

BRAND GESTALT AS A KEY DETERMINANT OF TOURIST SATISFACTION AND LOYALTY: EMPIRICAL STUDY OF SUPER-PRIORITY DESTINATION LIKUPANG

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ARTICLE INFO

Keywords:

Brand gestalt
Tourism marketing
Destination brand
Tourist satisfaction
Tourist loyalty.

ABSTRACT

Numerous researchers have conducted scholarly studies on the impact of tourist destinations on tourists' satisfaction and loyalty. However, research on the correlation between brand gestalt and tourist satisfaction and loyalty is still in its nascent stages. This study endeavors to investigate the effect of brand gestalt, which comprises diverse dimensions, including storyscape, sensescape, servicescape, and stakeholders, on the satisfaction and loyalty of local tourists in the Likupang beach tourism area of North Minahasa. A descriptive quantitative design was implemented, and primary data was gathered through a survey of 161 respondents who visited the Likupang beach tourism area of North Minahasa. Data analysis was performed using the Structural Equation Model (SEM), aided by the SmartPLS statistical application. The findings indicate that the sensescape and stakeholder dimensions are crucial predictors of tourist satisfaction. Additionally, the sensescape dimension exerts a significant and positive influence on tourist loyalty.

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1. INTRODUCTION

The tourism industry is experiencing intensified competition, as a profusion of inventive offerings and services arise, and novel tourist destinations emerge. In many instances, exceptional tourist attractions are not developed due to certain constraints. In order to entice tourists, it is crucial to optimize the utilization of each natural tourism site and enhance its appeal. Effective management and marketing of tourist areas represent a key approach to attain this objective. In most cities across Indonesia, the natural tourism sector is employed as a means to augment regional income, and serves as a valuable asset [1].

Indonesia boasts a dichotomy of tourist destinations, comprising natural and artificial tourism. Natural tourism encompasses nature reserve parks, wildlife sanctuaries, and national parks. Conversely, artificial tourism encompasses agro-tourism, zoos, as well as museums or knowledge laboratories. In Indonesia, the natural tourist destinations are numerous and widespread across various provinces. Each region's nature tourism exhibits distinct diversities that captivate the attention of tourists [2].

Indonesia harbors latent tourist attractions in its remote regions, constituting the most lucrative sector of its tourism industry. However, these locales still remain ripe for further optimization [3], [4]. An area boasting tourist spots has the potential to augment its regional income [5]. In essence, regional tourism development drives the Indonesian tourism industry's growth [6]. Being the foremost tourist destination, it behooves researchers to scrutinize the factors influencing demand for these tourist spots, thereby furnishing guidance to ensure enduring quality, execute robust marketing strategies, and cultivate a strong brand image in the future.

North Minahasa Regency has attempted considerable efforts to develop its tourism industry by leveraging the geographical location, unique characteristics, and conditions of the region. One of the most promising tourist destinations in the North Minahasa Regency is the Likupang tourist attraction area, which includes East Likupang, West Likupang, and South Likupang. This area has enormous potential to become a primary and dependable tourist attraction in the region [7].

Likupang has been designated as one of the top-priority tourist destinations by the Indonesian government. The region's tourist sites are in high demand, particularly the beaches located in the villages of Pulisan, Bahoi, Lihaga, and Kinonang, which provide magnificent and breathtaking natural scenery [8], [9]. The significance of tourism objects

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and attractions in the tourism industry cannot be overstated as they play a crucial role in promoting the preservation of cultural and customary heritage that can be marketed to tourists. These objects and attractions may take the form of natural beauty, cultural traditions, lifestyles, among others, that entice visitors [5].

Marketing professionals acknowledge that customer-centricity is imperative for any marketing strategy to succeed [10], [11]. Entrepreneurs and marketers must endeavor to enhance customer satisfaction in an unwavering and persistent manner. According to Keller and Kotler [10], the paramount objective for customer is to derive the utmost satisfaction from their consumption of a product or service. Customer satisfaction denotes the degree of gratification experienced by customers in terms of their desires, anticipations, and necessities, which in turn drives their propensity to make repeated purchases [10]. Accordingly, the degree of customer satisfaction towards a tourist attraction's product or service is a precursor to their allegiance. Visitor satisfaction is a crucial determinant for the success of tourist attractions, given that the fundamental rationale for establishing such attractions is to cater to the needs and preferences of visitors. The degree of visitor satisfaction is positively correlated with the financial returns generated by the attraction. This is due to the fact that satisfied tourists tend to engage in positive word-of-mouth promotion, thereby enhancing the visibility and reputation of the tourist destination [12].

The advancement of the tourism industry relies heavily on the concept of brand, which holds a pivotal role in creating a unique identity and personality for a product or service [13]. Recently, marketing and consumer behavior scholars have shown considerable interest in the notion of brand gestalt. Brand gestalt, a measure of the overall potency of a brand, encompasses various elements such as narrative, sensory experience, physical environment, and stakeholders [14]. Previous studies have established a relationship between brand gestalt and diverse marketing variables, including brand attitude [15], brand attachment, and brand loyalty [14]–[17], social media marketing [18], customer satisfaction [19], and repurchase intention [19], [20]. Nonetheless, no empirical study has examined the theoretical framework that integrates brand gestalt with customer satisfaction and loyalty concurrently, particularly in the context of tourism destinations.

This study focuses on examining the relationship between brand gestalt and customer satisfaction and loyalty within the context of tourism destinations. Specifically, it aims to investigate the impact of the four-dimensional 4S gestalt brand components, namely story, sensescape, servicescape, and stakeholders, on the satisfaction and loyalty of local tourists in the Likupang beach tourism area. The research seeks to address the following questions: 1) Does the brand gestalt dimension (story, sensescape, servicescape and stakeholder) of the beach tourism area have a significant influence on local tourist satisfaction? 2) Does (story, sensescape, servicescape and stakeholder) of the beach tourism area have an influence on local tourist loyalty? 3) Does local tourist satisfaction have an influence on local tourist loyalty?

This study endeavors to elucidate the impact of brand gestalt on the contentment and allegiance of local tourists, an area that has yet to be extensively investigated. Additionally, this study aims to offer empirical validation of the association between these variables, culminating in insights into the role of brand gestalt in shaping the satisfaction and loyalty of local tourists in the Likupang beach tourism region of North Minahasa.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Brand Gestalt

The notion of gestalt is a novel concept in the realm of tourism. As per Diamond [21], the potency of a brand in customer cognition is known as Brand Gestalt. The customer's perception of the coherence of components that can be sensed comprises aspects of storytelling, sensory involvement, service settings, and stakeholder engagement [17]. Brand gestalt evokes a gestaltic perception among customers that accentuates the totality of these brand components. Sociocultural meanings and narratives underpin brand gestalt, generating a sense of collaboration via holistic perceptions and interconnected associations [15], [17]. It is further suggested that perceptual experiences and emotions are the foundations that constitute the brand.

According to Mandagi and Aseng [17], marketers aim to establish a sense of identity, aspiration, and brand association, which are subsequently interpreted as a gestalt or a cohesive whole. The brand gestalt is developed through the interplay of various factors, such as the actions of marketers, the expectations of customers, and the environmental and socio-cultural elements surrounding the brand. Prior research has identified multiple variables related to marketing and consumer behavior that influence brand gestalt, including brand attitude [15], brand attachment, and loyalty [14]–[17], social media marketing [18], customer satisfaction [19], and repurchase intention [20].

Customer Satisfaction

Satisfaction is a very important factor in business because it can affect customer loyalty and positive reviews that can influence future purchases [10]. When a product or service provides significant benefits to consumers, an emotional connection with the brand will form. Furthermore, according to [11], it can be concluded that the more satisfied the customer, the higher the quality of the product or service provided. Customer satisfaction in the tourism

sector occurs when tourists receive products or services that match their wants and expectations. Lack of fit between consumer needs and expectations and products or services can lead to dissatisfaction [22].

Tourist satisfaction can be defined as a level of feeling of tourists obtained when comparing expectations with performance or perceived results [10]. There are three indicators in assessing the level of tourist satisfaction [23], namely: whether or not there is a feeling of pleasure from tourists when visiting tourist attractions, whether or not the tariff is in accordance with the services received, and whether or not tourists are satisfied while in the tourist attractions.

Customer Loyalty

The concept of loyalty within the tourism industry is extensively explored in academic literature. Scholars are interested in comprehending how customer loyalty plays a crucial role in establishing and sustaining a competitive edge. This implies that a profound comprehension of customer loyalty can assist firms in competing with their rivals and preserving their market position [24]. Loyalty refers to the commitment to persist in buying or endorsing a particular product or service in the future, even when other factors or marketing endeavors could potentially induce customers to switch [10]. Customer loyalty is the degree of dedication demonstrated by consumers towards a specific brand, store, or supplier, which is founded on favorable experiences in making repeat purchases over time [25].

The satisfaction of tourists plays a crucial role in fostering their loyalty towards a particular tourist attraction, as evidenced by various studies [26], [27]. Lalika et al. [28] suggest that tourists who have a comfortable and exceptional experience during their visit are more likely to desire a return visit. Listyawati [29] defines tourist loyalty as a visitor's willingness to revisit a tourist spot and recommend it to others. The positive and significant impact of customer satisfaction on tourist loyalty has been well-documented in research, indicating that a high level of customer satisfaction can contribute to the formation of tourist loyalty [29].

Brand Gestalt and Tourist satisfaction

The influence of cognitive schemas and past experiences cannot be understated in shaping an individual's perception of a brand or experience, as proposed by Bartlett [30]. The customer's perception of the brand is greatly impacted by their previous interactions with the brand, especially when it is perceived as satisfying. The concept of brand gestalt encompasses the holistic perception of brand elements across various dimensions, namely story, sensescape, servicescape, and stakeholders offered, as delineated by Mandagi et al. [15].

The story dimension and sensescape dimension of brand gestalt are both key factors in determining customer satisfaction. This has been demonstrated in a number of previous studies, such as Park and Ahn's [31] research, which shows that a positive company image conveyed through the story dimension can generate positive emotions in customers and increase their satisfaction with the product or service offered. As competition and consumer behavior continue to evolve, the story dimension has become increasingly important in shaping a brand's image over time [32], [33]. Similarly, the sensescape dimension has been found to have a significant positive impact on customer satisfaction, as demonstrated in previous research on the relationship between customer perceptions of a product or service and their level of satisfaction [34], [35]. Hwang et al. [34] emphasize the close link between the sensescape and customer response to a brand, with positive customer value leading to greater satisfaction with the product or service. The data analysis suggests that both the story and sensescape dimensions of brand gestalt have a significant influence on customer satisfaction and intention to repurchase [19].

Drawing from both theoretical and empirical underpinnings, it can be inferred that a constructive association exists between the concept of brand gestalt and customer satisfaction. Specifically, customer perceptions of the narrative, sensory experience, physical environment, and stakeholders have a discernible impact on the degree of customer satisfaction. Consequently, if a brand has a favorable and commendable narrative, sensory experience, physical environment, and stakeholders, it follows that customer satisfaction with the brand would correspondingly escalate. In light of these deliberations, the ensuing hypothesis can be formulated:

- H1a** : The story dimension of brand gestalt has a significant and positive effect on tourist satisfaction.
- H1b** : The sensescape dimension of brand gestalt has a significant and positive effect on tourist satisfaction.
- H1c** : The servicescape dimension of brand gestalt has a significant and positive effect on tourist satisfaction.
- H1d** : The stakeholder dimension of brand gestalt has a significant effect on tourist satisfaction.

Brand Gestalt and Tourist Loyalty

As per the definition postulated by Fitriani et al. [36], loyalty emanates from customers who not only purchase a product repeatedly but also refer it to others owing to their contentment. In line with this definition, the amalgamation of cognitive, affective, and conative dimensions of a brand plays a crucial role in cultivating customer loyalty [37]. The cognitive facet, which pertains to the brand's significance in the minds of customers, is a critical determinant of brand loyalty [38]. Considering that brand gestalt embodies the cognitive aspect of a brand in the minds of tourists, it can be inferred that brand gestalt is a prerequisite for fostering tourist loyalty. Consequently, the ensuing hypothesis is postulated:

- H2a** : The story dimension of brand gestalt has a significant and positive effect on traveler loyalty.
- H2b** : The sensescape dimension of brand gestalt has a significant and positive effect on tourist loyalty
- H2b** : The servicescape dimension of brand gestalt has a significant and positive effect on tourist loyalty.

H2c : The stakeholder dimension has a significant and positive effect on tourist loyalty.

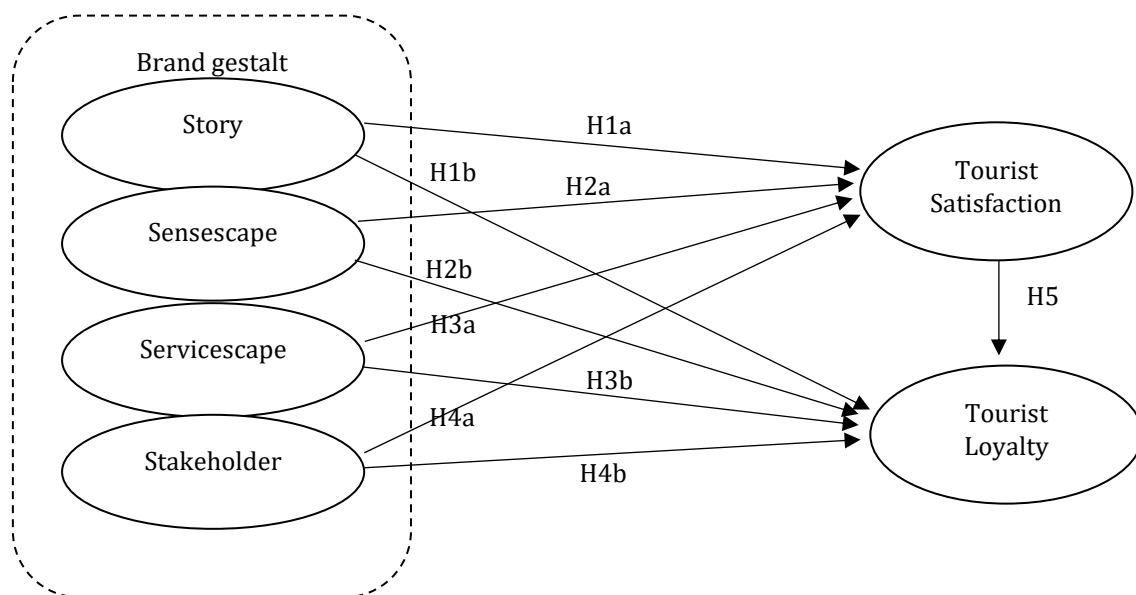
Tourist Satisfaction and Loyalty

The correlation between customer contentment and loyalty is notably strong, as has been demonstrated through prior empirical research. When a tourist is content with their experience at a destination, it is highly probable that they will revisit due to the fulfillment of their multiple desires. Moreover, the tourist may engage in word-of-mouth advertising, as it serves as a form of satisfaction and a desire for others to also have a comparable experience [36]. Various scholarly works indicate that contentment positively and significantly impacts customer loyalty [39], [40]. Therefore, this study posits a hypothesis that aims to validate the impact of contentment on tourist loyalty:

H3 : Tourist satisfaction has a significant effect on loyalty

The graphical representation presented in Figure 1 succinctly outlines the interconnection among the variables investigated in this research and their respective hypotheses.

Figure 1. Research Conceptual Framework



3. RESEARCH METHOD

Research Design

This study employs descriptive research methods to investigate the impact of brand gestalt dimensions on customer satisfaction and loyalty, aligning with the study's objectives and problem formulation. Descriptive research involves a systematic observation of phenomena and focuses on the objective features and characteristics of the research object [41]. A quantitative survey is utilized for data collection, and structural equation modeling (SEM) is adopted for accurate and systematic data analysis. The statistical applications used for data analysis are SPSS and SmartPLS.

Population and Sample

The term population in research pertains to groups of individuals, events, or objects that are the primary subject of investigation and are to be scrutinized by researchers (Sekaran & Bougie, 2016). The population is an essential research subject that needs to be systematically analyzed and evaluated. It consists of a collection of objects or subjects with specific characteristics and is the primary target of the study. The systematic analysis of this population aims to yield relevant and valuable information that can lead to generalizable conclusions [42]. In this study, the population comprises local tourists who have visited the Likupang beach tourism area in North Minahasa. Due to the excessively broad scope of the population, it is impractical to gather data from the entire population; hence, a sample of respondents is chosen to represent the population.

The purposive sampling method is utilized for the purpose of selecting research samples, where researchers choose samples based on specific criteria related to the research subject matter, with the aim of guaranteeing that the selected sample is capable of providing information that is relevant to the research objectives [43]. The criteria employed for the selection of the sample are as follows: firstly, respondents must be local tourists in the Likupang

beach tourism area and must have had an experience of visiting the area for a duration of less than one year. Secondly, they must be of an age greater than 17 years, and finally, they must be willing to complete the research questionnaire without receiving any compensation in return.

3.1 Data dan Instrumentation

In this investigation, primary data is utilized to address research inquiries and test previously developed hypotheses. Primary data pertains to data collected directly from respondents, as articulated by Sugiyono [42]. Consent to participate in the survey was sought from the respondents by the researchers. A questionnaire was used as the research instrument to gather primary data for this study. A questionnaire is a means of data collection that comprises a series of questions or written statements that respondents are required to answer, as described by Sekaran and Bougie [44]. The questionnaire employed in this study was in the form of a Google form, which facilitated data collection for the researchers without the need for manual distribution, and all responses were automatically recorded upon completion of the questionnaire by the respondents. The questionnaire was disseminated via an online platform where the author shared it through social media and email.

The questionnaire comprises two distinct sections. The first section pertains to demographics, including information on residency, age, and various inquiries. The second segment involves a measurement tool, utilizing a 7-point Likert scale statement that ranges from "strongly disagree" (1) to "strongly agree" (7). All variables in this study are measured using multiple items. Following the completion of the survey, the researcher assessed its appropriateness and only collated complete data for tabulation.

3.2 Data Analysis Process

The procedure for analyzing data is executed in a methodical and organized fashion utilizing the advanced SmartPLS statistical software. The primary phase entails scrutinizing the soundness of the measuring tool in order to ascertain the accuracy of the research instrument. Subsequently, the second phase involves testing the coherence among the indicators employed in gauging the variables under investigation by means of the reliability test [43].

The third phase entails the evaluation of the structural model or conducting hypothesis testing subsequent to the assessment of validity and reliability indicators, which is accomplished by analyzing the path coefficient's significance using the PLS bootstrapping attribute in SmartPLS. The stages of structural model examination include, firstly, hypothesis testing predicated on the path coefficient's significance value, and secondly, determining the model's goodness-of-fit through a contrast between the empirical and theoretical models.

4. RESULTS AND DISCUSSIONS

Respondent Demographics

The tabulated data in Table 1 presents a comprehensive overview of the demographic characteristics of the participants in the study, which involved a total of 316 respondents. The gender distribution among the participants was relatively balanced, with males accounting for a slight majority (55.3%), and females representing 44.7% of the sample. As for age, the largest age group consisted of respondents between 21 and 30 years old, who made up the majority at 56%, followed by those aged between 31 and 40 years (22%), 17-20 and above 50 years old (9%), and those aged 41 to 50 years old (6%). With regard to the respondents' place of origin, those from Manado City had the highest representation with a percentage of 12.6%, followed by Minahasa Regency (5.1%), North Minahasa Regency and Tomohon City (4.5%), Bitung City (1.2%), South Minahasa Regency (0.6%), and Southeast Minahasa Regency (0.3%). For additional information on participants' occupation and educational attainment, refer to the table below.

Table 1. Respondent Demographics Profile

Variabel	Cathegories	n	%
Gender	Male	89	55.3
	Female	72	44.7
Age	17- 20	14	9
	21-30	90	56

	31-40	36	22	
	41-50	6	4	
	> 50	15	9	
City of Domicile	Bitung	7	1.2	
	Manado	77	12.6	
	Minahasa	26	5.1	
	Minahasa Selatan	8	0.6	
	Minahasa Tenggara	2	0.3	
	Minahasa Utara	23	4.5	
	Tomohon	18	4.5	
	Occupation	Students	41	25.5
		Government Employee	24	14.9
Private Employee		37	23	
Entrepreneur		11	6.8	
Other		48	29.8	
Education	Bachelor	86	53.4	
	Masteral/Doctoral	22	13.7	
	Senior High School	53	32.9	

4.1 Deskriptive Statistic

Table 2 exhibits the outcomes of statistical evaluations of variables comprising the minimum, maximum, mean, and standard deviation (Std. Dev) measures. All variables exhibit homogenous data distribution, namely the minimum value of 1 and the maximum value of 7. The sensescape variable manifests the highest standard deviation value of 1.2 in contrast to the other variables. Moreover, the mean value of all variables surpasses 5. The story and stakeholder variables exhibit a mean value proximate to the maximum value (7); hence, implying that all variables indicate a high average value.

Table 2. Descriptive Statistics of Research Variables

	N	Minimum	Maximum	Mean	Std.Deviation
Story	161	1	7	6.12	1.12
Sensescape	161	1	7	5.75	1.2
Servicescape	161	1	7	5.39	1.135
Stakeholder	161	1	7	6.2	1.024
Tourist Satisfaction	161	1	7	5.94	1.044
Tourist Loyalty	161	1	7	5.87	1.061

4.2 Measurement Model

Prior to examining the hypothesis or structural model, it is imperative to initially assess the measurement model or outer model. The validation examination, conducted as a measurement model, serves to assess the veracity and dependability of the model, with the purpose of guaranteeing the aptness of the research model and objectives, and ascertaining the degree of support provided by variable indicators for other variables [45].

The assessment of the validity test measurement model includes two components: convergent validity and discriminant validity. Convergent validity is evaluated by conducting factor loading analysis, which is considered satisfactory if all indicators exhibit a factor loading value greater than the recommended minimum limit of 0.7 [41]. Results obtained from the measurement model test, as presented in Figure 2 and Table 3, indicate that the convergent validity criterion has been met.

Figure 2. Measurement Model Result

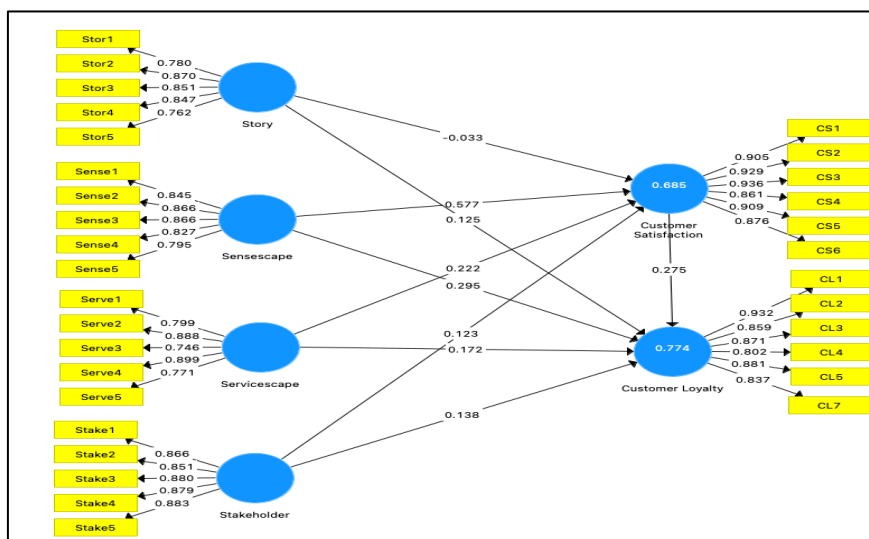


Table 3. Result of Measurement Model Analysis (Factor Loading)

Variabel	Indikator	Factor Loading
Story	Stor1	0.78
	Stor2	0.87
	Stor3	0.85
	Stor4	0.85
	Stor5	0.76
Sensescape	Sense1	0.85
	Sense2	0.87
	Sense3	0.87
	Sense4	0.83
	Sense5	0.80
Serviscape	Serve1	0.80
	Serve2	0.89
	Serve3	0.75
	Serve4	0.90
	Serve5	0.77
Stakeholder	Stake1	0.87
	Stake2	0.85
	Stake3	0.88
	Stake4	0.88

	Stake5	0.88
	Stake1	0.87
<i>Customer Satisfaction</i>	CS1	0.91
	CS2	0.93
	CS3	0.94
	CS4	0.86
	CS5	0.91
<i>Customer Loyalty</i>	CS6	0.88
	CL1	0.93
	CL2	0.86
	CL3	0.87
	CL4	0.80
	CL5	0.88
	CL7	0.84

Additionally, the study conducted a discriminant validity analysis using three key indicators: (1) the Fornell-Larcker criterion, (2) cross-loading, and (3) Average Variance Extracted (AVE). The Fornell-Larcker criterion evaluates construct validity by determining if the square root value of the AVE (\sqrt{AVE}) is greater than the correlation coefficient between latent variables (Hair Jr. et al., 2017). The results in Table 4 illustrate that the \sqrt{AVE} value for each construct on the diagonal is higher than the correlation value between other constructs. Therefore, based on the Fornell-Larcker criterion, the measurement model has strong discriminant validity.

Table 4. Fornell-Larcker Criterion

	1	2	3	4	5	6
Customer Loyalty (1)	0.87					
Customer Satisfaction (2)	0.80	0.90				
Sensescape (3)	0.83	0.81	0.84			
Servicescape (4)	0.77	0.74	0.79	0.82		
Stakeholder (5)	0.67	0.61	0.64	0.64	0.87	
Story (6)	0.67	0.58	0.71	0.60	0.56	0.82

In addition, it is imperative to evaluate discriminant validity through cross-loading analysis. This approach entails assessing whether the correlation coefficient of a construct with its corresponding measurement item is larger than the correlation coefficient of that measurement item with other constructs [43].

The outcomes depicted in Table 5 reveal that the correlation coefficient of each variable's construct items is higher than the correlation coefficient between those constructs and other construct items. As such, based on the cross-loading examination, the measurement model evinces robust discriminant validity.

Table 5. Cross Loading

	1	2	3	4	5	6
CL1	0.93	0.72	0.79	0.75	0.67	0.68
CL2	0.86	0.63	0.71	0.66	0.60	0.50
CL3	0.87	0.74	0.73	0.66	0.58	0.55
CL4	0.80	0.73	0.69	0.59	0.41	0.59
CL5	0.88	0.68	0.68	0.72	0.63	0.60
CL7	0.84	0.63	0.69	0.62	0.60	0.56

CS1	0.73	0.91	0.76	0.64	0.58	0.49
CS2	0.74	0.93	0.76	0.68	0.60	0.49
CS3	0.72	0.94	0.76	0.67	0.57	0.51
CS4	0.67	0.86	0.69	0.65	0.44	0.56
CS5	0.77	0.91	0.71	0.70	0.60	0.53
CS6	0.70	0.88	0.69	0.64	0.51	0.56
Sense1	0.70	0.64	0.85	0.71	0.56	0.59
Sense2	0.67	0.66	0.87	0.68	0.56	0.61
Sense3	0.71	0.67	0.87	0.71	0.58	0.62
Sense4	0.65	0.62	0.83	0.63	0.46	0.64
Sense5	0.74	0.79	0.80	0.58	0.51	0.53
Serve1	0.52	0.53	0.52	0.80	0.38	0.40
Serve2	0.76	0.71	0.79	0.89	0.59	0.59
Serve3	0.53	0.50	0.54	0.75	0.40	0.43
Serve4	0.73	0.69	0.70	0.90	0.59	0.54
Serve5	0.59	0.56	0.65	0.77	0.63	0.49
Stake1	0.61	0.48	0.57	0.59	0.87	0.47
Stake2	0.61	0.69	0.58	0.55	0.85	0.48
Stake3	0.54	0.46	0.50	0.53	0.88	0.43
Stake4	0.60	0.50	0.56	0.54	0.88	0.52
Stake5	0.57	0.51	0.55	0.56	0.88	0.52
Stor1	0.50	0.40	0.50	0.42	0.60	0.78
Stor2	0.61	0.54	0.67	0.54	0.56	0.87
Stor3	0.55	0.47	0.57	0.47	0.42	0.85
Stor4	0.61	0.51	0.62	0.52	0.39	0.85
Stor5	0.49	0.44	0.55	0.52	0.33	0.76

The third test of discriminant validity is by looking at the Average Variance Extracted (AVE) value. According to [46] a value of more than 0.5 is an acceptable AVE value. Based on the results in Table 6, the AVE in column 4 shows that the AVE value of all variables is greater than 0.5. So it can be concluded that based on the AVE criteria, discriminant validity is met.

The next stage is the reliability test. To ensure the extent to which different items measure the same construct, we use the reliability test measurement method so that we can obtain consistent results [43]. The three indicators used in the reliability test in this study are Cronbach Alpha (CA), rho_A, Composite Reliability (CR) and AVE. The minimum recommended value for CA, rho_A, and CR is 0.7, while for AVE is 0.5 [47], [48]. Based on the test results shown in Table 6, all variables have CA, rho_A, and CR>0.7 and AVE>0.5, indicating high reliability.

Table 6. Variable Reliability Test Results

	CA	rho_A	CR	AVE
<i>Customer Loyalty</i>	0.932	0.935	0.947	0.748
<i>Customer Satisfaction</i>	0.955	0.956	0.964	0.815
<i>Sensescape</i>	0.896	0.897	0.923	0.706
<i>Servicescape</i>	0.88	0.899	0.913	0.677

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Stakeholder	0.921	0.925	0.941	0.76
Story	0.88	0.888	0.913	0.678

4.1 Structural Model Testing Results (Inner Model)

The phase of structural model testing follows the examination of the measurement model and validation of all reliability and validity indicators. The objective is to scrutinize every hypothesis proposed in the study. The testing of the structural model or hypothesis, in this context, employs the PLS Bootstrapping feature in SmartPLS statistical software, which evaluates the significance of the path coefficient. The outcomes of the structural model testing are illustrated in Figure 3 and summarized in Table 7.

Figure 3. PLS Bootstrapping Structural Model Testing Results

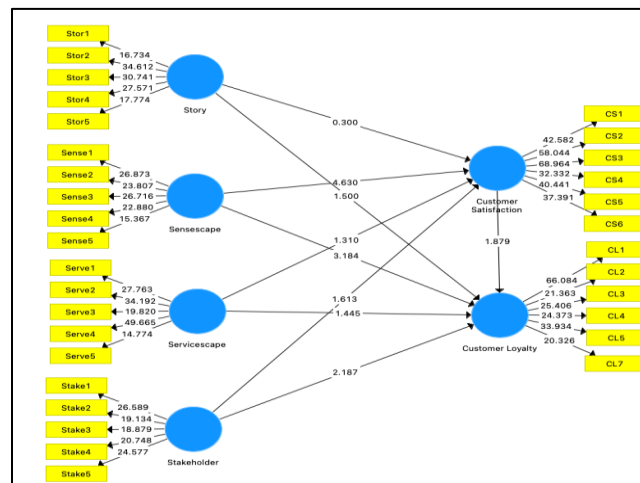


Table 7. Structural Model Testing Results

Path relations	STDEV	T Statistics (O/STDEV)	P Values	Significant?
Story -> cust. loyalty	0.08	1.48	0.139	No
Story -> cust satisfaction	0.10	0.31	0.754	No
Sensescape -> cust. loyalty	0.09	3.33	0.001	Yes
Sensescape -> cust. satisfaction	0.12	4.67	0.000	Yes
Servicescape -> cust. loyalty	0.12	1.48	0.139	No
Servicescape -> cust. satisfaction	0.18	1.27	0.205	No
Stakeholder -> cust. loyalty	0.06	2.16	0.031	Yes
Stakeholder -> cust. satisfaction	0.08	1.64	0.101	No
Customer satisfaction -> customer Loyalty	0.15	1.88	0.061	No

The table 7 presents the results of the structural model testing for the relationship between the variables in this study. Based on the results in the table, the sensescape and stakeholder factors have a significant positive influence on

customer loyalty. Sensescape also has a significant positive influence on customer satisfaction. However, the story, servicescape, and customer satisfaction do not have a significant influence on customer loyalty or satisfaction.

The analysis of the hypotheses reveals that story does not have a statistically significant impact on tourist satisfaction ($\beta = 0.31$, $p\text{-value} > 0.01$) according to the results of the first hypothesis test (H1a). However, the second hypothesis test (H1b) demonstrates that sensescape does have a significant impact on tourist satisfaction ($\beta = 4.67$, $p\text{-value} < 0.001$), whereas the third hypothesis test (H1c) shows that the servicescape variable has no significant effect on tourist satisfaction ($\beta = 1.27$, $p\text{-value} > 0.01$). Similarly, the fourth hypothesis test (H1d) reveals that the stakeholder variable does not have a significant effect on tourist satisfaction ($\beta = 1.64$, $p\text{-value} > 0.01$).

On the other hand, the fifth hypothesis test (H2a) indicates that the story variable does not have a significant effect on tourist loyalty ($\beta = 1.48$, $p\text{-value} > 0.01$). However, sensescape does have a significant effect on tourist loyalty, according to the results of the sixth hypothesis test (H2b) ($\beta = 3.33$, $p\text{-value} < 0.001$). The seventh hypothesis test (H2c) shows that the servicescape variable does not have a significant effect on tourist loyalty ($\beta = 1.48$, $p\text{-value} < 0.01$). In contrast, the stakeholder variable has a significant impact on tourist loyalty, as revealed by the results of the eighth hypothesis test (H2d) ($\beta = 2.16$, $p\text{-value} < 0.05$). Lastly, the satisfaction variable does not have a significant effect on tourist loyalty, as demonstrated by the results of the final hypothesis test (H3) ($\beta = 1.88$, $p\text{-value} > 0.001$).

Table 8 displays the results of the goodness of fit model test, which aims to assess the accuracy of the sample's data distribution in statistically estimating the actual value [43]. The goodness of fit criteria are comprised of SRMR, d_ULS, d_G, chi-square, and NFI, with a requirement that SRMR is less than 0.08, d_ULS is greater than 2.00, d_G is greater than 0.90, chi-square is less than 5, and NFI is less than 0.9 [46]. The majority of the goodness of fit indicators fall within the recommended range of values, with SRMR measuring 0.069, d_ULS measuring 2.5, d_G measuring 1.62, chi-square measuring 1.61, and NFI measuring 0.75. This indicates a substantial level of agreement between the data input in the research sample and the structural model.

Table 8. Goodness of Fit Model Test Results

	<i>Saturated Model</i>	<i>Estimated Model</i>
SRMR	0.069	0.069
d_ULS	2.527	2.527
d_G	1.619	1.619
Chi-Square	1377.324	1377.324
NFI	0.755	0.755

5. CONCLUSIONS

From the results of hypothesis testing, the first sensescape variable from brand gestalt has a significant effect on tourist satisfaction. The way a customer responds to a brand is something that is closely related to sensescape. They tend to have positive satisfaction with products and services when their perception of sensescape is positive [34]. In other words, a positive response to the product or service of the tourism area is a form of satisfaction from the tourist. It can be said that the brand gestalt variable represented by the sensescape dimension affects tourist satisfaction. The dimensions of servicescape, story and stakeholder have no significant effect on the variables of tourist satisfaction and loyalty. Then the satisfaction variable has no significant effect on loyalty. This research can be a reference for actors in the tourism industry in seeing the effect of brand gestalt on satisfaction and loyalty. There are variables that can be considered to be developed later. There are a number of limitations that can be improved in future studies.

Based on the results of hypothesis testing, it can be inferred that the sensescape dimension of brand gestalt exerts a significant effect on the tourist satisfaction. The manner in which a tourist reacts to a destination is closely intertwined with sensescape. It has been observed that when their perception of sensescape is positive, they tend to display satisfaction with products and services [34]. This essentially implies that a constructive response to the tourist area's products or services is an indicator of satisfaction. Therefore, it can be posited that the brand gestalt variable, represented by the sensescape dimension, significantly influences tourist satisfaction. On the other hand, the dimensions of servicescape, story, and stakeholder do not exert a significant impact on the variables of tourist satisfaction and loyalty. Moreover, the satisfaction variable does not appear to have any significant effect on loyalty. This research can serve as a valuable reference for stakeholders in the tourism industry to comprehend the influence of brand gestalt on satisfaction and loyalty. Furthermore, there are various variables that can be considered for future development, and the existing limitations can be addressed in subsequent studies.

In terms of research constraints, particularly concerning the data acquisition procedure, there are instances where questionnaires fail to reflect the authentic viewpoints of participants due to divergent cognitions, presumptions, and varying comprehension levels amongst respondents, as well as other factors like candor in expressing respondents' views. These empirical findings can serve as fodder for contemplation and guidance for subsequent research in formulating conjectures pertaining to the correlation between identical variables as observed in this investigation.

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