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Increasing Customer Loyalty Through Customer Trust and Satisfaction

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Abstract. *The rapid development of technology and digitalization has driven increased business competition, including in the digital printing industry. This situation requires companies to be able to adapt and have the right strategies to maintain their existence in the market. Increasingly competitive business competition in the digital era has forced companies to focus not only on attracting new customers but also on retaining existing ones. In this situation, customer loyalty is a key factor because loyal customers tend to make repeat purchases and are less likely to switch to competitors even when many alternatives are available. The type of research used in this study is a quantitative research method with an associative approach. According to (Sugiyono, 2019), quantitative methods aim to test predetermined hypotheses and are used to investigate specific populations or samples. This research is based on the positivist paradigm, which emphasizes the importance of concrete, measurable, objective, rational, and systematic scientific methods. This indicates that the higher the level of customer trust in Independent Digital Printing Wonosobo, the higher the perceived customer satisfaction. Trust built through honesty, service capabilities, integrity, and company consistency can create a sense of security and comfort for customers in conducting transactions.*

Keywords: *Conducting; Investigate; Systematic; Transactions.*

1. Introduction

Global competition is accelerating long-term trends impacting the printing industry, including declining demand for various segments of commercial print products. Indonesia's digital printing industry is undergoing a transformation phase while facing complex challenges. According to data from the Central Statistics Agency (BPS) (2024), Indonesia's printed goods exports reached only US$58.5 million in 2021, while imports reached US$168.3 million, contributing to the trade deficit. INKO (2025) projects that the outdoor advertising sector, such as banners and signs, will grow steadily at 7–8%, but will begin to face competition from digital signage technology. Small print segments, such as business cards and brochures, will still generate margins of around 20–30%. The emergence of digital technology is opening up opportunities in various industries, including printing. Computer and printer technology now enables high-quality printing, even comparable to photographs. Digital printing is increasingly popular due to its speed and customer expectations. Demand

for this product continues to increase, as with the shift from traditional to digital marketing (Andriyanti et al., 2022; Haqqi & Wijayati, 2019; Irfana et al., 2025).

The rapid development of technology and digitalization has driven increased business competition, including in the digital printing industry. This situation requires companies to be able to adapt and have the right strategies to maintain their existence in the market. Increasingly competitive business competition in the digital era has forced companies to focus not only on attracting new customers but also on retaining existing ones (Sofian & Handoyo, 2025). In this situation, customer loyalty is a key factor because loyal customers tend to make repeat purchases and are less likely to switch to competitors even when many alternatives are available (Kotler et al., 2019). Therefore, in the increasingly competitive digital printing industry, companies are required to be able to maintain and improve customer loyalty as one of the main strategies in achieving long-term competitive advantage (Tjiptono & Gregorius Chandra, 2019).

Customer loyalty is a principle applied by a customer in a business to purchase or use the company's products or services despite the influence of situations and marketing efforts that have the potential to cause customers to switch (Kotler & Keller, 2016). Consumer loyalty is very important for a company, both services and products (goods) to increase profits for a company because if consumers are not loyal to a company's products, then it is certain that they will turn to other products, to maintain consumer loyalty there is one way to increase consumer loyalty, namely by providing good service, which is expected to make customers return to make transactions (Budiono, 2021).

One factor that can shape customer loyalty is trust. Customer trust is related to a customer's willingness to accept risks in the hope that they will receive value that meets or exceeds their expectations. Companies must be highly committed to fulfilling the promises they have made to their customers (Sembiring et al., 2025). Customer trust is a crucial factor because it reflects the belief that the company can be relied upon to meet their needs and forms the basis for loyalty (Desri et al., 2024). As consumer trust increases, customer loyalty also increases; conversely, if consumer trust decreases, customer loyalty also decreases (Rachman & Oktavianti, 2021). When customers have a high level of trust in a company, they tend to make repeat purchases, are less likely to switch to competitors, and are willing to recommend the company to others (Mulyanto & Darmawan, 2025).

Several studies (Akbar & Permatasari, 2024; Chen et al., 2022; Kurniadi & Rana, 2023; Mulyanto & Darmawan, 2025; Rachman & Oktavianti, 2021; Revaldo et al., 2025; Sangapan et al., 2025; Sofian & Handoyo, 2025) show that the higher the level of customer trust, the stronger the loyalty formed. Similarly, studies conducted by (De Jesus Jesus, 2023; Hariyono et al., 2023; Surip, 2023) found that trust plays a direct role in increasing loyalty. Contrary results obtained from studies (Amri et al., 2025; Apriliani et al., 2020; Wibisono & Cahyadhie, 2024) indicate that customer trust has no effect on customer loyalty.

Based on the results of research on the influence of customer trust on customer loyalty,

which still shows inconsistent results, this study includes customer satisfaction as an intervening variable. Customer satisfaction occupies a central position as a key mediating variable that bridges the influence of customer trust on customer loyalty. The underlying theoretical argument is that trust does not always automatically form customer loyalty, but must first be processed through customer satisfaction.

When customers believe that the company is able to provide products or services according to expectations, the level of uncertainty and risk perception will decrease, so that customers feel safer and more comfortable in transactions. This condition ultimately encourages satisfaction because the experience received meets or even exceeds expectations. A study by (Zahratulaini & Evyanto, 2024) shows that trust has a positive influence on customer satisfaction, where the higher the customer's trust, the higher the level of perceived satisfaction. This finding is reinforced by a study by (Prabowo et al., 2024) which states that elements of trust such as honesty, credibility, and reliability significantly increase customer satisfaction. Furthermore, a study by (Putra et al., 2025) also confirms that trust factors contribute to forming positive experiences that lead to increased customer satisfaction. A study by (Romadhon & Prasetyo, 2025) found that trust has a direct effect on satisfaction. Trust serves as the foundation for customers' evaluation of a company's performance (Ahmad et al., 2024). The higher the level of customer trust in a company, the greater the likelihood of customer satisfaction, as trust can create a sense of security, reduce uncertainty, and increase the perceived value of the service received.

Established customer satisfaction is a key factor in determining loyalty. When customers are satisfied, they develop positive emotions and trust in the service provider. This will strengthen their tendency to use the service again. and recommend it to others. This is in line with research findings that customer satisfaction functions as a "psychological bridge" that transforms experiences into behavioral loyalty (repeat orders) and attitudinal loyalty (commitment). A study by (Sofian & Handoyo, 2025) shows that customer satisfaction has a significant influence on customer loyalty, where the higher the level of satisfaction, the higher the loyalty formed. Furthermore, a study by (Barus & Nisa, 2025) also confirmed that customer satisfaction has a direct influence on customer loyalty, even being a key variable that must be considered to retain customers in the service industry. Another study by (Indriyani & Milawati, 2025) found that customer satisfaction has a significant partial influence on loyalty.

Trust doesn't necessarily lead to loyalty directly; it first influences customers' evaluation of their experiences, specifically in the form of satisfaction. When customers have a high level of trust, strong satisfaction develops. This satisfaction then becomes a key factor in driving loyalty, whether in the form of repeat purchases, long-term commitments, or recommendations to others. Several recent empirical studies support this relationship, showing that customer satisfaction significantly mediates the influence of trust on loyalty (Budiyanti, 2023; Susanto & Pandjaitan, 2024). Increasingly, a high level of customer trust will increase customer satisfaction and ultimately strengthen customer loyalty, thus serving

as an important mechanism in transforming trust into loyalty (Chowdhary et al., 2024; Edgina & Yulasmi, 2024; Hidayat et al., 2024). Therefore, the higher the level of customer trust followed by a high level of satisfaction, the greater the likelihood of customer loyalty.

The phenomenon of declining business performance experienced by Independent Digital Printing Wonosobo serves as the empirical background that drives this research. Independent Digital Printing Wonosobo is a printing service business that serves various community printing needs, including brochures, banners, invitations, stickers, notes, business cards, x-banners, and various other printed products. The company's turnover data for the past three years shows a significant and consistent downward trend:

Table Wonosobo Independent Digital Printing Sales Data for 2022–2024

Year	Turnover (Rp)	Growth (%)
2022	Rp. 612,000,000	–
2023	Rp. 570,000,000	▼ −6.86%
2024	Rp. 506,000,000	▼ −11.23%

Source: Internal Data from Independent Digital Printing Wonosobo, processed (2025)

Based on Table, it can be seen that the turnover of Independent Digital Printing Wonosobo during the 2022–2024 period experienced an upward trend a significant decline. In 2022, the company recorded a turnover of Rp 612,000,000, but in 2023, it decreased to Rp 570,000,000, a contraction of -6.86%. This decline continued in 2024, with turnover dropping again to Rp 506,000,000, a further decline of -11.23%. This condition indicates that over the past three years, the company has experienced a consecutive decline in sales performance with an increasing rate of decline. This phenomenon could indicate problems in customer retention, possibly related to declining levels of customer trust and satisfaction. If this condition is not immediately addressed, it has the potential to impact customer loyalty. Therefore, it is important for the company to evaluate the factors that influence customer trust and satisfaction in an effort to improve loyalty and sales performance.

The urgency of this research is based on the existence of a research gap and a gap phenomenon that demonstrates the importance of further study of the relationship between trust, satisfaction, and customer loyalty. In terms of the research gap, various previous studies have shown inconsistent results regarding the influence of trust on customer loyalty. Some studies found that trust has a positive and significant effect on loyalty (Akbar & Permatasari, 2024; Chen et al., 2022; Mulyanto & Darmawan, 2025), while other studies have shown that trust has no significant influence on customer loyalty (Amri et al., 2025; Wibisono & Cahyadhie, 2024). This inconsistency indicates the presence of other variables that play a role in bridging the relationship, so further testing is needed by including customer satisfaction as an intervening variable. On the other hand, the gap phenomenon is evident from the empirical conditions at Independent Digital Printing Wonosobo, which has experienced a consistent decline in turnover over the past three years. This decline indicates potential problems in retaining customers, which could be caused by declining levels of customer trust and satisfaction. Theoretically, trust should be able to increase customer loyalty, but the facts on the ground show a decline in performance that leads to weakening

customer loyalty. Therefore, this study is important to conduct to explain the mechanism of the relationship between trust, customer satisfaction, and customer loyalty more comprehensively, while also providing an empirical contribution in addressing the inconsistencies in previous research results and providing practical solutions for companies in increasing customer loyalty amidst increasingly fierce competition in the digital printing industry.

2. Research Methods

The type of research used in this study is a quantitative research method with an associative approach. According to (Sugiyono, 2019), quantitative methods aim to test predetermined hypotheses and are used to investigate specific populations or samples. This research is based on the positivist paradigm, which emphasizes the importance of concrete, measurable, objective, rational, and systematic scientific methods. Associative research aims to determine the relationship or influence between two or more variables. In this study, the associative method is used to determine the relationship or influence of customer trust on customer loyalty, with customer satisfaction as an intervening variable. Data collection in this research was done through a questionnaire, namely a questionnaire sheet containing questions given to Respondents. Questionnaires are used to obtain information directly from the sample regarding the variables being studied. This method allows researchers to systematically collect quantitative data for statistical analysis. Variables are measured using a Likert scale to assess respondents' attitudes, opinions, and perceptions of each variable. According to Sugiyono (2019), the Likert scale is effective for measuring social phenomena because it allows respondents to state the extent to which they agree or disagree with the statements. In this study, the Likert scale used ranges from 1 to 5, with the following information: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Using this scale facilitates quantitative analysis to assess respondents' perceptions, satisfaction, or intentions numerically.

3. Results and Discussion

3.1. Research Data

The data in this study were obtained by distributing questionnaires to customers of Independent Digital Printing Wonosobo. The population in this study were customers who had ordered printed products or services at Independent Digital Printing Wonosobo. To determine a representative sample size, the researcher used the criteria of Hair et al. (2010) where the minimum sample size is 5 to 10 times the number of indicators. This study has 14 indicators, so the minimum sample is 14 x 8 = 112 respondents. Data collection was carried out by distributing questionnaires using Google Forms to customers who met the criteria. The following is a recapitulation of the sample size and questionnaire return rate in Table:

Table Sample Size and Questionnaire Return Rate

Information	Number (of Respondents)	Percentage (%)

Number of Questionnaires Distributed	112	100%
Number of Returned Questionnaires	112	100%
Number of Questionnaires Appropriate for Use	112	100%
Number of Questionnaires Not Suitable for Use	0	0%

Source: Processed Primary Data, 2026

The respondent overview is a description of the characteristics of the individuals sampled in this study. The presentation of respondent characteristics aims to provide information regarding the customer profiles participating in the study, thus assisting in understanding the research results. The respondent characteristics analyzed included gender, age, education level, and frequency of orders at Independent Digital Printing Wonosobo. These demographics were chosen because they are considered to provide an overview of customer backgrounds and their behavioral tendencies in using printing services. By understanding the respondent characteristics, it is hoped that the research results can be interpreted more comprehensively and provide a clearer picture of the conditions of Independent Digital Printing Wonosobo customers as the research object. The distribution of respondent characteristics in this study is presented in Table below.

Table Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Man	80	**71.43**
	Woman	32	**28.57**
	Total	112	**100.0**
Age	< 30 Years	39	**34.80**
	30–39 Years	36	**32.10**
	40–49 Years	24	**21.40**
	> 49 Years	13	**11.60**
	Total	112	**100.0**
Level of education	JUNIOR HIGH SCHOOL	6	**5.36**
	High School/Vocational School	59	**52.68**
	Diploma (D3)	16	**14.29**
	Bachelor degree)	29	**25.89**
	S2	2	**1.79**
	Total	112	**100.0**

Order Frequency	1 time	16	**14.29**
	2–3 times	51	**45.54**
	> 3 times	45	**40.18**
	Total	**112**	**100.0**

Source: Processed Primary Data, 2026

Based on the data from the distribution of questionnaires to 112 respondents who were the sample in this study, the following characteristics of the respondents can be identified.

1) In terms of gender, the respondents were predominantly male, at 80 people (71.43%), while the female respondents numbered 32 people (28.57%). This indicates that the majority of Independent Digital Printing Wonosobo customers are is male, which is most likely related to business activities or work that requires printing services.

2) In terms of age, the majority of respondents were in the age range under 30 years, as many as 39 people (34.80%), followed by those aged 30–

36 respondents (32.10%) were aged 39 years and over, followed by 24 respondents (21.40%) aged 40–49 years and over, 13 respondents (11.60%) aged 49 years and over. This indicates that the majority of respondents are in the productive age group and tend to actively use printing services for business, education, and promotional purposes.

3) Based on education level, the majority of respondents were high school/vocational school graduates (59 people) (52.68%), followed by 29 bachelor's degree graduates (25.89%), 16 diploma graduates (14.29%), 6 junior high school graduates (5.36%), and 2 master's degree graduates (1.79%). This indicates that the majority of respondents have a secondary or higher education level, which is relevant to their ability to understand the printing services offered.

4) Based on the frequency of orders, respondents who have placed orders 2-3 times dominate with a total of 51 people (45.54%), followed by respondents who have placed orders more than 3 times with a total of 45 people (40.18%), and there were 16 respondents (14.29%) who had only ordered once. This proportion indicates that the majority of respondents had made repeat purchases, indicating potential customer loyalty at Independent Digital Printing Wonosobo.

After data processing, the results can be used to provide answers to the hypotheses in this study. In this study, hypothesis testing was conducted by examining the t-statistic and P-value. The influence between variables is said to be significant if the calculated t-value is greater than the 5% significant t-table (1.96). The hypothesis can be accepted if the P-value is <0.05. The basis for direct hypothesis testing is the output or value contained in the output path coefficients and indirect effects.

***Path Coefficients*(Direct Impact)**

Connection	Original (O)	Sample	SampleMean (M)	STDEV	T Statistics	P Values
TrustCustomer -> Customer Satisfaction	0.627		0.630	0.045	13,809	0,000
TrustCustomer -> Customer Loyalty	0.424		0.425	0.066	6,463	0,000
Customer satisfaction -> Customer Loyalty	0.518		0.516	0.066	7,839	0,000

Source: SmartPLS Output, Primary Data Processed, 2026

Based on Table, the results of the path coefficients analysis can be interpreted as follows:

1) The Effect of Customer Trust on Customer Satisfaction

Resultstesting show that Trust Customers have a positive and significant influence on Customer Satisfaction with a coefficient value of 0.627, a t-statistic value of 13.809 (> 1.96), and a p-value of 0.000 (< 0.05). Since the p-value is smaller than 0.05, H1 is accepted. This means that the higher the level of customer trust in Independent Digital Printing Wonosobo, the higher the perceived satisfaction customer.

2) The Influence of Customer Trust on Customer Loyalty

The test results show that Customer Trust has a positive and significant effect on Customer Loyalty with a coefficient value of 0.424, a t-statistic value of 6.463 (> 1.96), and a p-value of 0.000 (< 0.05). Since the p-value is smaller than 0.05, H2 is accepted. This indicates that customers who have high trust in the company tend to show stronger loyalty, such as making repeat purchases and not easily switching to competitors.

3) The Influence of Customer Satisfaction on Customer Loyalty The test results show that Customer Satisfaction

has a positive and significant effect on Customer Loyalty with a coefficient value of 0.518, a t-statistic value of 7.839 (> 1.96), and a p-value of 0.000 (< 0.05). Since the p-value is smaller than 0.05, H3 is accepted. This finding indicates that the higher customer satisfaction with Independent Digital Printing Wonosobo services, the stronger the loyalty formed, whether in the form of repeat purchases, recommendations, or long-term commitments.

Table *Specific Indirect Effects*(Mediation Effect)

Connection	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values
TrustCustomer -> Customer Satisfaction -> Customer Loyalty	0.325	0.324	0.045	7,222	0,000

Source: SmartPLS Output, Primary Data Processed, 2026

The coefficient value of the mediation effect is 0.325, with a t-statistic of 7.222 (> 1.96) and a p-value of 0.000 (< 0.05). Since the p-value is smaller than 0.05, the mediation hypothesis (H4) is accepted. This means that Customer Satisfaction significantly mediates the

relationship between Customer Trust and Customer Loyalty at Independent Digital Printing Wonosobo.

Considering that the direct effect of Customer Trust on Customer Loyalty is also significant (p = 0.000), and the indirect effect through Customer Satisfaction is also significant, it can be concluded that Customer Satisfaction acts as a partial mediator. This means that customer trust influences loyalty both directly and through increasing customer satisfaction first.

Table Summary of Hypothesis Testing Results

H	Connection	T Statistics	P Values	Coefficient	Decision
H1	Customer Trust -> Customer Satisfaction	13,809	0,000	0.627	Accepted
H2	Customer Trust -> Customer Loyalty	6,463	0,000	0.424	Accepted
H3	Customer Satisfaction -> Customer Loyalty	7,839	0,000	0.518	Accepted
H4	Customer Trust -> Customer Satisfaction -> Customer Loyalty	7,222	0,000	0.325	Accepted

Source: SmartPLS Output, Primary Data Processed, 2026

Based on Table all hypotheses in this study are accepted. The four tested relationships show p-values less than 0.05 and t-statistics greater than 1.96, indicating that all relationships are statistically significant and positive. These findings provide strong empirical support for the model proposed in this study.

3.2. Discussion

1) The Influence of Customer Trust on Customer Satisfaction

The results of the study show that Customer Trust has a positive and significant effect on Customer Satisfaction at Independent Digital Printing Wonosobo, with a coefficient value of 0.627 and p-value 0.000. This finding supports H1 and confirms that the higher the trust a customer has in a company, the higher the satisfaction they feel.

Theoretically, customer trust encompasses the dimensions of benevolence, ability, integrity, and willingness to depend. When customers perceive that Independent Digital Printing Wonosobo is sincere in its service, capable of producing quality products, has integrity in every transaction, and is reliable as a printing partner, a sense of security and comfort will be created. This psychological state reduces customer uncertainty and increases the perceived value of the service received, ultimately leading to satisfaction.

These results align with the findings of Zahratulaini & Evyanto (2024), who showed that trust has a positive and significant effect on customer satisfaction. This is reinforced by Prabowo et al. (2024), who stated that trust dimensions such as honesty and reliability contribute to increased satisfaction. Furthermore, Putra et al. (2025) found that trust plays a significant role in creating positive experiences that lead to increased customer satisfaction. Ahmad et al. (2024) also emphasized that trust serves as a foundation in customer evaluation of

company performance.

The high result of the trust coefficient value on satisfaction (0.627) in this study indicates that in the digital printing industry, trust is a very crucial factor. Independent Digital Printing Wonosobo customers who trust the company's ability and integrity in producing printed products according to specifications and deadlines will experience higher satisfaction because their expectations are consistently met. Therefore, company management needs to continue to build and maintain customer trust through consistent product quality, honesty in transactions, and responsiveness to customer needs.

2) The Influence of Customer Trust on Customer Loyalty

The results of the study show that Customer Trust has a positive and significant effect on Customer Loyalty at Independent Digital Printing Wonosobo, with a coefficient value of 0.424 and a p-value of 0.000. This finding supports H2 and confirms the role of trust as the main foundation in building customer loyalty.

Customers who have high trust in a company tend to show loyal behavior such as making repeat purchases, not easily switching to competitors, and recommending the company service to others. Trust creates a psychological bond between customers and companies that forms the basis of long-term relationships. In the increasingly competitive digital printing market, customers who have already established trust in Independent Digital Printing Wonosobo will return to the company even if competitors offer lower prices, because they are confident that the company's quality and reliability will meet their needs.

These results are consistent with the research findings of Akbar & Permatasari (2024), Chen et al. (2022), Mulyanto & Darmawan (2025), and Sofian & Handoyo (2025), which show that the higher the level of customer trust, the stronger the loyalty formed. De Jesus (2023), Hariyono et al. (2023), and Surip (2023) also found that trust plays a direct role in increasing loyalty. Rachman & Oktavianti (2021) confirmed that increased consumer trust is directly proportional to increased customer loyalty.

This finding also addresses the research gap identified in this study, where several previous studies showed inconsistent results regarding the influence of trust on loyalty. In the context of Independent Digital Printing Wonosobo, trust has been shown to have a direct effect on loyalty, indicating that this company's customers have a customer orientation strong trust as the basis for their repeat purchasing decisions.

3) The Influence of Customer Satisfaction on Customer Loyalty

The results of the study indicate that Customer Satisfaction has a positive and significant effect on Customer Loyalty at Independent Digital Printing Wonosobo, with a coefficient value of 0.518 and a p-value of 0.000. This finding supports H3 and confirms that customer satisfaction is a key factor in forming loyalty.

Customer satisfaction, formed through assessments of printed product quality, service quality, appropriate pricing, ease of access, and promotional methods, fosters positive emotions and customer commitment to the company. Customers who are satisfied with Independent Digital Printing Wonosobo's services are more likely to make repeat purchases, recommend the service to friends or family who need printing services, and are less likely to switch to other service providers. Satisfaction serves as a "psychological bridge" that transforms positive experiences into behavioral and attitudinal loyalty.

These results are supported by Sofian & Handoyo (2025), who found that customer satisfaction has a significant influence on loyalty, where the higher the level of satisfaction, the higher the loyalty formed. Barus & Nisa (2025) emphasized this that satisfaction is a key variable in retaining customers, while Indriyani & Milawati (2025) found a significant influence of satisfaction on customer loyalty. The coefficient value of satisfaction on loyalty (0.518) which is greater than the coefficient of trust on loyalty directly (0.424) also indicates that satisfaction has a more dominant influence in forming customer loyalty at Independent Digital Printing Wonosobo.

4) The Influence of Customer Trust on Customer Loyalty through Customer Satisfaction

The results of the study indicate that Customer Satisfaction significantly mediates the relationship between Customer Trust and Customer Loyalty, with an indirect effect coefficient value of 0.325, a t-statistic of 7.222, and a p-value of 0.000. This finding supports H4 and confirms the role of customer satisfaction as an intervening variable in the transformation of trust into loyalty.

Considering that the direct influence of trust on loyalty is also significant, the type of mediation that occurs is partial mediation. This shows that customer trust influences loyalty through two channels: (1) directly with a coefficient of 0.424, and (2) indirectly through customer satisfaction with a coefficient of 0.325. The total influence trust on loyalty is 0.424 + 0.325 = 0.749, which is a very substantial influence.

Mechanistically, high trust in Independent Digital Printing Wonosobo reduces customer uncertainty and risk perception, making them feel safer and more comfortable in their transactions. This condition encourages satisfaction because customers perceive that their expectations are met or even exceeded. This satisfaction then becomes a strong driver of loyalty, whether in the form of repeat purchases, recommendations to others, or long-term commitment to the company. Thus, customer satisfaction serves as a crucial mechanism in transforming trust into sustainable loyalty.

This finding aligns with research by Budiyanti (2023) and Susanto & Pandjaitan (2024), who found that customer satisfaction significantly mediates the influence of trust on loyalty. Chowdhary et al. (2024), Edgina & Yulasmi (2024), and Hidayat et al. (2024) also emphasized that customer satisfaction plays a crucial role in transforming trust into customer loyalty. The managerial implication of this finding is that the management of Independent Digital

Printing Wonosobo needs to not only build customer trust but also consistently ensure that this trust is maintained followed by a satisfying service experience, so that the cycle of trust will make customers satisfied and have an impact on loyalty that can be maintained and strengthened.

4. Conclusion

Based on the results of research regarding increasing customer loyalty through customer trust and customer satisfaction at Independent Digital Printing Wonosobo, the following conclusions can be drawn: Customer trust has a positive effect on customer satisfaction. This indicates that the higher the level of customer trust in Independent Digital Printing Wonosobo, the higher the perceived customer satisfaction. Trust built through honesty, service capabilities, integrity, and company consistency can create a sense of security and comfort for customers in conducting transactions. Customer trust has a positive effect on customer loyalty. Research results show that customers with high levels of trust are more likely to make repeat purchases, are less likely to switch to competitors, and are willing to recommend Independent Digital Printing Wonosobo's services to others. Therefore, trust is a crucial factor in building long-term customer relationships. Customer satisfaction has a positive effect on customer loyalty. The higher customer satisfaction with a company's product quality, service, price, ease of access, and appropriate promotions, the higher the customer loyalty. Satisfied customers tend to be committed to continuing to use the company's services. Customer satisfaction is able to mediate the influence of customer trust on customer loyalty. The research results demonstrate that customer trust not only directly influences customer loyalty but also indirectly through customer satisfaction. This suggests that high levels of trust will increase customer satisfaction and ultimately strengthen customer loyalty to Independent Digital Printing Wonosobo.

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