceived value is not the predictor of customer loyalty in retail market.

## 2.6 Service Quality

Service quality defined as an attitude or judgment relating to the overall excellence or superiority of the service. Also, it expressed as a difference between expectations and perception of a customer regarding service performance. Service quality is a comparison between customer expectation with the service they perceive to have the received. In another word, service quality defined as a tool that evaluate the gap between expectations and perception of a customer. The importance of the service quality in this era of fierce competition cannot neglect (Gronroos, 2007).

### 2.6.1 Relationship Between Service Quality and Customer Loyalty

Service quality is one of the major factor that influences loyalty of a customer. When the service provided by the graphic design company is bad or does not fulfill their customer's expectation, they might not remain with the same company and later, they will divert to other company that provide a better service for them. According to Raymond & Rylance (1995), empathy is the important aspect in service quality in order to create a long-term relationship.

## **2.7 Trust**

There are two kind of level trust, the customer trust in one particular sales special at the first level, while trust at the institution is on the second level. If the trust come out, then it's clear that people will buy something (Rauyruen and Miller, 2007). Trust is a belief in the reliability. In other word, it is one party expectation that other party will behave in a certain predictable way in a given situation . If the other party doesn't behave in an expected way , then the trusting party (customer) will face the more negative situation.

### **2.7.1 Relationship Between Trust and Customer Loyalty**

Trust is a factor of intervention that significant between the behavior of customer before and after purchasing a certain product. In this research, it concerned with the direct effect from trust and satisfaction, as a part from reputation of customer loyalty. The most common trust that founded is two dimension. First dimension is related to the credibility of other partners in objective terms, include the honest attribute, reliability, and keep the promise. The other dimension consists of kindness that is the natural intention to meet their needs and wants from another partners (Doney & Cannon 1997).

## **2.8 Hypothesis**

According to this research, the conceptual model is developing as mention above, included the "independent variable" (IV) which is the five factors affecting customer loyalty for local graphic design company in Medan and customer loyalty as "dependent variable" (DV). The questionnaire is one form of general reporting technique that uses the most universal tool for gathering beliefs and attitudes (de Vaus, 2002; Malhotra et al. 1996).

## Chapter 3 : Research Methodologies

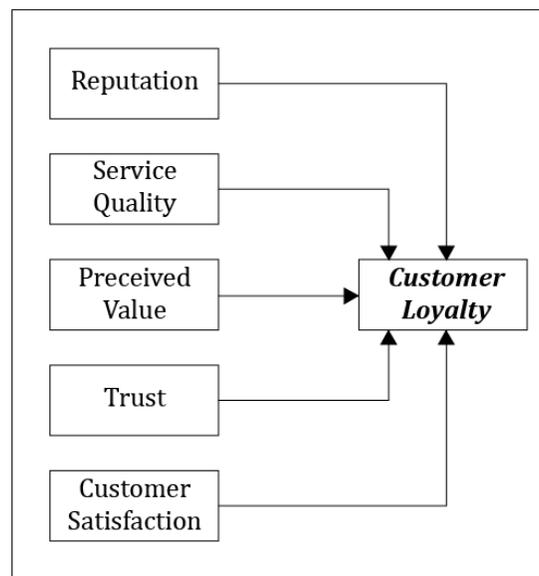
### 3.1 Introduction

Methodologies are the ways that are taken to conduct this research or study. There are many ways that can be undertaken for a research. The population and sample for the study also will be explained which then leads to a questionnaire design. The question design will also shows the techniques used to design the question that relates to the objectives and also the hypotheses of this study.

### 3.2 Research Model

Based on the research, a conceptual model was developed as above, it includes the Independent Variables (IV) which are the five factors that influence customer loyalty to graphic design company in Indonesia (Medan city) and customer loyalty as the Dependent Variable (DV). For a detailed and specified study purpose, only three relationship will be considered and discussed for this study.

Figure 3.1 Research Frame work



### 3.3 Data Collection

Data will be collected from several sources which includes primary data and also secondary data. Primary data is the data that are collected by first hand which means it is not amended by any other source or people. The primary data which gathered for this study is by

questionnaire, and by observation method. Communication method is to investigate on the loyalty of the customers and the feedback from the customers for all the factors that might influence them.

The secondary data is the information that are collected from existing source which are the existed data. Secondary data is as important as the primary data too, this is to find out the theories that the previous studies apply and also to make each statement for the research. Previous studies are important and helpful as to understand a situation occurred or that might occurred.

### 3.4 Questionnaire Design

The questionnaire is designed according to the objectives and also the research question in order to collect an accurate and precise information for the study as well as to evaluate the hypotheses made. The questionnaire will be designed as a scaled response survey which uses the format of Likert scale where the questionnaire consist of rates 1-5. This design would be the most suitable for analysing the level of loyalty among the customers. The advantage of Likert Scale is that it can produce a scale that has a good reliability and validity (Bearden & Netemeyer, 1999; Blankenship et. al., 1998; Churchill & Peter, 1984).

The questionnaire item are developed as below:

*Table 3.1 Measurement questionnaire*

Variable	Measurement Itmes
Service Quality <u>Author:</u> <u>Cristobal et al.</u> <u>(2007)</u>	<p><i>Website Shown</i></p> <ol style="list-style-type: none"> <li>1. The products/service and its futures are correctly presented in the graphic design company website</li> <li>2. The graphic design website information is regularly updated</li> <li>3. The graphic design website pages load quickly</li> <li>4. The contents are easily found in the graphic design website (ease of navigation)</li> <li>5. The graphic design website provides full information on product features and services offered</li> </ol> <p><i>Customer Service</i></p>

	<ol style="list-style-type: none"> <li>1. When the graphic design company provider promise to do something within certain time, they do it</li> <li>2. When customer has a complaint or grievance, it is dealt with rapidly and effectively</li> <li>3. The graphic design company sevice is the performed properly first time</li> <li>4. The stated delivery product period is adhered, at the time agreed on</li> </ol> <p><i>Order Management</i></p> <ol style="list-style-type: none"> <li>1. Time given to customer to modify and or defer to the design</li> <li>2. The graphic design website contains information on product service availability when dealing</li> </ol>
<p>Preceived Value <u>Author: Lin and Wang (2006)</u></p>	<ol style="list-style-type: none"> <li>1. The product or service of graphic design company is good value for money that customer pay</li> <li>2. The price or fee charge of the product quality is acceptable</li> <li>3. The product or service of the graphic design company considered to be a good deal or buy</li> </ol>
<p>Trust <u>Author: Lin and Wang (2006)</u></p>	<ol style="list-style-type: none"> <li>1. Based on my experience with graphic design company provider in the past, it is honest.</li> <li>2. Based on my experience with graphic design company provider in the past, cares about customers.</li> <li>3. Based on my experience graphic design company provider in the past, it is not opportunistic.</li> <li>4. Based on my experience with graphic design company provider in the past, it is predictable</li> <li>5. Based on my experience with graphic design company provider in the past, it knows its market.</li> </ol>

<p>Customer Satisfaction</p> <p><u>Author: Bielen and Demoulin et al. (2007)</u></p>	<ol style="list-style-type: none"> <li>1. The graphic design company provide a good satisfaction for the customer</li> <li>2. The graphic design company give a fast respond through social media to customer</li> <li>3. The graphic design company provide a friendly customer service to service every customer</li> <li>4. The graphic design company provide a good service and affective aspects of waiting</li> </ol>
<p>Reputation</p> <p><u>Author: Casalo et al. (2008)</u></p>	<ol style="list-style-type: none"> <li>1. This graphic design company has a good reputation</li> <li>2. This graphic design company has a good reputation compare to other graphic design company</li> <li>3. This graphic design company has a reputation for offering good service</li> <li>4. This graphic design company has a reputation for being fair in its relationship with its customers</li> </ol>
<p>Customer Loyalty</p> <p><u>Author: Lin and Wang (2006)</u></p>	<ol style="list-style-type: none"> <li>1. My preference for this graphic design company would not willing change</li> <li>2. It would be difficult to change my beliefs about this graphic design company</li> <li>3. Even if friends or other people recommended another graphic design compnay, my preferences still for this graphic design company would not change</li> <li>4. I will deal from this graphic design company next time I need the service or product</li> <li>5. I intend to keep dealing and using the product with this graphic design company</li> </ol>

### 3.5 Population

The population for this study, most of it are the customers from graphic design company that already mentioned above. The population is more focused to the customers of graphic design industry only. The population is very wide at Indonesia, however, only a number will be taken as

sample for the study. Medan is the capital city of North Sumatra, Indonesia. He is the largest city in Sumatra, as well as the 3rd largest in Indonesia after Jakarta and Surabaya. Medan city has one of the high number of population, whereby it is 2,210,624 in 2015 according to the Department of Statistics and Population Cencus of Indonesia. The number includes the non-Indonesian citizens as well. Most of the population of Medan comes from the age group 0-19 and 20-39 years (41% and 37.8% of the total population respectively). Judging from the age structure of the population, Medan occupied approximately 1,377,751 people of productive age, (15-59 years). Furthermore, seen from the level of education, the average length of school population has reached 10.5 years. Thus, there is relatively sufficient labor available, which can work on many types of companies, services, trade, and manufacturing industries. The number of population might be plus or minus for the year of 2016 but the estimation is made to approximately 500.000 population.

### **3.6 Sampling**

The sampling procedure adopted in this study for data collection is a “convenience-sampling” method through a questionnaire survey. Convenience-sampling is a statistical method of drawing representative data by selecting people because of the ease of their volunteering or selecting units because of their availability or easy access.

Overall, out of a total of 150 questionnaires distributed during the one-month data collection period, there are only 140 valid questionnaires that can be used for further analysis after excluding inexperienced graphic design customers. This is a response rate of 82.5%, which is still sufficient to arrive at the desired and expected achievement of this study compared to other similar studies previously involved.

### **3.7 Data Analysing**

The questionnaire colleted from the respondant will be rated by scale of 1 to 5 using likert scale and it is be analysed using one of the computer software which is Statistical Package for Service Solution (SPSS). This SPSS software need the data collected from questionnaire to be numerically coded. Therefore, each of the questions is coded with a number for the data input for analysing purpose. The decriptive statistics as well as the frequency table has been executed.

Then, the reliable analysis for all the items involved in each variable were tested. Moreover, correlation and regression analysis have been performed. The outcomes produced from the analysis will be discussed in detail in Chapter 4 of this study.

## **Chapter 4 : Data Analysis and Findings**

### **4.1 Introduction**

The chapter will is considered the important ones for a research where this chapter will discusses about the results of the overall research done. The results and analysis for the entire sample of 152 respondents will be highlighted here.

### **4.2 Descriptive Statistics of Data Collection**

Exploration of data is made under descriptive statistics, in which data summary and descriptions are made (Coakes & Steed, 2007). Descriptive statistics will only be conducted for the purpose of observation and for the demographic part of the data collected. There are eight demographic items related to the study and each item will be tabulated in statistical form as how it is analyzed through SPSS software.

### **4.3 Central Tendencies Measurement of Constructs**

The normality test is to test whether the data is normally distributed. Means represents the average response of the data while the standard deviation represents the dissemination of data from the mean (Kline, 2005).

### **4.4 Reliability Analysis**

A test that is conducted for both consistency and stability is how reliability is measured (Cavana et. al. 2001) Cronbach's alpha is a reliability coefficient, which will indicate whether the items in the set are positively correlated to one another, or not. Furthermore, Cronbach's alpha tells about the inter-correlations among the items that are kept as one concept or variable. The coefficient will range from the value of 0 to 1.

According to the below-mentioned table, the Cronbach alpha coefficient for each variable is acceptable and this indicates that each item in all variables and even three dimensions of service quality are related to each other. Quality of service has the highest level of reliability (0.904)

while the perception value has the lowest (0.737). The coefficients are all 0.70 and above, therefore each item can be correlated to each other.

Table 4.1: Summary of reliability test statistics

Item	No. of items	Cronbach's Alpha Coefficient
<b>Customer Loyalty</b>	5	0.783
<b>Reputation</b>	4	0.784
<b>Service Quality:</b>	11	0.904
<b>Perceived Value</b>	3	0.737
<b>Customer Satisfaction</b>	4	0.831
<b>Trust</b>	5	0.752

#### 4.5 Correlation Analysis

Table 4.2: Pearson Correlation Analysis

##### Correlations

		MLOY	MREP	MSQ	MPV	MTRU	MSAT
MLOY	Pearson Correlation	1	.730**	.714**	.695**	.648**	.680**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	152	152	152	152	152	152
MREP	Pearson Correlation	.730**	1	.704**	.693**	.565**	.558**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	152	152	152	152	152	152
MSQ	Pearson Correlation	.714**	.704**	1	.667**	.527**	.514**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	152	152	152	152	152	152

MPV	Pearson Correlation	.695**	.693**	.667**	1	.596**	.616**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	152	152	152	152	152	152
MTRU	Pearson Correlation	.648**	.565**	.527**	.596**	1	.478**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	152	152	152	152	152	152
MSAT	Pearson Correlation	.680**	.558**	.514**	.616**	.478**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	152	152	152	152	152	152

From table 4.2, the highest coefficient value shown is 0.730 ", which is lower than 0.9 and it shows that all independent variables (Reputation, service quality, perceived value, trust, and customer satisfaction) are not highly correlated with each other. Thus, no multicollinearity problem exists in this study.

The P-value of all variables was less than 0.0001 in this study, which met the requirements (less than 0.05). Therefore, there is a significant correlation between independent variables (reputation, service quality, perceived value, trust, and customer satisfaction)

#### 4.6 Multiple Regression Analysis

Table 4.19: Model Summary

##### MODEL SUMMARY

Model	R	R square	Adjustment R Square	Std. Error of the Estimate
1	.850 <sup>a</sup>	.722	.712	.33064

Table 4.20: ANOVA

ANOVA<sup>b</sup>

Model	Sum of Sruares	Df	Mean Square	F	Sig,
Regression	41.419	5	8.284	75.774	.000 <sup>a</sup>
Residual	15.961	146	.109		
Total	57.380	151			

Referring to the Table 4:19 Summary Model, it shows that five independent variables have been incorporated into the regression model and the results show that  $R = 0.850$ , which is the result of the correlation of the five independent variables with the dependent variable. After considering all previous inter-correlations, R Square of the model is 0.722, which means that the independent variable has 72.2% influence on the dependent variable, that is customer loyalty.

F-test is used to test the simultaneous hypothesis or to see the effect of independent variables simultaneously to the dependent variable. The test shows the value of F 75.774 and the value of sig 0.000. Significant value  $0,000 < 0,05$ .

**4.7 Coefficients and Hypothesis Testing**

Table 4.5 Coefficient Table

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.119	.130		.920	.359
	MREP *	.218	.066	.229	3.280	.001
	MSQ *	.217	.057	.251	3.790	.000
	MPV	.064	.062	.072	1.019	.310
	MTRU *	.188	.051	.210	3.674	.000
	MSAT *	.271	.056	.279	4.846	.000

From the table above, all of the variables giving a significant and positive influences except for “perceived value”. The third independent variable, which is considered a value, the significance value has exceeded the 0.1 level, which is the minimum stage of significant value.

The value of significance is 0.310 and has no level of confidence. Therefore, the hypothesis Hypothesis 3 (perceived value) is rejected.

## **Chapter 5 :Discussion, Reccomendation, and Conclusion**

### **5.1 Introduction**

As the last chapter for this study, will be discussed about this study as well as provide some recommendations for the graphic design company or organizational management to achieve customer loyalty to their business. Limitations of the study will also be described in this chapter. It will also be closed with a conclusion.

### **5.2 Research Result and Discusion**

The analysis found that hypothesis 1 (reputation), hypothesis 2 (service quality), hypothesis 4 (trust), and hypothesis 5 (customer satisfaction) were supported while hypothesis 3 (perceived value) was rejected at the 0.310 significance level. It was also found that among the five independent variables, reputation is the best predictor of customer loyalty to the Grahic Design Company in Indonesia.

A sample of 152 respondents was taken for this study. Samples taken from Medan city in Indonesia. Questionnaires already beenspread to the sample and the results show that items in all six variables are acceptable. Based on the correlation analysis, the results show that the six involved variables are correlated to each other.

### **5.3 Recommendations of The Studies**

Here are the recommendation results:

- a. A good graphic design company should listen to customer feedback
- b. Efficient in solving problems that may arise is an important thing owned by graphic design company
- c. A Graphic design company needs to have a good connection relationship with their customer
- d. A graphic design company should treat all the customers as the same
- e. Instead of asking “Customer Loyalty”, but “Loyal to the Customer”

#### **5.4 Limitation of The Studies**

The research has a limited locations and also sample due to a focused group as well as limited time. Literature review shows that satisfied customer will tend to be more loyal than the customer that have not satisfied, that is the satisfaction basic foundation. Based on the existing fact in Indonesia, many Indonesia are not familiar with English language. At the end of the result study, it could be the answer of the questionnaire by respondents is just a random (lack of understanding by the respondents). The research study Need to have other factors to support the research study in the future.

#### **5.5 Conclusion of The Study**

Here are the conclusion of the study:

- a. Graphic design company should build up a good reputation in the market and among the people in a state or location
- b. The graphic design company should fulfill every expectation from the customer together with understanding their needs and wants
- c. Customer not really concern about the price, if their found that reputation, service quality, trustable, and satisfaction is good enough, they willing to deal with the graphic design company
- d. Graphic design company must keep all their promising to the customer, and all the product or service that customer need
- e. Customer that have enough satisfaction with the graphic design company, they will come back once they need the product or design from the graphic design company again for future

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