

# Peninfluence Word of Mouth, Brand Image, and Physical Evidence Consumer Satisfaction and Purchase Decision of Madura Tuna Fish Petis in Pamekasan

<sup>1</sup>Ratna Dwi Wahyuni, <sup>2</sup>Siti Munajah, <sup>3</sup>Achmad Yanu Alif Fianto

<sup>1</sup> Student of the Faculty of Economics and Business, University of 17 Agustus 1945 Surabaya, Indonesia.

<sup>2</sup> Lecturer, Faculty of Economics and Business, University of 17 Agustus 1945 Surabaya, Indonesia.

<sup>3</sup> Lecturer, Faculty of Economics and Business, University of 17 Agustus 1945 Surabaya, Indonesia.

E-mail: 1262400037@surel.untag-sby.ac.id, sitimujanah@untag-sby.ac.id, achmadyanu@untag-sby.ac.id

Coressponding email: 1262400037@surel.untag-sby.ac.id

Article history: received December 28, 2024; revised December 31, 2024; accepted January 17, 2025

This article is licensed under a Creative Commons Attribution 4.0 International License



## Abstract

This research aims to analyze the influence of Word of Mouth (WOM), Brand Image, and Physical Evidence on Consumer Satisfaction and Purchase Decisions for typical Madurese tuna fish paste products in Pamekasan. The research method used is a quantitative approach through surveys with multiple linear regression analysis. The research results show that WOM, Brand Image, and Physical Evidence significantly influence consumer satisfaction. Positive WOM has a strong influence in increasing consumer trust and expectations, while a Brand Image that highlights local culture increases the emotional value of the product. Meanwhile, physical evidence such as attractive and hygienic packaging plays an important role in forming perceptions of quality. Consumer satisfaction functions as a mediator that strengthens the relationship between independent variables and purchasing decisions. Satisfied consumers tend to make repeat purchases and provide positive recommendations to others. The implications of this research underscore the importance of marketing strategies that focus on managing WOM, strengthening brand image, and improving the quality of physical product elements to support loyalty and market growth.

**Keywords:** Word of Mouth, Brand Image, Physical Evidence, Consumer Satisfaction, Purchasing Decisions, Tuna Petis

## INTRODUCTION

Petis is a processed fishery product in the form of a paste or thick porridge with a distinctive aroma of fish or shrimp, and a color that varies from black to brown, depending on the raw materials. The processing of fish petis is similar to shrimp petis, with the main difference being in the basic ingredients used. Fish petis is made from fish stock that is cooked until thick, while shrimp petis, is made from boiled shrimp water, heads, or shrimp skins mixed with sugar and salt, then through a concentration process.(Djamila et al., 2017).

Petis is generally used as a seasoning in various types of traditional dishes, such as rujak cingur, sambal petis, tahu campur, and tahu petis. The quality standards for shrimp petis include several sensory aspects, including appearance (blackish brown in color, from moldy to bright), aroma (from a rotten smell to the typical fragrance of petis), taste (from bitter to predominantly shrimp or fish flavor), and consistency (from rough and inhomogeneous texture to very soft, homogeneous, and thick)(Poernomo et al., 2004). Petis, especially fish-based, has become part of the culinary culture that is popular among the Madurese people, especially in the Pamekasan area.

A specialty product such as tuna fish paste has great potential in the local market, but its sustainability is highly dependent on consumer satisfaction and purchasing decisions. Consumer satisfaction is directly related to how a product can meet or exceed user expectations. Meanwhile, purchasing decisions reflect the consumer's evaluation process of the product and the factors that influence their choice. In this case, efforts to maintain market share require a deep understanding of what influences consumer experience.

This study aims to explore the influence of Word of Mouth (WOM), Brand Image, and Physical Evidence on consumer satisfaction and purchasing decisions for Madura tuna fish paste in Pamekasan. Word of Mouth, or word of mouth promotion, is one of the most effective marketing tools because it is direct and considered more reliable than other forms of promotion. Consumers who are satisfied with a product tend to share their positive experiences with others, which has the potential to increase sales and expand brand awareness.(Andika et al., 2024).

*Brand Image*, or brand image, is another important element in marketing. Brand image reflects how consumers perceive a product or brand, which can influence their loyalty and preferences.(Hidayani & Arief, 2023). In the context of traditional products such as petis, strengthening brand image can be done by highlighting local cultural values, such as using packaging with a typical Madurese design.

In addition, Physical Evidence also plays an important role. This includes elements that can be observed by consumers, such as product packaging, visual design, or even the environment in which the product is sold. Consumers tend to judge the quality of a product based on its physical appearance, which means that attractive and practical packaging design can increase purchasing interest.

This research is expected to provide insight for local producers and business actors to understand the importance of marketing strategies that focus on consumer experience. Thus, typical products such as tuna fish paste are not only able to compete in the local market but also expand their reach to a wider market.

## RESEARCH METHODS

This study uses a quantitative method with a survey approach to collect and analyze data. Respondents in this study were consumers of tuna fish paste in the Pamekasan area, Madura. The selection of respondents was carried out randomly to ensure a fair representation of the target population of the study. Data collection was carried out through a questionnaire containing questions Respondents were randomly selected from tuna fish paste consumers in Pamekasan. A questionnaire consisting of 20 questions was used to measure the variables of WOM, brand image, physical evidence, consumer satisfaction, and purchasing decisions.

The questionnaire was carefully designed to ensure that each variable studied could be measured validly and reliably. The WOM variable, for example, involved questions about consumers' experiences in recommending petis to others.(Wijaya et al., 2020). Brand Image variables include consumer perceptions of brand quality and product visual appeal, while Physical Evidence refers to observable physical elements, such as product packaging and sales locations. So that it affects consumer satisfaction, to explore the level of user satisfaction with the product. As well as purchasing decisions that influence the consumer's decision-making process.

The data collected from the questionnaire were analyzed using multiple linear regression method to understand the relationship between independent variables (WOM, Brand Image, and Physical Evidence) with dependent variables (Consumer Satisfaction and Purchase Decision). Multiple linear regression was chosen because it allows researchers to see the simultaneous influence of several independent variables on the dependent variable.

The conceptual framework used in this study is designed to show the relationship between measured or observed variables. The conceptual framework is an important guide that explains how theories and research variables relate to each other.(Artha et al., 2020). In the context of this study, the conceptual framework describes the relationship between Word of Mouth, Brand Image, and Physical Evidence with Consumer Satisfaction and Purchasing Decisions.

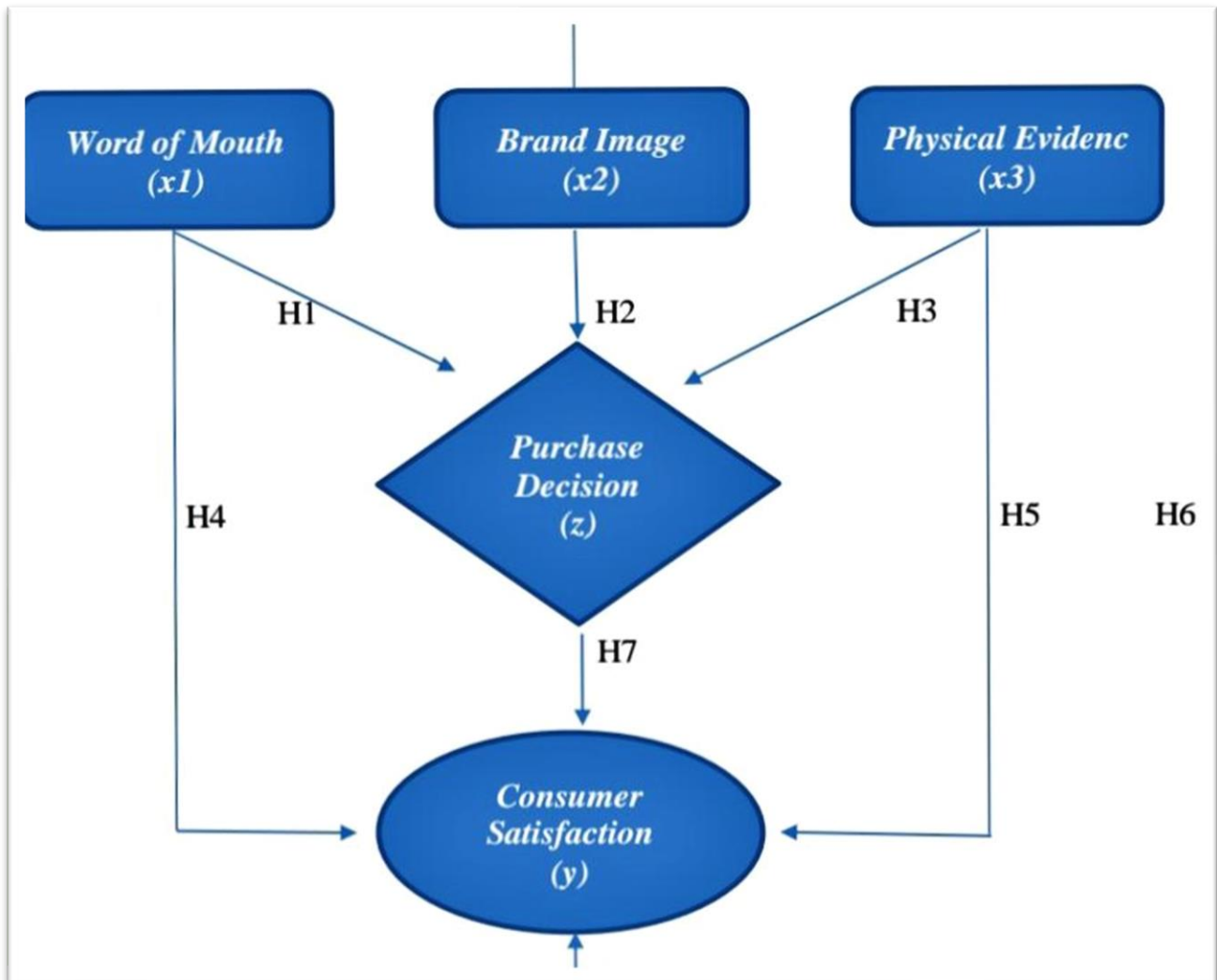


Figure 1. A conceptual framework that describes the relationship between independent variables, mediating variables, and dependent variables in a study.

#### Independent Variables:

*Word of Mouth (WOM) (X1):* Refers to the influence of recommendations or opinions from other consumers on purchasing decisions. WOM is studied to see how communication between consumers can influence direct purchases (H1) and consumer satisfaction (H4).

*Brand Image(X2):* Refers to consumer perception of a brand or product. Brand image is tested to see whether it influences purchasing decisions (H2) and consumer satisfaction (H5).

*Physical Evidence(X3):* Includes physical elements such as packaging, design, or product quality that can be observed. Physical evidence is studied to determine its influence on purchasing decisions (H3) and consumer satisfaction (H6).

#### Mediating Variables:

*Purchase Decision(Z) :* Refers to the consumer decision-making process to purchase a product. Purchase decisions are directly influenced by the variables WOM, Brand Image, and Physical Evidence (H1, H2, H3) and are factors that influence consumer satisfaction (H7).

**Dependent Variable :**

*Consumer Satisfaction*(Y) : Refers to the level of consumer satisfaction after using or purchasing a product. This satisfaction is influenced by the purchasing decision (H7) and indirectly by WOM, Brand Image, and Physical Evidence through the purchasing decision.

**Hypothesis Relationship:**

H1, H2, H3: Shows the direct influence of WOM, Brand Image, and Physical Evidence on purchasing decisions. H4, H5, H6: Shows the direct influence of the three variables on consumer satisfaction. H7: Shows the influence of purchasing decisions as a mediator on consumer satisfaction.

This overall framework explains how independent variables can influence consumer purchasing decisions and satisfaction, both directly and indirectly.

**RESULTS AND DISCUSSION**

The results of this study provide insight into how the variables Word of Mouth (WOM), Brand Image, and Physical Evidence contribute to Consumer Satisfaction and its impact on Purchasing Decisions. Each independent variable plays its own role in shaping consumer perceptions and experiences of products, especially tuna petis products. To facilitate understanding, here is a representation of the relationship between variables in the form of a table that describes their influence in a more structured manner.

Variables	Role	Impact on customer satisfaction	Impact on purchasing decisions
<b>Word of Mouth (WOM)</b>	As a trusted source of information from people close to you	Increase consumer expectations and satisfaction if recommendations are positive	Encourage purchases through positive recommendations
<b>Brand Image</b>	Creating an authentic impression and reflecting local culture through packaging design	Add emotional value to products, increase consumer trust	Increasing loyalty through perceived quality
<b>Physical Evidence</b>	Providing a convincing visual and physical experience (packaging, hygiene, appearance)	Forming a positive perception of product quality	Make products more attractive to buy

Table 1. Relationship between WOM, Brand Image, Physical Evidence variables, and consumer satisfaction and purchasing decisions

**The Influence of Word of Mouth (WOM) on Buyer Satisfaction and Decisions**

Based on the results of the analysis, it shows that Word of Mouth (WOM) has a significant influence on the level of consumer satisfaction. Information conveyed by people close to them, such as friends or family members, is more trusted by consumers than information from advertising media.(Aprilia et al., 2024). This is due to the perception that recommendations from known individuals are more honest, sincere, and relevant.

In the case of tuna petis, positive reviews from others, whether through direct conversations or digital platforms such as social media, play a significant role in shaping consumers' perceptions of the product's quality. Consumers tend to pay more attention to real experiences shared by others regarding the taste, texture, or appeal of the product. When the shared experiences are positive, consumers will have higher expectations for the product. Conversely, negative reviews can raise doubts or even deter consumers from trying the product.

Word of Mouth not only influences initial perceptions, but also has an impact on post-purchase experiences. When consumers try a product that has been positively recommended, they tend to feel satisfied because their expectations are met or even exceeded. Therefore, WOM not only plays a role in attracting new consumers but also becomes an important factor in creating loyalty to a product.(Prasetyo & Wulandari, 2023).

For tuna shrimp paste producers, WOM can be utilized as an effective marketing strategy by encouraging satisfied consumers to share their experiences. This approach not only expands the product reach organically but also helps build a positive image in the eyes of potential consumers. Thus, WOM has a major contribution in increasing consumer satisfaction and loyalty to the product.

### **The Influence of Brand Image on Buyer Satisfaction and Decisions**

Brand image plays an important role in determining the level of consumer satisfaction. Based on the research, it was found that consumers highly appreciate tuna petis packaging that is not only aesthetically appealing but also able to reflect local culture.(Laila & Fitriyah, 2022). Visual elements such as design, color choices, and symbols that represent Madurese culture provide an authentic and unique impression, which makes tuna petis products superior compared to similar products on the market.

Well-designed packaging that relates to cultural identity creates an emotional appeal for consumers. They feel that the product has more value because it not only fulfills functional needs but also represents pride in local culture. This gives consumers an additional reason to choose the product, especially when compared to other products that do not have similar elements.

In addition to the visual aspect, the perception of quality attached to the brand image is also a major factor. Consumers tend to believe that products with a strong brand image, both in terms of appearance and reputation, have better quality.(Wati et al., 2020). This strengthens the relationship between consumer trust in a brand and their level of satisfaction after using the product.

For tuna petis producers, building a positive brand image through visual elements and product quality is an effective strategy to increase consumer satisfaction. By utilizing packaging designs that reflect local culture and maintain product quality, producers can create a pleasant experience for consumers. Ultimately, a good brand image not only drives purchases but also builds ongoing loyalty.

### **The Influence of Physical Evidence on Buyer Satisfaction and Decisions**

Physical evidence including packaging, appearance, and product presentation has a significant influence on consumer satisfaction levels. This study shows that consumers prefer tuna petis products with modern packaging but still maintain local cultural values. Attractive packaging design not only creates an impression of professionalism but is also able to increase the appeal of the product in the eyes of consumers. This makes the product look more valuable and worth buying.

In addition to the packaging aspect, the physical appearance of the product also plays an important role. Products with a clean, neat and hygienic presentation are considered more trustworthy and of higher quality.(Pambudi et al., 2022). These factors build positive consumer perceptions of the product, especially since they feel confident that the product is safe to consume. Good physical appearance reflects the manufacturer's attention to detail, which ultimately increases consumer confidence.

For consumers, the visual and physical experience of interacting with a product is often one of the main determinants of their satisfaction. When the physical evidence elements of a product are able to meet or

even exceed consumer expectations, this will strengthen the positive impression of the brand and the overall quality of the product.

Therefore, for tuna petis producers, paying attention to the physical evidence element is a strategic step to increase consumer satisfaction. By adopting an attractive packaging design that remains rooted in local cultural values and ensuring a hygienic and neat product appearance, producers can create a more satisfying experience for consumers while strengthening product competitiveness in the market.

### **Consumer Satisfaction as a Mediator**

The results of the study also show that consumer satisfaction has an important role as a mediator that connects independent variables such as Word of Mouth (WOM), Brand Image, and Physical Evidence with purchasing decisions. This role shows that consumer satisfaction functions as a link between external factors and consumer loyalty and behavior in making decisions to buy a product.

When consumers are satisfied with a product, it not only increases their likelihood of repeat purchases but also encourages them to give positive recommendations to others. In the context of tuna petis products, consumers who are satisfied with the taste, quality, and appearance of the product are likely to share their experiences with family, friends, or through social media. This creates a ripple effect that can attract more new consumers.

Consumer satisfaction is also an important factor in strengthening the relationship between products and consumers. When WOM, brand image, and physical evidence of the product meet or exceed consumer expectations, their level of satisfaction will increase. This satisfaction then becomes the basis for consumers to continue choosing the same product in the future, even willing to recommend it actively. Thus, consumer satisfaction not only increases loyalty, but also contributes to the expansion of market share.(Sembiring & Elgeka, 2022).

For tuna shrimp paste producers, maintaining consumer satisfaction is the key to maintaining business sustainability. By ensuring that all external elements such as WOM, brand image, and physical evidence are well managed, producers can create a satisfying experience for consumers, which ultimately supports repeat purchasing decisions and builds long-term relationships with customers.

### **PRACTICAL IMPLICATIONS**

Based on the research results, there are several practical steps that can be implemented by tuna petis producers to increase consumer satisfaction and strengthen purchasing decisions. These recommendations aim to maximize the influence of factors found in the study, such as Word of Mouth (WOM), Brand Image, Physical Evidence, and more effective management of consumer satisfaction.

#### **Improving Word of Mouth (WOM) Strategy**

To maximize the influence of Word of Mouth (WOM), tuna shrimp paste producers can develop strategies that motivate consumers to share their positive experiences about the product. One of the most effective ways to achieve this is by utilizing social media platforms. Social media has great potential in expanding the reach of information quickly and widely.(Assakdiyah, 2020). Consumers who share reviews or testimonials about their tuna shrimp paste products can help attract new consumers, as information shared through these platforms is often considered more credible. Furthermore, consumers are more likely to follow recommendations from friends, family, or people they trust than advertisements from companies. Therefore, leveraging social media to spread positive consumer experiences will have a big impact on increasing brand awareness and attracting more consumers.(Fransisca & Junaidi, 2024).

In addition, manufacturers can also develop loyalty programs that provide incentives for consumers who successfully invite others to buy shrimp paste products. These incentives can be in the form of discounts, gifts, or attractive exclusive offers, which aim to encourage consumers to recommend the product to others. With this kind of incentive, consumers feel appreciated for their role in expanding the reach of the product, so

they are more motivated to continue sharing positive information with people around them. This loyalty program will also provide double benefits, namely increasing the loyalty of existing consumers and attracting new consumers through personal recommendations.(Maharani & Kurdaningsih, 2024).

In addition to relying on social media and loyalty programs, tuna shrimp paste producers need to strengthen their relationships with local communities. Communities play a very important role in disseminating information, especially in the context of local products. Information disseminated through communities is often considered more authentic and well received by other community members.(Ramadan, 2024). Therefore, tuna shrimp paste producers should establish partnerships with local community leaders or communities to expand the reach of WOM. This kind of collaboration can increase consumer trust in the product, because people tend to trust recommendations that come from people they know or who have influence in the community.

Furthermore, producers can hold events or activities that involve local communities, such as food festivals, bazaars, or other community-based marketing programs. In these events, consumers can try the product directly and provide positive reviews that will be spread to others. Such activities will not only increase product visibility but also strengthen the emotional connection between producers and consumers, which in turn will encourage them to be more active in sharing positive information about tuna petis.

With these strategies, shrimp paste producers can not only make the most of WOM, but also strengthen relationships with consumers and increase trust in the product. As a result, shrimp paste products can reach more consumers, increase satisfaction, and expand market share. Effective utilization of WOM will bring long-term benefits to producers and help maintain product positions in an increasingly competitive market.

### **Strengthening Brand Image**

A strong brand image plays a very important role in attracting consumer attention and influencing purchasing decisions. In the context of tuna petis products, manufacturers can strengthen brand identity by utilizing local cultural elements in their marketing strategies. One effective way to build a strong brand image is to use visual elements inspired by traditional culture. For example, a packaging design that features typical Madurese batik motifs can be a very appropriate choice. This batik motif, which is rich in symbolism and visual beauty, not only provides aesthetic appeal but also creates a sense of authenticity and cultural depth to the product. Consumers will feel that they are not only buying a product, but also getting a rich cultural experience and connecting with local traditions.

The use of designs that reflect local culture provides significant added value, as consumers increasingly value products that not only meet their needs but also reflect the authenticity and richness of regional culture. In a market full of similar products, differentiating yourself through unique and meaningful packaging is one effective way to attract attention. Packaging design that reflects cultural values will make tuna petis products more memorable to consumers, while also giving a deep positive impression of the quality and tradition of the product.(Aditria et al., 2023).

In addition, tuna shrimp paste producers must also ensure that the brand message conveyed to consumers is in line with the high quality and traditional values contained in the product. This means that not only the packaging needs to depict quality and culture, but also the broader brand communication. A clear and consistent brand message will help strengthen the brand image in the eyes of consumers. For example, by conveying a commitment to the quality of raw materials and traditional manufacturing methods, producers can demonstrate their dedication to quality and loyalty to cultural heritage. This is important so that consumers feel confident that the products they choose are of guaranteed quality and in accordance with their expectations.

It is important for manufacturers to maintain consistency in all branding elements, from packaging design to the messages conveyed through advertising or other promotions. A consistent and positive brand image will build consumer trust over time. When consumers feel that the brand is reliable and always provides good quality products, they are more likely to choose the product again and again and even recommend it to others.

A strong brand image also has a big influence on consumer loyalty. Consumers who feel connected to a brand through its values, such as pride in local products or a commitment to high quality, are more likely to stay loyal and buy the product in the long term. In addition, the consumer loyalty that is created will have a positive impact on the brand's reputation and can influence other consumers' purchasing decisions through word of mouth or recommendations. (Resika et al., 2016).

By building a strong and positive brand image, shrimp paste producers can create long-term relationships with their consumers. A brand image that reflects quality, cultural authenticity, and traditional values will strengthen the brand's foundation in the market, help attract more consumers, and increase the product's competitiveness in an increasingly competitive market.

### **Improving the Quality of Physical Evidence**

To enhance the physical evidence element of a product, manufacturers must pay attention to various aspects related to the packaging and overall appearance of the product. One effective approach is to design environmentally friendly packaging that still carries a modern design and reflects local cultural values. The use of biodegradable or recyclable packaging materials will be very attractive to consumers who are increasingly concerned with sustainability and environmental issues. This is especially relevant to younger consumers who are more aware of the importance of sustainability in their every purchasing decision. By choosing more environmentally friendly packaging materials, manufacturers will not only attract environmentally conscious consumers but also demonstrate their commitment to social responsibility and sustainability, which can ultimately improve the overall brand image. (Silaningsih et al., 2021).

In addition, it is important for manufacturers to create packaging designs that not only focus on functional aspects, but also aesthetics. Attractive packaging that is in accordance with local culture can strengthen the appeal of the product and provide a good first impression for consumers. For example, packaging that highlights regional motifs or symbols, such as batik or other traditional elements, can provide a sense of emotional attachment to consumers and enrich their experience when purchasing the product. This not only creates added value for the product, but also helps differentiate the product from competitors that do not have similar elements.

In addition to developing environmentally friendly and aesthetic packaging, the physical appearance of the product also plays a very important role in creating a positive impression in the eyes of consumers. Products that look clean, neat, and hygienic will be more trusted by consumers, which in turn can increase their sense of comfort when choosing the product. A clean and well-maintained product appearance shows the manufacturer's attention to quality and detail, which builds consumer confidence in the product itself. Consumers tend to feel more confident in purchasing products that have an appearance that matches their expectations, because this gives them an indication that the product is of good quality, both in terms of materials and manufacturing processes.

It is important for manufacturers to ensure that the physical appearance of their products is consistent and meets expected hygiene standards. Maintaining product quality depends not only on the raw materials, but also on how the product is presented to consumers. Every aspect of the product packaging and display, from the label to the way the product is arranged on the shelf, must address elements of cleanliness and a sense of professionalism. Consumers who feel that the product is safe and of high quality will be more likely to repurchase the same product and even recommend it to others.

For this reason, manufacturers need to ensure that every product sold has consistent physical quality, by paying attention to small details such as tight and safe packaging, a clean and tidy appearance, and the use of packaging materials that meet environmental standards. All of this will contribute greatly to improving brand image and consumer satisfaction. In addition, by prioritizing cleanliness and quality of physical appearance, manufacturers can not only increase consumer trust, but also increase their loyalty to the product.

Overall, developing and improving the physical evidence elements of a product, whether in terms of environmentally friendly packaging, attractive design, or a clean and neat physical appearance of the product,



is very important to create a positive experience for consumers. By ensuring consistent physical product quality and meeting consumer expectations, manufacturers can strengthen their relationships with consumers and create higher loyalty, which will ultimately support the sustainability of their business in the market.

### **Managing Consumer Satisfaction to Increase Loyalty**

Customer satisfaction is a very important factor in building loyalty and encouraging repeat purchases. Therefore, manufacturers need to ensure that every consumer interaction with their products creates a positive experience. One way to achieve this is by improving the quality of service provided to consumers. This includes providing a quick and responsive response to complaints or feedback provided by consumers. When consumers feel that their voices are heard and their concerns are taken seriously, this will create a greater sense of trust in the brand and the product.

In addition to responding quickly to issues, offering a quality guarantee for each product can also increase consumer security. Manufacturers can consider offering a product warranty program or a return policy. This kind of program provides assurance to consumers that they will not be at a loss if the product they buy does not meet their expectations. With this kind of guarantee, consumers will feel more confident in making a purchase, because they know that they can get a replacement or refund if the product does not meet the desired standards. This will increase consumer confidence in the quality of the product, which will ultimately encourage them to repurchase the product in the future.(Dennis, 2024).

In addition, to understand the extent of consumer satisfaction with the product, manufacturers should routinely conduct consumer satisfaction surveys. These surveys can provide valuable information about consumer experiences, as well as areas that still need improvement. By getting direct feedback from consumers, manufacturers can find out which elements of the product or service are working well and which still need improvement. This gives manufacturers the opportunity to objectively identify their strengths and weaknesses, and take the necessary steps to improve them.(Laowo et al., 2024). Proactively managing customer satisfaction is key to building positive long-term relationships with consumers. When consumers are satisfied with the products and services they receive, they are more likely to become loyal customers and are more likely to make repeat purchases. Furthermore, they are also more likely to recommend the product to others, which in turn can increase the customer base and expand market share.

By managing customer satisfaction well, manufacturers can not only strengthen customer loyalty but also create closer and longer-term relationships with their customers. Satisfied customers will feel appreciated and cared for, which will make them more likely to continue choosing the product rather than switching to a competitor's product. By paying attention to customer satisfaction as a whole and making it a priority, manufacturers can ensure that their products remain competitive and relevant in an ever-evolving market.

Overall, to increase consumer loyalty and encourage repeat purchases, it is important for manufacturers to provide a satisfying experience through responsive service, quality assurance, and continuous improvement based on consumer feedback. Through a proactive approach to managing consumer satisfaction, manufacturers can strengthen their position in the market and build a loyal and sustainable customer base.

### **Improving Product Education and Promotion**

Product education is an important element in raising awareness and attracting consumer interest. For tuna petis producers, it is important to run a marketing campaign that can highlight the advantages of the product, both in terms of nutritional value, manufacturing process, and cultural values inherent in the product. One way to achieve this is by educating consumers about the health benefits that can be obtained from consuming tuna petis. For example, the campaign can focus on the nutritional content of tuna petis, such as protein content, omega-3, and other benefits that can improve health. By providing clear information about the nutritional value of the product, consumers will better understand its benefits, which in turn can encourage them to choose tuna petis as part of their healthy diet.(Fanther & Prasetyo, 2017).

In addition to the health aspect, manufacturers can also highlight how the tuna petis product is produced. By depicting the manufacturing process using natural ingredients and processed in a traditional way,

manufacturers can add authenticity and trust to their products. In this context, promotions that emphasize the traditional ways of making tuna petis can build the perception that this product is not only high quality but also preserves local cultural heritage. Consumers who value authenticity and quality are often attracted to products made with a traditional approach and using natural ingredients, which is increasingly becoming a trend among consumers who are more concerned about the quality of ingredients and their impact on health.

In addition to highlighting the health and authenticity aspects of the product, it is also important to run creative and informative promotions to build an emotional connection between the product and consumers. By creating an interesting story behind the tuna petis product, such as its origins, unique ways of making it, or even stories of consumers who have felt the benefits of the product, producers can make consumers feel more connected to the brand. This kind of story is not only interesting but can also add emotional value that will influence consumers' choices in purchasing the product. Consumers tend to prefer products that they feel have a story or more value than just ordinary products that only focus on functional aspects.

An effective promotional campaign should not only be informative but also attract attention through creativity. The use of social media, promotional videos, or content-based advertising that combines education with entertainment can be a very effective way to reach a wider audience. Marketing campaigns that use this approach will be more recognizable to consumers and can spark wider conversations among them, both in person and through online platforms. By integrating elements of education, information, and creativity, producers can strengthen the position of shrimp paste tuna in the market. (Susanti et al., 2024). With the right education and promotion strategies, tuna petis products will not only attract more attention in the local market, but also have the potential to expand their reach to a wider market, including the national market. Promotions that emphasize health, authenticity, and local cultural values can help this product differentiate itself from more common competitors. Thus, through effective education and promotion, tuna petis producers can strengthen their product image, increase consumer loyalty, and expand their market share.

## CONCLUSION

This study shows that factors such as Word of Mouth (WOM), Brand Image, and Physical Evidence have a significant impact on the level of consumer satisfaction and purchasing decisions of tuna fish paste products in Pamekasan. In addition, consumer satisfaction serves as an important link between these factors and purchasing decisions, acting as a mediator that directs consumers to choose and buy products.

To ensure the sustainability of local products in the market, producers need to develop marketing strategies that emphasize the importance of emotional relationships with consumers. This can be done by building more personal communication and strengthening consumer trust in product quality. A deep understanding of consumer needs and preferences will help producers create a more satisfying experience, both through superior product quality and responsive service.

In addition, manufacturers must also pay attention to product quality as a whole, from the production process to attractive packaging that reflects local cultural values. By paying attention to elements such as packaging design that reflects regional identity and using environmentally friendly materials, manufacturers can increase product appeal while meeting the needs of consumers who are increasingly concerned about sustainability issues. A holistic marketing approach, which combines product quality with a positive consumer experience, will strengthen consumer loyalty and support product sustainability in the market.

Thus, focusing on strategies that prioritize consumer satisfaction and product excellence will increase the opportunities for tuna shrimp paste products to grow and compete in an increasingly competitive market.

## ACKNOWLEDGMENT

We would like to express our deepest gratitude to all parties who have helped carry out this research. Thank you to the resource persons who have been willing to take the time to provide valuable information related to tuna petis products. We also express our gratitude to our family, friends, and colleagues for their

invaluable moral and material support. We also appreciate the guidance of the supervising lecturer who has provided direction and input during the research process. Hopefully, the contribution of all parties in this research can provide great benefits for the development of science and marketing practices in the future.

## REFERENCE

- Aditria, D., Digdowiseiso, K., & Nurwulandari, A. (2023). Pengaruh Brand Image, E-wom dan Brand Trust Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Mediasi di Hits Burger Antasari Jakarta Selatan. *Technomedia Journal*, 8(1 Special Issues), 30–45. <https://doi.org/10.33050/tmj.v8i1SP.2001>
- Andika, A. V., Putri, D. E., & Gusteti, Y. (2024). Pengaruh Keragaman Produk, Electronic Word Of Mouth (E-Wom) Dan Kepuasan Terhadap Keputusan Pembelian Produk Gendis Nyass. *Menara Ilmu : Jurnal Penelitian dan Kajian Ilmiah*, 18(1), Article 1. <https://doi.org/10.31869/mi.v18i1.5809>
- Aprilia, A., Suprani, Y., Hakimah, Y., & Said, M. (2024). PENGARUH WOM (WORD OF MOUTH) TERHADAP KEPUASAN KONSUMEN DIMEDIASI OLEH KUALITAS PELAYANAN DI SINCERA CLINIC PALEMBANG. *FORBISWIRA FORUM BISNIS DAN KEWIRAUSAHAAN*, 13(2), 381–386. <https://doi.org/10.35957/forbiswira.v13i2.6281>
- Artha, B., Hadi, A. S., & Sari, N. P. (2020). Faktor Penentu Pariwisata Virtual Situs Warisan Dunia di Indonesia: Sebuah Telaah Pustaka dan Kerangka Konseptual. *Jurnal Kepariwisata Indonesia: Jurnal Penelitian Dan Pengembangan Kepariwisata Indonesia*, 14(1), Article 1. <https://doi.org/10.47608/jki.v14i12020.38-45>
- Assakdiyah, S. (2020). MEMBANGUN INOVASI BISNIS MELALUI ELECTRONIC WORD OF MOUTH (E-WOM) DI ERA NEW NORMAL. *Universitas Ahmad Dahlan*. <https://eprints.uad.ac.id/20922/>
- Dennis, pratama. (2024). *Pengaruh Customer Relationship Management Dan Citra Perusahaan Terhadap Kepuasan Dan Loyalitas Nasabah Di PT. Bank Rakyat Indonesia TBK Kantor Cabang Tambun, Bekasi* | *JURNAL ILMIAH MANAJEMEN UBHARA*. <https://ejournal.ubharajaya.ac.id/index.php/JIMU/article/view/2830>
- Djamila, S., Iswahyono, I., & Bahariawan, A. (2017). PERBAIKAN PROSES PEMBUATAN PETIS IKAN KELOMPOK NELAYAN PENGUSAHA PETIS IKAN DI PUGER - JEMBER. *J-Dinamika : Jurnal Pengabdian Masyarakat*, 2(2), Article 2. <https://doi.org/10.25047/j-dinamika.v2i2.562>
- Fanther, R., & Prasetyo, C. H. (2017). EDUKASI PELANGGAN DAN PROMOSI PENJUALAN UNTUK MENINGKATKAN PENJUALAN RETAIL (Studi Kasus Ritel Pasar Raja Galuh Majalengka). *Value : Jurnal Manajemen Dan Akuntansi*, 12(2), Article 2. <https://doi.org/10.32534/jv.v12i2.483>
- Fransisca, E., & Junaidi, A. (2024). Strategi Komunikasi Instagram Esme Nailbar dalam Menarik Konsumen. *Kiwari*, 3(2), Article 2. <https://doi.org/10.24912/ki.v3i2.30261>
- Hidayani, N., & Arief, M. (2023). PENGARUH KUALITAS PRODUK, BRAND IMAGE, DAN HARGA TERHADAP KEPUASAN KONSUMEN PADA BITTERSWEET BY NAJLA. *Jurnal Industri Kreatif Dan Kewirausahaan*, 6(1), Article 1. <https://doi.org/10.36441/kewirausahaan.v6i1.1268>
- Laila, N., & Fitriyah, Z. (2022). Pengaruh Brand Image dan Brand Trust melalui Kepuasan Konsumen Sebagai Variabel Intervening Terhadap Loyalitas Konsumen Skincare MS Glow di Surabaya. *SEIKO : Journal of Management & Business*, 5(2), Article 2. <https://doi.org/10.37531/sejaman.v5i2.2339>
- Laowo, A., Zalukhu, Y., Gea, N. E., & Mendrofa, Y. (2024). Analisis Inovasi Layanan Digital Dan Customer Relationship Management Untuk Meningkatkan Kesetiaan Konsumen Pada PT. Kencana Mulia Abadi. *Jurnal Ilmiah Muqoddimah : Jurnal Ilmu Sosial, Politik, dan Humaniora*, 8(2), Article 2. <https://doi.org/10.31604/jim.v8i2.2024.724-728>
- Maharani, A. R., & Kurdaningsih, D. M. (2024). PENGARUH STRATEGI LIVE MUSIC DAN WORD OF MOUTH (WOM) TERHADAP LOYALITAS PENGUNJUNG PADA CAFE TALK COFFEE & EATERY KENDAL. *Jurnal Ilmiah Sultan Agung*, 3(3), Article 3.
- Pambudi, T. E., Parayitno, A., Laksitama, A., & B, Y. D. (2022). Pengaruh People, Process dan Physical Evidence terhadap Kepuasan Konsumen pada Pelanggan Toko SRC (Studi Pada Pelanggan Src Bu Sri, Klipang, Semarang, Jawa Tengah). *Jurnal Pendidikan Tambusai*, 6(1), 8659–8666. <https://doi.org/10.31004/jptam.v6i1.9057>

- Poernomo, D., Suseno, S. H., & Wijatmoko, A. (2004). Pemanfaatan Asam Cuka, Jeruk Nipis (*Citrus aurantifolia*) dan Belimbing Wuluh (*Averrhoa bilimbi*) untuk Mengurangi Bau Amis Petis Ikan Layang (*Decapterus spp.*). *Jurnal Pengolahan Hasil Perikanan Indonesia*, 7(2), Article 2. <https://doi.org/10.17844/jphpi.v7i2.1037>
- Prasetyo, A., & Wulandari, A. (2023). Pengaruh Kepercayaan terhadap Loyalitas dan Word of Mouth dengan Dimediasi oleh Kepuasan Konsumen Situs Belanja Online. *Bisman (Bisnis dan Manajemen): The Journal of Business and Management*, 6(1), Article 1. <https://doi.org/10.37112/bisman.v6i1.2504>
- Ramadhan, R. M. (2024). Strategi Branding Young On Top Melalui Pemberdayaan Komunitas (Studi Kasus pada Event PT YOT Inspirasi Nusantara Jakarta Tahun 2019). *Marcommers : Jurnal Marketing Communication and Advertising*, 12(2), 95–110. <https://doi.org/10.22441/marcommers.v12i2.15166>
- Resika, Y., Nazaruddin, A., & Handy, T. (2016). PENGARUH BRAND IMAGE TERHADAP KEPUTUSAN KONSUMEN MEMBELI PRODUK SEPEDA MOTOR HONDA (STUDI KASUS PADA MAHASISWA FAKULTAS EKONOMI UNIVERSITAS SRIWIJAYA INDERALAYA). *Jembatan : Jurnal Ilmiah Manajemen*, 9(1), Article 1. <https://doi.org/10.29259/jmbt.v9i1.3270>
- Sembiring, R. G. A., & Elgeka, H. W. S. (2022). Hubungan Kualitas Informasi dan Keamanan Situs terhadap Niat Pembelian Ulang Pengguna Mobile Commerce Shopee dengan Kepuasan Konsumen sebagai Mediator. *Gadjah Mada Journal of Psychology (GamaJoP)*, 8(2), Article 2. <https://doi.org/10.22146/gamajop.75290>
- Silaningsih, E., Yuningsih, E., & Yuningsih, Y. (2021). PENINGKATAN KEPUASAN KONSUMEN MELALUI KUALITAS LAYANAN: Bukti Fisik, Kehandalan, Daya Tanggap, Jaminan,Empati,, Kepuasan Konsumen. *Jurnal Visionida*, 7(1), 43–53.
- Susanti, I., Oktaga, A. T., Prihati, P., Putri, M. A., & Heses, M. A. (2024). MEMBANGUN BRAND IDENTITY PRODUK GULA AREN MELALUI PROMOSI YANG EFEKTIF DENGAN MEDIA SMARTPHONE. *ABDIMAS UNWAHAS*, 9(1), Article 1. <https://doi.org/10.31942/abd.v9i1.11004>
- Wati, N. M. D. W. K., Imbayani, I. G. A., & Ribek, P. K. (2020). PENGARUH KUALITAS PELAYANAN, BRAND IMAGE, DAN KEPERCAYAAN TERHADAP KEPUASAN KONSUMEN PADA PT PRODIA WIDYAHUSADA. *VALUES*, 1(2), Article 2. <https://ejournal.unmas.ac.id/index.php/value/article/view/819>
- Wijaya, B., Yulita, H., & Delviani, S. (2020). PENGARUH PENGALAMAN EMOSIONAL, ELECTRONIC WORD OF MOUTH, REPUTASI, DAN KEPUASAN TERHADAP LOYALITAS KONSUMEN. *Management and Accounting Expose*, 3(2), Article 2. <https://doi.org/10.36441/mae.v3i2.208>