The Influence of Brand Image and Packaging on Loyalty through Customer Satisfaction (A Study of Amplang Obic Customers in Ketapang Regency)

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ABSTRACT

This study aims to identify the influence of Brand Image and Packaging on Customer Loyalty for Amplang Obic in Ketapang Regency, with Customer Satisfaction as an intervening variable. The food industry is experiencing rapid growth, resulting in increased competition, which Amplang Obic faces from other producers offering similar products. To remain competitive, Amplang Obic must develop strategies to distinguish itself. The research employs an associative approach, with purposive sampling as the sample collection technique. A total of 100 respondents, all of whom are customers who purchase and consume Amplang Obic, participated in the study. Data analysis was conducted using structural equation modeling (SEM) with SmartPLS 3 software. The findings indicate that all variables meet the criteria for validity and reliability. Hypothesis testing reveals that Brand Image and Packaging have a positive and significant effect on Customer Satisfaction, although neither has a significant direct effect on Customer Loyalty. However, Customer Satisfaction positively and significantly influences Customer Loyalty. Furthermore, when mediated by Customer Satisfaction, both Brand Image and Packaging demonstrate a positive and significant effect on Customer Loyalty.

ABSTRAK

Penelitian ini dilakukan dengan tujuan mengidentifikasi pengaruh Brand Image dan Kemasan terhadap Loyalitas Pelanggan Amplang Obic di Kabupaten Ketapang melalui Kepuasan Konsumen sebagai variabel intervening. Industri makanan ringan telah mengalami pertumbuhan pesat, yang menyebabkan peningkatan persaingan, termasuk yang dihadapi oleh Amplang Obic dari produsen lain yang menawarkan produk serupa. Untuk tetap bersaing, Amplang Obic perlu mengembangkan strategi untuk membedakan dirinya. Metode penelitian yang digunakan didalam penelitian ini adalah pendekatan asosiatif, teknik pengumpulan sampel menggunakan purposive sampling. Jumlah responden dalam penelitian ini sebanyak 100 orang dan yang menjadi responden adalah pelanggan yang mengkonsumesi dan membeli amplang obic. Teknik analisis data yang digunakan adalah permodelan persamaan struktural (SEM) dengan software SmartPLS 3. Berdasarkan hasil penelitian bahwa, seluruh variabel telah memenuhi kriteria validitas dan reliabilitas. Dari hasil pengujian hipotesis secara langsung, diketahui bahwa brand image dan kemasan secara positif dan signifikan berpengaruh terhadap kepuasan pelanggan tetapi keduanya tidak berpengaruh secara signifikan terhadap loyalitas serta kepuasan berpengaruh terhadap loyalitas pelanggan secara positif dan signifikan. Dan dari pengujian hipotesis terhadap variabel yang menjadi intervening, dapat diketahui bahwa brand image dan kemasan yang dimediasi oleh kepuasan pelanggan terhadap loyalitas berpengaruh secara positif dan signifikan.

INTRODUCTION

The advancement and improvement of the economy can drive higher consumption rates. Eating is one form of consumption to meet daily needs; however, in today's era, food consumption is not solely about fulfilling basic nutritional requirements but also about satisfying one's desire for pleasure and enjoyment. With innovations in food products, demand can now be met not only by staple foods but also by snacks. Snacks are typically consumed to alleviate temporary hunger or simply for enjoyment and are often eaten between main meals. They appeal to people of all ages, from children to adults.

One such snack is amplang, a traditional cracker originating from Samarinda, East Kalimantan. Amplang is often purchased as a souvenir due to its unique taste, affordability, and long shelf life. A well-known producer of amplang is Amplang Obic, a home-based business specializing in fish-based snacks such as amplang crackers. Established 21 years ago by Herlina and now managed by her daughter, Keny Octaviola, Amplang Obic operates from Jl. Dr. Wahidin Sudirohusodo, No. 46, RT 007/RW 003, Benua Kayong District, Ketapang Regency. The products are sold not only in Ketapang but also across various regions in West Kalimantan, including Pontianak, Kayong Utara, and Singkawang. They are widely available in minimarkets, retail outlets, and souvenir shops.

The food industry is experiencing rapid growth, resulting in increased competition, which poses a challenge for Amplang Obic as it competes with other producers offering similar products. To remain competitive, the company must develop strategies to differentiate itself. One critical factor in achieving success is creating a strong brand image. According to Firmansyah (2019), *"Brand image is what consumers feel and think when they hear or see a brand. A positive brand image increases the likelihood of consumer purchases."* Brand image serves as a differentiator among similar products, influencing consumer purchase decisions and fostering customer loyalty (Jasa & Asrudi, 2024). Additionally, brand image significantly impacts consumer satisfaction, as a positive perception enhances customer contentment (Hidayati et al., 2024). Satisfied customers who appreciate a brand's image and quality are more likely to make repeat purchases (Al Farez et al., 2024).

In addition to establishing a strong brand image, companies can attract consumer interest through innovative and visually appealing packaging. As noted by Kotler & Keller (2016), *"Packaging is a business strategy designed to maintain brand equity and promote sales."* Modern packaging not only protects food products from dust, dirt, impact, air, and sunlight but also serves as a marketing tool to attract buyers. Attractive packaging adds value for consumers when choosing among similar products, while well-designed packaging enhances convenience for users. Therefore, companies should focus on designing appealing and functional packaging to boost consumer interest and strengthen the product's market presence (Sabilla et al., 2023).

Both brand image and packaging are essential factors influencing consumer enjoyment when purchasing a product. Developing a strong brand image is crucial because it significantly shapes consumer perceptions and evaluations when making brand choices (Purwandani & Widodo, 2022). A positive brand image and high-quality, well-designed packaging can enhance customer satisfaction, creating an immediate sense of pleasure

(Lastyawati et al., 2024). Moreover, customer satisfaction driven by a strong brand image and effective packaging fosters customer loyalty.

Amplang Obic has built a strong reputation by using high-quality ingredients, including mackerel, which contributes to its brand image. Additionally, its attractive packaging—featuring vivid colors, distinct logos, and clear product information—enhances brand recognition and consumer satisfaction. A well-designed package influences consumer perceptions of quality, exclusivity, and reliability. Consequently, satisfied consumers are more likely to remain loyal to Amplang Obic, making repeat purchases without considering competing brands (Mahry et al., 2023).

Based on the above introduction, this study aims to examine the influence of Brand Image and Packaging on Customer Loyalty, with Customer Satisfaction as an intervening variable. This study contributes to the literature by exploring Brand Image and Packaging, factors rarely analyzed in studies on handmade snack foods sold as souvenirs, particularly in Ketapang, West Kalimantan. Additionally, it investigates customer satisfaction as a catalyst for fostering customer loyalty. This study offers a fresh perspective by analyzing these marketing variables in a specific regional setting, Ketapang, where limited research has been conducted on souvenir-based food products. While most existing literature focuses on large-scale or international food brands, this research shifts attention to small-scale, home-based businesses in the food industry, making it unique in its scope and focus.

The urgency of this research stems from the growing competition in the food industry, particularly in the local snack sector. As consumer preferences evolve toward a wider variety of food options, companies like Amplang Obic must adapt their strategies to remain relevant. With the rising demand for premium, well-packaged food items, businesses need to enhance customer satisfaction and loyalty. This study is particularly valuable as it provides practical insights for similar businesses, emphasizing the importance of improving Brand Image and Packaging to achieve long-term success. In a highly competitive market where many products offer similar flavors and characteristics, strong brand recognition and appealing packaging are key to building lasting customer loyalty and ensuring sustained business growth.

RESEARCH METHOD

This study involves two independent variables: Brand Image (X1) and Packaging (X2), an intervening variable: Customer Satisfaction (Y1), and a dependent variable: Customer Loyalty (Y2), with each variable being explained in the operational variable table presented below:

Table 1 *Operational Variable Definition*

Variables	Operational Definition	Indicator	Measuring Tools	Measuring Scale
Brand Image (X1)	Brand Image is what consumers feel and think when they hear or see from a brand.	1. Corporate Image 2. Product Image 3. User Image	Questionnaire	Likert Scale

	(Firmansyah, 2019)			
Packaging (X2)	Packaging is the container or wrapping of a product. The main function of packaging is typically to protect the product. (Firmansyah, 2019)	1. Design 2. Color 3. Size	Questionnaire	Likert Scale
Customer Satisfaction (Y1)	Customer Satisfaction is the feeling of pleasure or disappointment a consumer experiences based on the comparison between the expected performance and the actual performance delivered by a product or service. (Kotler & Keller, 2016)	1. Expectation Alignment. 2. Repurchase Intention. 3. Willingness to Recommend.	Questionnaire	Likert Scale
Customer Loyalty (Y2)	Customer Loyalty is a strong commitment from customers to consistently repurchase or subscribe to a product or service in the future. (Firmansyah, 2018)	1. Regular Repurchase Behavior. 2. Recommending to Others. ·3. Resistance to Competing Products	Questionnaire	Likert Scale

This study employs an associative research method. According to Siregar (2019), "Associative research is a study aimed at identifying the relationship between two or more variables." The study population consists of Amplang Obic customers, with a sample of 100 respondents whose responses were collected via questionnaires distributed using Google Forms. The sampling technique used is purposive sampling. As Sugiyono (2017) defines, "Purposive sampling is a sampling technique based on certain considerations." The sampling criteria for this study are as follows:

1. Respondents are at least 18 years old.

2. Respondents have purchased Amplang Obic at least twice.

Primary data were collected through questionnaires and interviews. A Likert scale was used for measurement, and data analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS 3.0 software. The Tests conducted in this research are Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE), Reliability test, Hypothesis Tests which consist of Direct and Indirect Test, and also R Test and R Square Test.

RESULT and DISCUSSION
Results
Convergent Validity

Convergent validity testing can be conducted by examining the loading factor values for each construct indicator. A high loading factor value indicates that each construct indicator converges at a single point. The loading factor value reflects the strength of the relationship between an indicator and the latent variable. The loading factor is considered to meet the criteria if it has a value > 0.7. The results of the convergent validity test for this study are presented in Table 2 below:

Table 2 *Convergent Validity*

Research Variables	Indicator	Loading Factor	Result
Brand Image (X1)	BI 1	0,766	Valid
	BI 2	0,761	
	BI 3	0,773	
	BI 4	0,762	
	BI 5	0,710	
	BI 6	0,746	
	BI 7	0,734	
	BI 8	0,739	
	BI 9	0,703	
Packaging (X2)	K 1	0,741	Valid
	K 2	0,708	
	K 3	0,787	
	K 4	0,735	
	K 5	0,773	
	K 6	0,725	
	K 7	0,786	
	K 8	0,803	
	K 9	0,743	
Customer's Satisfaction (Y1)	KP 1	0,725	Valid
	KP 2	0,748	
	KP 3	0,751	
	KP 4	0,714	
	KP 5	0,792	
	KP 6	0,720	
	KP 7	0,742	
	KP 8	0,786	
	KP 9	0,732	

	LP 1	0,790	
	LP 2	0,837	
	LP 3	0,850	
	LP 4	0,726	
Customer's	LP 5	0,743	Valid
Loyalty(Y2)	LP 6	0,735	
	LP 7	0,762	
	LP 8	0,708	
	LP 9	0,717	

Source: Processed Data, 2024

Based on Table 2 above, the loading factors observed in the original sampling indicate that all construct indicators for each variable—Brand Image (X1), Packaging (X2), Customer Satisfaction (Y1), and Customer Loyalty (Y2)—have loading factors greater than 0.7. Thus, the indicators for each variable can be considered valid measures of their respective latent variables.

Discriminant Validity

Discriminant validity is assessed using cross-loading values for the constructs, which helps determine whether each construct has adequate discriminant validity. The cross-loading value for the targeted construct should be higher than its correlation with other latent constructs. If the construct's correlation with its own measurement items is greater than with other constructs, it indicates that the latent construct has a stronger measurement block than other blocks. The results of the discriminant validity test for this study are presented in Table 3 below:

Table 3 *Discriminant Validity*

Indicator	Brand Image (X1)	Packaging (X2)	Customer's Satisfaction (Y1)	Customer's Loyalty (Y2)
BI1	0,766	0,574	0,517	0,481
BI2	0,761	0,574	0,582	0,481
BI3	0,773	0,661	0,577	0,440
BI4	0,762	0,652	0,613	0,373
BI5	0,710	0,531	0,532	0,335
BI6	0,746	0,562	0,439	0,314
BI7	0,734	0,534	0,387	0,279
BI8	0,739	0,578	0,593	0,532
BI9	0,703	0,580	0,530	0,457
K 1	0,603	0,741	0,600	0,473
K 2	0,533	0,708	0,555	0,365
K 3	0,611	0,787	0,615	0,539
K 4	0,572	0,735	0,564	0,399
K 5	0,687	0,773	0,583	0,390
K 6	0,521	0,725	0,519	0,415
K 7	0,564	0,786	0,559	0,473
K 8	0,691	0,803	0,580	0,402
K 9	0,571	0,743	0,516	0,384

KP 1	0,504	0,550	0,725	0,498
KP 2	0,494	0,560	0,748	0,516
KP 3	0,615	0,570	0,751	0,570
KP 4	0,558	0,636	0,714	0,430
KP 5	0,581	0,572	0,792	0,456
KP 6	0,499	0,539	0,720	0,518
KP 7	0,552	0,584	0,742	0,518
KP 8	0,512	0,487	0,786	0,638
KP 9	0,544	0,541	0,732	0,502
LP 1	0,568	0,532	0,598	0,790
LP 2	0,499	0,455	0,594	0,837
LP 3	0,475	0,397	0,602	0,850
LP 4	0,298	0,306	0,463	0,726
LP 5	0,481	0,443	0,638	0,743
LP 6	0,287	0,353	0,460	0,735
LP 7	0,397	0,530	0,498	0,762
LP 8	0,361	0,399	0,404	0,708
LP 9	0,442	0,470	0,434	0,717

Source: Processed Data, 2024

In Table 3 above, each indicator has a cross-loading value greater than those for other measured variable dimensions, thus confirming that the indicator is valid for measuring its corresponding dimension or variable if the cross-loading value is > 0.7. When each indicator's correlation is higher with its own construct than with other constructs, it can be concluded that the latent construct predicts its respective indicators better than it does other indicators.

Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) is a method used to assess the reliability of a construct for a particular variable. A construct is considered valid if it has an AVE value > 0.5. The AVE values for this study are presented in Table 4 below:

Table 4 *Average Variance Extracted (AVE)*

CONSTRUCT	AVE
Brand Image (X1)	0,554
Packaging (X2)	0,572
Customer's Satisfaction (Y1)	0,556
Customer's Loyalty (Y2)	0,585

Source: Processed Data, 2024

Based on Table 4 above, it can be seen that the AVE values for all variables are greater than 0.5. This indicates that all constructs have met the criteria for discriminant validity testing and can be considered to have valid indicators for each variable used in this study.

Reliability Test

Reliability testing is conducted using the Composite Reliability value. A Composite Reliability value greater than 0.7 is considered to indicate high reliability. Additionally,

another criterion for determining the reliability of a construct and reinforcing the test results is the Cronbach's Alpha value, which is expected to be greater than 0.6. The results of the reliability test for this study can be seen in Table 5 below:

Table 5 *Composite Reliability & Cronbach's Alpha*

Variables	Composite Reliability	Cronbach's Alpha
Brand Image (X1)	0,918	0,900
Packaging (X2)	0,923	0,906
Customer's Satisfaction (Y1)	0,919	0,901
Customer's Loyalty (Y2)	0,927	0,911

Source: Processed Data, 2024

In Table 5 above, it can be seen that all estimated constructs in the model meet the reliability criteria, as the Composite Reliability values are greater than 0.7 and Cronbach's Alpha values are greater than 0.6. Therefore, it can be concluded that the measurement items for each variable are reliable and can be used in the study.

R-Square Test

The correlation coefficient (R) is a measure used to assess the strength of the relationship between two variables in correlation analysis. On the other hand, the Coefficient of Determination (R^2) is used to determine how much of the endogenous construct is explained by the exogenous constructs. A good correlation coefficient (R) value ranges between 0 and 1. The R-Square value is considered strong when it is 0.67, moderate at 0.33, and weak at 0.19 (Chin, 1998, in Ghozali and Latan, 2015). The R-Square values from the calculations can be seen in Table 6 below:

Table 6 *R-Square Value Result*

Endogen Variables	R-Square	Adjusted R-Square
Customer's Satisfaction (Y1)	0,610	0,602
Customer's Loyalty (Y2)	0,491	0,475

Source: Processed Data, 2024

Based on Table 6 above, the results can be explained as follows:
1. The Adjusted R-Square value for the Customer Satisfaction variable (Y1) is 0.602, meaning that Customer Satisfaction (Y1) is simultaneously influenced by Brand Image (X1) and Packaging (X2) by 60.2%, with the remaining 39.8% being influenced by other variables outside the model. It can be concluded that the influence of the exogenous constructs, Brand Image (X1) and Packaging (X2), on Customer Satisfaction (Y1) is strong.
2. The Adjusted R-Square value for the Customer's Loyalty (Y2) variable is 0.475, indicating that Repurchase Intent (Y2) is simultaneously influenced by Brand Image (X1), Packaging (X2), and Customer Satisfaction (Y1) by 47.5%, with the remaining 52.5% being influenced by other variables outside this study. It can be concluded

that the influence of the exogenous constructs, Brand Image (X1), Packaging (X2), and Customer Satisfaction (Y1), on Customer Loyalty (Y2) is moderate.

Hyphothesis Test
Direct Effect

Direct effect is a test used to assess the direct impact of an exogenous latent construct or variable on an endogenous latent variable. The Direct Effect test can be examined based on the path coefficient results from the bootstrap output. The Direct Effect test results for this study are presented in Table 7 below:

Table 7 *Direct Effect*

Hypothesis	Variables Relationship	Original Sample Estimate	T Statistic	P Value	Result
H1	Brand Image —> Customer Satisfaction	0,353	2,961	0,003	Significant
H2	Packaging —> Customer Satisfaction	0,472	4,294	0,000	Significant
H3	Customer Satisfaction —> Customer Loyalty	0,579	4,799	0,000	Significant
H4	Brand Image —> Customer Loyalty	0,106	0,843	0,400	Not Significant
H5	Packaging —> Customer Loyalty	0,051	0,334	0,730	Not Significant

Source: Processed Data, 2024

Based on Table 7 above, the results of the direct effect test can be interpreted as follows:
1. Brand Image (X1) has a direct effect on Customer Satisfaction (Y1) with a T-Statistic of 2.961 (significance level > 1.96) and a P-Value of 0.003 (significance level < 0.05). Therefore, the direct effect of Brand Image on Customer Satisfaction is significant.
2. Packaging (X2) has a direct effect on Customer Satisfaction (Y1) with a T-Statistic of 4.294 (significance level > 1.96) and a P-Value of 0.000 (significance level < 0.05). Hence, the direct effect of Packaging on Customer Satisfaction is significant.
3. Customer Satisfaction (Y1) has a direct effect on Customer Loyalty (Y2) with a T-Statistic of 4.799 (significance level > 1.96) and a P-Value of 0.000 (significance level < 0.05). Thus, the direct effect of Customer Satisfaction on Customer Loyalty is significant.
4. Brand Image (X1) has a direct effect on Customer Loyalty (Y2) with a T-Statistic of 0.843 (significance level < 1.96) and a P-Value of 0.400 (significance level > 0.05). Therefore, the direct effect of Brand Image on Customer Loyalty is not significant.

5. Packaging (X2) has a direct effect on Customer Loyalty (Y2) with a T-Statistic of 0.334 (significance level < 1.96) and a P-Value of 0.700 (significance level > 0.05). Hence, the direct effect of Packaging on Customer Loyalty is not significant.

Indirect Effect

Indirect effect is a test used to assess the indirect impact of an exogenous latent construct or variable on an endogenous latent variable through a mediating variable. The Indirect Effect test can be examined based on the specific indirect effect results from the bootstrap output. The results of the Indirect Effect test for this study are presented in Table 8 below:

Table 8 *Indirect Effect*

Hypothesis	Variables relationship	Original Sample Estimate	T Statistic	P Value	Result
H6	Brand Image —> Customer Satisfaction —> Customer Loyalty	0,205	2,530	0,012	Significant
H7	Packaging —> Customer Satisfaction —> Customer Loyalty	0,273	3,323	0,001	Significant

Source: Processed Data, 2024

Based on Table 8 above, the results of the indirect effect test can be interpreted as follows:
1. Brand Image (X1) has an indirect effect on Customer Loyalty (Y2) mediated by Customer Satisfaction (Y1), with a T-Statistic of 2.530 (significance level > 1.96) and a P-Value of 0.012 (significance level < 0.05). Therefore, the indirect effect of Brand Image on Customer Loyalty through Customer Satisfaction is significant.
2. Packaging (X2) has an indirect effect on Customer Loyalty (Y2) mediated by Customer Satisfaction (Y1), with a T-Statistic of 3.323 (significance level > 1.96) and a P-Value of 0.001 (significance level < 0.05). Hence, the indirect effect of Packaging on Customer Loyalty through Customer Satisfaction is significant.

DISCUSSION

Results of the Effect of Brand Image on Customer Satisfaction, The analysis reveals a significant positive effect of Brand Image on Customer Satisfaction. This indicates that a positive Brand Image has a direct and meaningful impact on customer satisfaction. The results align with previous studies by Efendi et al. (2023), Rosydah & Murtiyanto (2024), and Cantona & Alvita (2024), which also found that a strong Brand Image contributes positively to customer satisfaction. This suggests that a well-established and favorable Brand Image can lead to higher customer satisfaction with the product. Well known Brand Image such as Obic become one of the main factor that decides customer to pick its product, well-known brand can be obtained through good communication and good promotion done by the marketing team effort.

Results of the Effect of Packaging on Customer Satisfaction, The findings demonstrate that Packaging significantly influences Customer Satisfaction. This means that attractive

and functional packaging plays a crucial role in enhancing customer satisfaction with the product. The results are consistent with research by Pesoth (2015), Ezar & Kohardinata (2018), and Hadi et al. (2021), where packaging was found to have a significant positive effect on customer satisfaction. Excellent packaging and interesting cover can lead to the "closing". the usage of colorful theme and design are also important, many users or customers are attracted to the effort of seller who spend their time to enhance the package of their product as it can make their product become professionally presented.

Results of the Effect of Customer Satisfaction on Customer Loyalty, The results show that Customer Satisfaction has a direct and significant effect on Customer Loyalty, meaning that satisfied customers are more likely to exhibit loyalty to the brand or product. This finding supports the research of Andria & Setiadi (2023), Sholikhah & Hadita (2023), and Indriyani & Megawati (2024), which highlight the importance of customer satisfaction in fostering customer loyalty. If customers are fulfilled with the product, it will lead them to buy more and recommend the product to others. To make customers satisfied about the product, make sure to take feedback from the customers, the small effort such as keeping their phone number are also needed in order to give them the care they need so that the product can be improved from time to time.

Results of the Effect of Brand Image on Customer Loyalty, The analysis shows no direct effect of Brand Image on Customer Loyalty, indicating that a positive Brand Image does not necessarily lead to increased customer loyalty in this context. This finding aligns with the research of Apriliani et al. (2020), Ramadhani & Nurhadi (2022), and Jasa & Asrudi (2024), which also found no significant impact of Brand Image on customer loyalty. Good brand image will lead customer to be loyal toward the product, if the brand is well known, so that they will be in customers' mind from time to time, It will become easier for them to remind about snack product, especially Amplang if they visit Ketapang and one thing they will buy is the brand that kept on their mind in a long time, one thing to improve brand name is to continually advertise the product on media so that customer will always remember about the brand.

Results of the Effect of Packaging on Customer Loyalty, The study shows that Packaging does not directly affect Customer Loyalty, suggesting that while attractive packaging can enhance customer satisfaction, it may not always lead to increased loyalty. This conclusion is supported by the research of Purwoko & Haryana (2020) and Jayanti et al. (2024), who also found no direct relationship between packaging and customer loyalty. Packaging is not a big deal on Customer Loyalty, the content is. Even though it is not affected, good packaging is a must for the product to present well to their customers.

Results of the Effect of Brand Image on Customer Loyalty Through Customer Satisfaction, The results indicate that Brand Image positively influences Customer Loyalty through Customer Satisfaction. This means that a positive Brand Image can indirectly lead to customer loyalty by enhancing customer satisfaction. The findings are in line with the studies of Nauly & Suryadi (2021), Syah et al. (2022), and Leke et al. (2023), which demonstrate that Brand Image can strengthen customer loyalty through satisfaction. Well known brand leads to the mind of Customers, Periodic improvement are needed to make

customer become loyal to the product, so that the innovation of the product, it keeps them to always talk about the product and it leads to high awareness to the brand. Amplang Obic should make the promotion become their marketing tool, create sales promotion which relates to the need of customers especially tourists who visited Ketapang.

Results of the Effect of Packaging on Customer Loyalty Through Customer Satisfaction, The analysis shows that Packaging significantly influences Customer Loyalty through Customer Satisfaction. This suggests that effective packaging, by improving customer satisfaction, can indirectly enhance customer loyalty. This finding is consistent with the work of Sembiring (2016) and Haris (2019), where packaging was found to positively influence customer loyalty via satisfaction. Good Packaging can make customers become more satisfied with the product, good packaging is also viewed as the effort of the business to make sure their products are sealed tightly and delivering the value that the product is safe from the dust and healthy, the concern about this would lead people to become fulfilled and become loyal to the Product. Amplang Obic should consider to invest more for their packaging so that their product can be sold not only in small store but also in Supermarket.

CONCLUSIONS

In conclusion, the research shows that both Brand Image and Packaging directly influence Customer Satisfaction in a positive and significant manner, but do not have a direct impact on Customer Loyalty. Customer Satisfaction, however, plays a crucial role in influencing Customer Loyalty. It acts as a mediator between Brand Image and Packaging, helping to translate satisfaction into loyalty. A positive Brand Image, combined with appealing and practical packaging, can significantly increase customer satisfaction. Satisfied customers are more likely to exhibit loyalty towards the product. For Amplang Obic producers, focusing on enhancing the Brand Image and providing innovative packaging will be key strategies to build long-term customer loyalty.

The limitation of this research are limited respondents and not many of them have time to be interviewed to elaborate their opinion about the product, the location is also become the obstacle to the researcher to distribute the questionnaires. The variables used in this research are also limited to their indicators only, hopefully next research can add more variables such as Brand Equity or Customer based Brand Equity, Marketing Mix and so on. Lack of Past research are also become the hindrance of this study, researcher hopes that this study can become the reference for next study in the future.

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