


Brand Harmony: Exploring How Destination Brand Gestalt Influences Tourist Attitudes, Satisfaction, and Loyalty

¹Nadia C. G. Tumober, ²Charolyn G. E. Langelo, ³Danny I. Rantung, ⁴Deske W. Mandagi
^{1,2,3,4}Pascasarjana, Universitas Klabat, Manado, Indonesia

| Article Info | ABSTRACT |
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| Keywords: Destination Branding, Tourism Marketing, Brand Gestalt, Tourist Behavior. | Branding has emerged as a pivotal instrument for tourism destinations, enabling them to vividly convey the multifaceted nature of experiences awaiting tourists upon their visit. Setting the context within Likupang, a super priority destination representing a novel facet of tourism in Indonesia, this study aims to investigate the influence of brand gestalt on tourist behavior. Specifically, the research delves into whether the brand gestalt of the destination impacts tourist attitudes, satisfaction, and loyalty. By surveying 194 visitors to Likupang, quantitative data were gathered and subsequently analyzed using Structural Equation Modeling utilizing SmartPLS 3.2. The findings reveal that brand gestalt exerts a positive and statistically significant influence on attitude, satisfaction, and tourist loyalty variables. The study sheds light on how the overall perception and presentation of the Likupang brand impact tourist attitudes, satisfaction, and loyalty. These insights provide valuable guidance for marketers and policymakers in shaping branding strategies and managing tourist experiences in Likupang, as well as potentially in other similar destinations. |
| This is an open access article under the CC BY-NC license  | Corresponding Author: Nadia C. G. Tumober Pascasarjana, Universitas Klabat, Manado, Indonesia 62210017@student.unklab.ac.id |

INTRODUCTION

Branding plays a pivotal role in shaping consumer perceptions and behaviors in the tourism sector (Hankinson, 2001). Where branding entails the deliberate endeavors undertaken by destinations to devise and oversee their overall brand identity and image in tourists' perception (Jimenez-Barreto et al., 2020). Defined by Keller (1993), branding transcends mere logos or slogans; it encapsulates a multifaceted tapestry of associations and perceptions that consumers harbor towards a destination or service. These perceptions go beyond tangible attributes to encompass intangible qualities, experiences, and emotions, forming a holistic and nuanced understanding of the brand (Morgan et al., 2009). branding acts as a conduit for communication, conveying not just functional benefits but also symbolic meanings and emotional resonances (Kim et al., 2011). Furthermore, branding extends beyond the confines of traditional marketing strategies to encompass experiential dimensions (Buhalis & Costa, 2006). It stands as a cornerstone in the intricate tapestry of consumer behavior (Hankinson, 2001).

Branding in the tourism sector plays a fundamental role in shaping consumer perceptions and behaviors, encompassing a holistic array of associations and emotions to

wards destinations or services. It embody symbolic meanings and emotional resonances, guiding tourists' decision-making processes and fostering loyalty (Morgan et al., 2009). Which compasses the comprehensive process of shaping the overall experience and impression that an individual has of a destination, integrating both tangible and intangible elements such as culture, heritage, natural resources, infrastructure, hospitality, and promotional activities (Ruiz-Real et al., 2020). For tourists, a destination's brand serves as a lens through which they interpret and evaluate their experiences, guiding their decision-making processes and shaping their behavioral responses (Pike, 2009). A well-crafted destination brand not only differentiates itself from competitors but also cultivates trust, credibility, and repeat visitation, shaping every aspect of the tourist experience from pre-trip planning to post-visit reflections (Gyrd-Jones & Kornum, 2013). Thus, branding emerges as a strategic imperative for destinations to create memorable experiences, forge enduring relationships with tourists, and thrive in the competitive landscape of global tourism.

The concept of brand gestalt, drawing from principles of Gestalt psychology, offers a framework for understanding how consumers perceive and evaluate destination brands (Diamond, 2009). Brand gestalt refers to the cohesive integration of various brand elements into a unified whole, influencing consumers' cognitive and affective responses (Pine & Gilmore, 1999). According to Mandagi et al., (2023), Brand gestalt profoundly influences consumer satisfaction and significantly shapes patients' revisit intentions. In the context of Likupang, the study hypothesizes that a well-integrated brand gestalt will positively influence tourists' attitudes towards the destination (Mstibovskyi, 2019).

The significance of consumer satisfaction cannot be overstated in the realm of branding and tourism (Prayag & Ryan, 2011). Customer satisfaction is widely recognized as a critical determinant of brand success, influenced by factors such as product quality, price, service delivery, and emotional resonance (Oliver, 1980). Moreover, in the context of the COVID-19 pandemic, consumer priorities and behaviors have undergone significant shifts, with heightened concerns regarding health, safety, and financial well-being (Gössling et al., 2021). The transition from lockdowns to the new normal era has further complicated consumer psychology and behavior, necessitating a deeper understanding of their evolving needs and preferences (Kim & Lee, 2020).

By examining the relationship between brand gestalt and tourist behavior, the study aims to provide valuable insights for destination marketers and policymakers. It underscores the importance of effective branding strategies in driving positive outcomes such as enhanced attitudes, satisfaction, and loyalty among tourists (Govers & Go, 2009). Ultimately, by identifying brand gestalt as a key determinant of consumer behavior, the study seeks to contribute to the sustainable development and competitiveness of destinations like Likupang in the global tourism landscape (Pike, 2009). Previous research explained brand gestalt and its relationship with other variables, while our research focuses on how destination brand gestalt can influence three core variables, namely tourist behavior, satisfaction and loyalty.

Likupang Super Priority Destination emerges as a novel tourism attraction in Indonesia, joining the ranks of four other Super Priority Destinations designated by the Government. These include Borobudur in Central Java, Lake Toba in North Sumatra, Mandalika in West Nusa Tenggara, and Labuan Bajo in East Nusa Tenggara. The establishment of these five tourist destinations aims to bolster tourism development across Indonesia's regions, providing alternative tourist references beyond Bali Province. The needs for empirical investigation on the impact of brand gestalt on tourist behavior in the context of tourism destination in Likupang comes for several reasons. Firstly, Likupang, situated in the North Minahasa area of Indonesia, epitomizes the country's rich natural beauty and tourism potential (Lengkong et al., 2018). However, alongside its opportunities, Likupang also faces challenges typical of emerging tourist destinations, including environmental degradation and cultural commodification (Mowforth & Munt, 2015). Effective destination management is crucial for balancing these competing interests and maximizing the economic benefits associated with tourism (Hall, 2008).

By understanding the role of brand gestalt in shaping tourist behavior, stakeholders can develop sustainable tourism practices that preserve Likupang's natural and cultural heritage. The study's insights have practical implications for policymakers and marketers involved in destination management and marketing. By identifying brand gestalt as a key determinant of tourist attitudes, satisfaction, and loyalty, the study provides actionable recommendations for enhancing Likupang's brand image and competitiveness in the tourism market.

Destination Brand and Brand Gestalt

The concept of Gestalt theory originates from psychology, elucidating how individuals perceive and organize elements within their environment into a unified whole. Developed by Kurt Koffka, Max Wertheimer, and Wolfgang Kohler, this theory has transcended its psychological roots and found application in various fields, including business and marketing. Gestalt theory elucidates how the human brain processes complex stimuli, organizing them into coherent patterns and sending signals to the senses for interpretation.

In the realm of branding, the notion of brand gestalt has emerged as a significant construct. Brand gestalt, as described by Diamond (2009), encompasses consumer perceptions that extend beyond mere combination of brand elements. It involves the integration of diverse factors into a cohesive whole, creating a synergistic unity. This implies that effective branding goes beyond individual components such as logos or slogans; rather, it involves crafting an overall brand experience that resonates with consumers on multiple levels.

Tourist Behavior

Tourist behavior is a multifaceted and dynamic area of study within the field of tourism and hospitality management, encompassing various dimensions of tourists' attitudes, preferences, decision-making processes, and actions during their travel experiences. Scholars have explored tourist behavior from diverse perspectives, drawing on theories and frameworks from disciplines such as psychology, sociology, marketing, and economics.

Furthermore, the literature on tourist behavior explores the dynamics of tourist experiences and satisfaction. Scholars seek to understand how tourists perceive and evaluate their travel experiences, as well as the factors that contribute to overall satisfaction or dissatisfaction. Positive experiences, memorable encounters, service quality, authenticity, and fulfillment of expectations are among the key determinants of tourist satisfaction.

In addition, recent developments in technology and digital platforms have transformed tourist behavior, giving rise to phenomena such as online booking, social media influence, peer-to-peer accommodation, and personalized travel experiences. Scholars examine the impact of technology on tourist behavior, as well as the implications for destination management, marketing strategies, and customer relationship management.

Tourist Satisfaction

Tourist satisfaction is a multifaceted construct reflecting visitors' overall assessment of their travel experiences. Oliver (1980) defines satisfaction as the consumer's post-purchase evaluation of a product or service, influenced by expectations, perceived performance, and disconfirmation. In the tourism context, satisfaction is shaped by various factors, including service quality, destination attributes, personal preferences, and prior experiences (Yoon & Uysal, 2005). Understanding the determinants of tourist satisfaction is crucial for destination managers aiming to meet and exceed visitors' expectations.

Conversely, tourist satisfaction can significantly impact destination branding outcomes. Positive travel experiences and high levels of satisfaction contribute to favorable word-of-mouth promotion, online reviews, and repeat visitation, which are integral to building and sustaining a destination's brand reputation (Hosany & Martin, 2012). Dissatisfied tourists, on the other hand, can damage a destination's brand image through negative reviews, complaints, and social media backlash, undermining marketing efforts and future visitor demand (Stepchenkova & Morrison, 2008).

While numerous studies have examined various aspects of tourist satisfaction and destination branding independently, further research is needed to elucidate their complex interactions and mechanisms. Destination managers and marketers should prioritize investments in enhancing tourist satisfaction, aligning destination branding strategies with visitors' evolving preferences and expectations to create compelling, authentic, and memorable travel experiences. By understanding and leveraging the symbiotic relationship between tourist satisfaction and destination branding, destinations can foster sustainable tourism growth and competitiveness in an increasingly crowded global marketplace.

Tourist Loyalty

Tourist loyalty refers to the propensity of visitors to repeatedly choose a destination for their travel experiences. Loyalty is influenced by various factors, including satisfaction with previous visits, perceived value, destination image, and emotional attachment. Understanding the drivers of tourist loyalty is essential for destination marketers to design effective strategies that enhance visitor retention and maximize economic benefits.

Tourist loyalty is a critical aspect of destination management and marketing, particularly in the context of destination branding. With the increasingly competitive nature

of the tourism industry, destinations must distinguish themselves effectively to attract and retain visitors. This literature review aims to explore the importance of tourist loyalty within the framework of destination branding, examining key theories, empirical studies, and practical implications.

For destination managers and marketers, fostering tourist loyalty requires a holistic approach that integrates branding strategies with customer relationship management initiatives. This entails consistently delivering on brand promises, enhancing service quality, and engaging visitors through personalized communication and experiences. By leveraging digital platforms and social media channels, destinations can also cultivate online communities and advocacy among loyal tourists, amplifying the reach and impact of their branding efforts.

Hypothesis Development

The concept of brand gestalt refers to the holistic perception and experience of a destination brand, encompassing various elements such as visual identity, messaging, values, and overall brand image. In this hypothesis, we propose that brand gestalt positively influences traveler attitude towards a tourism destination. Brand gestalt serves as a cognitive and emotional framework through which travelers interpret and evaluate destination attributes, forming their overall attitudes and perceptions. A cohesive and compelling brand gestalt enhances destination salience, differentiation, and relevance, thereby shaping positive attitudes among travelers.

The Schema Theory suggests that individuals organize and interpret information based on existing mental structures or schemas. A well-developed brand gestalt acts as a schema that guides travelers' perceptions and evaluations of the destination, leading to favorable attitudes. Furthermore, the Elaboration Likelihood Model (ELM) posits that individuals process persuasive messages through either central or peripheral routes, depending on their motivation and ability to engage with the information. A strong brand gestalt captures travelers' attention and stimulates cognitive elaboration, leading to more enduring and influential attitudes towards the destination. Empirical evidence also supports the relationship between brand gestalt and traveler attitude. Studies by Pike et al. (2010) and Kim et al. (2013) found positive correlations between destination brand image and traveler attitudes, highlighting the importance of cohesive brand experiences in shaping perceptions and intentions. Consequently, the following hypothesis was developed:

H1: Brand gestalt has a positive effect on tourist attitude towards tourism destination.

A destination's brand gestalt serves as a lens through which tourists interpret and evaluate their experiences. Consistency and coherence in branding elements, such as logo design, marketing messages, and thematic experiences, contribute to a strong and memorable brand gestalt. Tourists are more likely to feel satisfied when their experiences align with the destination's brand promise and evoke positive emotions associated with the brand.

Brand gestalt influences tourist satisfaction through several mechanisms. Firstly, a cohesive and compelling brand identity enhances tourists' perceptions of the destination's quality and credibility, leading to higher satisfaction levels. Secondly, brand gestalt fosters

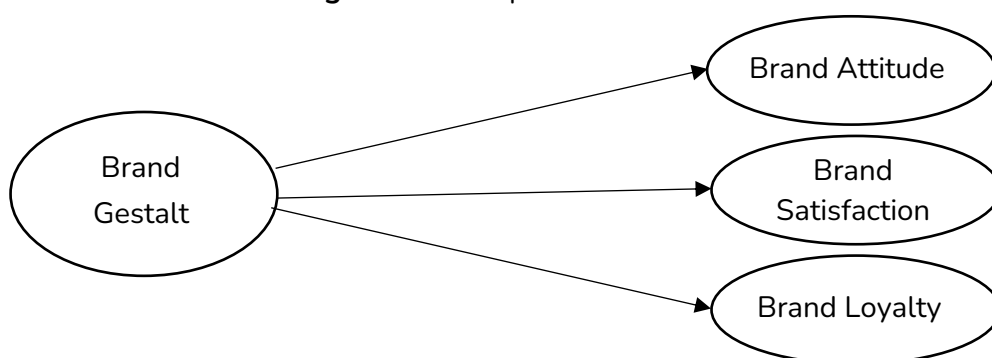
emotional connections and resonance with tourists, enriching their overall experience and sense of fulfillment. Lastly, consistent branding signals reliability and authenticity, reinforcing tourists' trust and loyalty towards the destination

Previous research has provided empirical support for the positive relationship between brand gestalt and tourist satisfaction. For instance, a study by Pike et al. (2010) found that tourists' perceptions of destination brand image significantly influenced their overall satisfaction with the destination. Similarly, Kim and Richardson (2003) demonstrated that the congruence between destination branding and tourists' experiences positively impacted satisfaction levels.

H2: Brand gestalt has a positive effect on tourist satisfaction with tourist destination.

H3: Brand gestalt has a positive effect on tourist loyalty with tourist destination.

Figure 1. Conceptual Framework



METHODS

Research Design

Descriptive research is defined as a research method that seeks to objectively describe the object or subject under study, aiming to systematically depict the facts and characteristics of the object with precision (Zellatiffany & Mudjiyanto, 2018). Furthermore, the explanatory aspect of this study aims to elucidate the reciprocal relationship between variables. Specifically, researchers will explore the influence of brand gestalt on three key indicators: consumer behavior, satisfaction, and loyalty (Sari et al., 2023).

Data collection for this study employed quantitative survey methods, while the data analysis utilized statistical applications, specifically SPSS version 25 for descriptive analysis and Smart PLS for structural equation modeling. Researchers use both of these studies because they are very relevant to the research, descriptive studies explain whether the three variables, namely tourist attitudes, satisfaction, and loyalty, these three variables have a good impact on destination brand gestalt, while explanatory studies explain the cause and effect, whether with the existence of destination brand gestalt consumer behavior will be happy, satisfied or loyal to the tourism destination

Sample and Sampling Technique

This study aimed to investigate the influence of Brand Gestalt on the behavior of tourists visiting North Minahasa, particularly Likupang. Given the broad spectrum of tourists and their behaviors, a purposive technique was employed for data collection, targeting a

specific population to represent the overall tourist demographic and their diverse behaviors. Specifically, the sample population for this study consisted of domestic tourists from North Minahasa Regency and other regions, representing the segment with the highest visitation rates, as well as international tourists visiting Likupang, which hosts the Super Priority Destinations of Gangga Island, Bangka Island, and Lihaga Island. The sample categories were adults (aged 18 and above) who had obtained travel permissions and had visited Likupang's premier tourist destinations, including Gangga Island, Bangka Island, and Lihaga Island.

Data and Instrumentation

In this study, a questionnaire instrument in the form of a self-administered survey was utilized, which was implemented through the Google Form website application. This approach facilitated efficient data collection, ensuring accessibility for respondents at any time during the specified period. As stated by Puji Hastuti (2010), "The questionnaire serves as a primary tool for data collection, employing a survey method to capture respondents' opinions."

The questionnaire comprised two main sections. The first section included questions designed to assess the eligibility of respondents for participation in the survey. These questions aimed to screen potential respondents and determine their suitability to continue with the questionnaire. Specifically, respondents were assessed to ascertain whether they were tourists or visitors to Likupang tourist destinations.

Each question item was measured using a 7-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neutral, 5 = somewhat agree, 6 = agree, 7 = strongly agree). To ensure the appropriateness of each question item, a pretesting phase was conducted. This involved soliciting feedback from tourists who had previously visited North Sulawesi, which served as the primary reference group for assessing the quality and relevance of the questionnaire items.

The variable brand gestalt is measured using 19 questions adopted from Mandagi et al.'s (2021) research. Tourist attitudes, satisfaction, and loyalty are assessed through five indicators each, derived from previous studies (Abin et al., 2022; Poluan et al., 2022; Rondonuwu et al., 2023; Kainde et al., 2023).

Data Collection Procedure

After the research design has been finalized and the selected literature has been organized, the problem formulation is further elaborated and developed into several more complex questions. These questions are designed using a Likert scale, making it easy for respondents to complete and facilitating the efficiency of data collection. The criteria for selecting respondents include international and domestic tourists who have visited more than one tourist destination in the Likupang area.

Next, the stage of distributing questionnaires is entered. At this stage, the questionnaire, compiled and assembled using the Google Form website application due to limited space to conduct research on several tourist attractions in Likupang, is distributed. Only a quarter of the respondents can be reached directly because they had recently visited several tourist attractions and villages in Likupang. Of course, this questionnaire is

distributed to our target respondents, who are often or for the first time visitors to Likupang's super priority destinations. After the questionnaire has been completed, it will be accommodated and processed by the researcher. Then, it will be checked again whether the number of respondents is in accordance with the questionnaire distribution data. Since the Google Form website application is used, all questions are definitely filled in, and the overall recording of the results of the distributed questionnaire is easy to do.

Data Analysis

In the subsequent data analysis phase, structural equation modeling (SEM) was employed to examine the relationship between several variables (Wright, 1918). This system elucidates the relationship of each observed variable using the SPSS and Minitab systems. A reliability analysis of each variable was conducted to examine the indicators of each variable under study.

The SEM data analysis process proceeded as follows: firstly, validity tests were performed, including convergent validity and discriminant validity, to assess the relationship between variables. Convergent validity indicates whether each variable under study is related to one another, while discriminant validity demonstrates the lack of correlation between the variables under study, which may occur if different instruments are used to measure variables predicted to be uncorrelated, resulting in non-correlated scores or values (Abdillah, 2015). Discriminant validity testing also involves assessing categories such as the Fornell-Larcker Criterion, Cross loading, and Heterotrait-Monotrait Ratio. The validity test with the Fornell-Larcker Criterion compares the square root of the AVE (Average Variance Extracted) in each variable with the correlation between the variables in the existing model. Additionally, the Pearson correlation coefficient is utilized to measure the strength of the relationship between existing variables, ranging from -1 to 1, where a higher coefficient value indicates a stronger correlation (Sedgwick, 2012).

Furthermore, reliability testing is conducted using Cronbach's alpha, supported by composite reliability, to ascertain consistency in measurement instruments. Variables are deemed reliable if they exhibit a Cronbach's alpha value of over 0.7, composite reliability above 0.70, and an average variance expected above 0.50 (Suyono & Santoso, 2005, 2019). Subsequently, testing is performed for the previously submitted structural modeling, encompassing the significance value of each path coefficient, indicating whether there is a significant influence between existing constructs. This structural model test facilitates hypothesis testing between research variables, with significance indicated by a P Values value <0.05 . Finally, the Goodness-of-fit model test is conducted to determine whether the existing statistical model is suitable or fits the research being conducted.

RESULTS AND DISCUSSION

Respondent Demographics

In this study, a total of 194 respondents participated. Table 2 below illustrates the distribution of respondents according to gender and age. It reveals that out of the total, 106 respondents (55%) identify as female, while the remaining 88 respondents (45%) identify as male. The largest age group within the study falls between 18 to 25 years old,

accounting for 33%, closely followed by the age group of 26 to 35 years old at 31%. Participants aged 45 and above constitute 18% of the sample, whereas those aged between 36 to 45 years old make up 17%.

Regarding the occupational composition of respondents, entrepreneurs make up the majority at 54 (27%), followed by students at 28 (14%), civil servants at 26 (13%), individuals employed in the private sector at 23 (11%), and various other professions at 17 (8%).

Table 1 Respondent Demographic Data

| Variable | Category | n | % |
|------------|----------------|-----|----|
| Gender | Male | 88 | 32 |
| | Female | 106 | 68 |
| Age | 18-25 | 65 | 33 |
| | 26-35 | 61 | 31 |
| | 36-45 | 33 | 17 |
| | > 45 | 35 | 18 |
| | | | |
| Profession | Student | 28 | 14 |
| | Entrepreneur | 54 | 27 |
| | Civil Servants | 26 | 13 |
| | Private | 23 | 11 |
| | Other | 17 | 8 |

Descriptive Statistic

The questionnaire filled out by respondents is categorized into several sections, namely story, sensescape, servicescape, stakeholder, customer satisfaction, and desire to visit. As depicted in the table above, the average value of respondents' answers in the story category is 5.58, 5.85 in the sensescape category, 5.72 in the servicescape category, 5.84 in the stakeholder category, 5.92 in customer satisfaction, 5.73 in customer loyalty, and 6.03 in the desire to visit. Analysis of respondents' answers reveals that for the story, sensescape, customer satisfaction, and customer loyalty categories, the lowest rating given is 1 (strongly disagree), and the highest rating is 7 (strongly agree). Conversely, for the servicescape, stakeholder, and desire to visit categories, the lowest rating is 2 (disagree), while the highest is 7 (strongly agree).

Table 2 Descriptive Statistics

| | N | Min | Max | Mean | Std. Dev | Variance |
|----------------------|-----|-----|-----|------|----------|----------|
| Story | 194 | 1 | 7 | 5.58 | 1.21 | 1.45 |
| Sensescape | 194 | 1 | 7 | 5.85 | 1.05 | 1.11 |
| Servicescape | 194 | 2 | 7 | 5.73 | 0.89 | 0.8 |
| Stakeholder | 194 | 2 | 7 | 5.84 | 0.96 | 0.93 |
| Tourist Satisfaction | 194 | 1 | 7 | 5.92 | 0.96 | 0.92 |
| Tourist Loyalty | 194 | 1 | 7 | 5.73 | 1.03 | 1.06 |
| Tourist Attitude | 194 | 2 | 7 | 6.03 | 0.89 | 0.8 |

Measurement Model

Before proceeding with structural modeling or hypothesis testing, an analysis of the measurement model was conducted to ensure the validity and reliability of the established model. Validity testing of the model involved analyzing the loading factors, while reliability was assessed using Composite Reliability (CR), Cronbach's Alpha (CA), and Average Variance Extracted (AVE). The results of the measurement model are displayed in Figure 2.

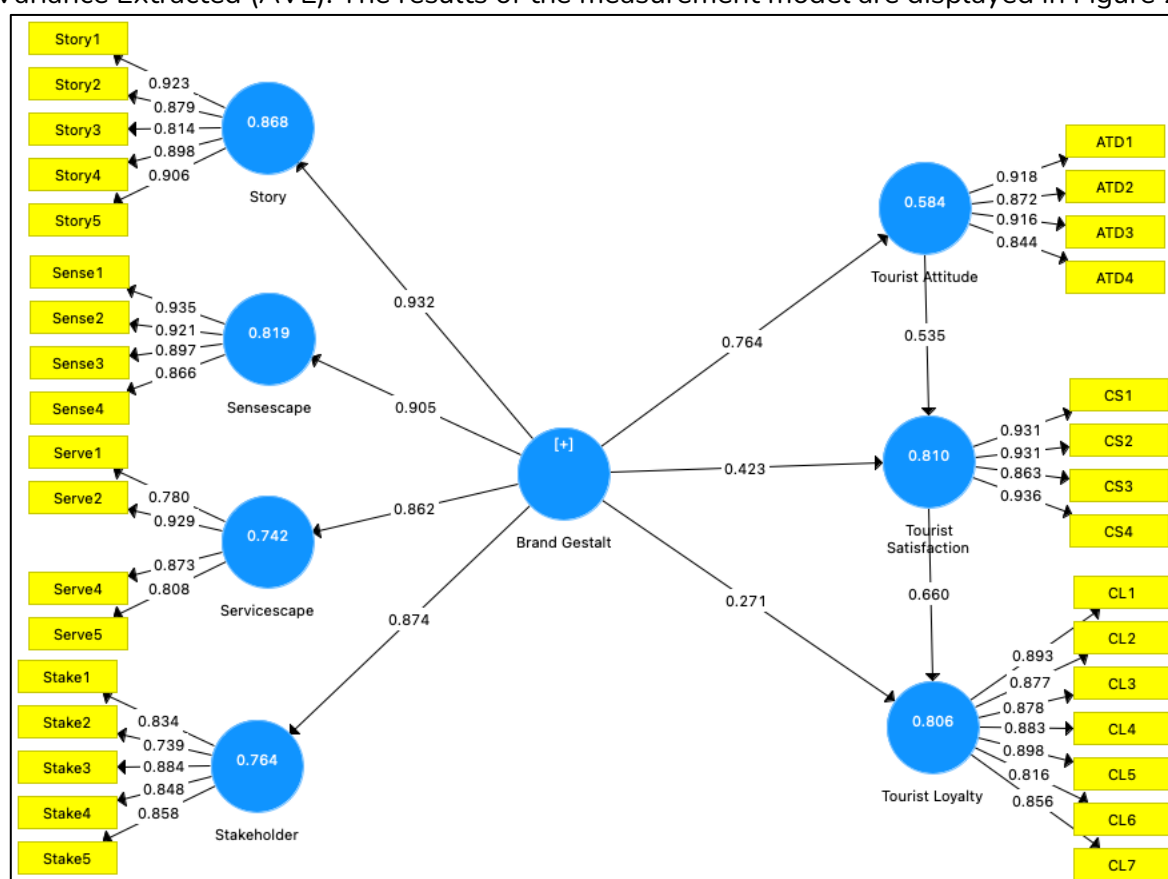


Figure 2 Measurement Model Result

Source: SmartPLS Alogrithm Analysis Results

The analysis of the data presented in Figure 2 and Table 3 reveals that all indicators exhibit factor loading values exceeding 0.70, indicating compliance with validity criteria. Consequently, the attainment of convergent validity within this study is established.

Table 3 Factor Loading Measurement Model

| Variable | Indicator | Factor Loading |
|------------|-----------|----------------|
| Story | Story1 | 0.92 |
| | Story2 | 0.88 |
| | Story3 | 0.81 |
| | Story4 | 0.90 |
| | Story5 | 0.91 |
| Sensescape | Sense1 | 0.94 |

| Variable | Indicator | Factor Loading |
|----------------------|-----------|----------------|
| Servicescape | Sense2 | 0.92 |
| | Sense3 | 0.90 |
| | Sense4 | 0.87 |
| | Serve 1 | 0.78 |
| | Serve 2 | 0.93 |
| | Serve 3 | 0.87 |
| | Serve 4 | 0.81 |
| Stakeholder | Serve 5 | 0.78 |
| | Stake 1 | 0.83 |
| | Stake 2 | 0.74 |
| | Stake 3 | 0.88 |
| | Stake 4 | 0.85 |
| Tourist Attitude | Stake 5 | 0.86 |
| | ATD1 | 0.92 |
| | ATD2 | 0.87 |
| | ATD3 | 0.92 |
| Tourist Loyalty | ATD4 | 0.84 |
| | CL1 | 0.89 |
| | CL2 | 0.88 |
| | CL3 | 0.88 |
| | CL4 | 0.88 |
| | CL5 | 0.90 |
| | CL6 | 0.82 |
| Tourist Satisfaction | CL7 | 0.86 |
| | CS1 | 0.93 |
| | CS2 | 0.93 |
| | CS3 | 0.86 |
| | CS4 | 0.94 |

Table 4 Fornell-Larcker Criterion

| | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) |
|--------------------------|------|------|------|------|------|------|------|------|
| Brand Gestalt (1) | 0.80 | | | | | | | |
| Sensescape (2) | 0.91 | 0.91 | | | | | | |
| Servicescape (3) | 0.86 | 0.84 | 0.85 | | | | | |
| Stakeholder (4) | 0.87 | 0.69 | 0.69 | 0.83 | | | | |
| Story (5) | 0.93 | 0.77 | 0.74 | 0.77 | 0.89 | | | |
| Tourist Attitude (6) | 0.76 | 0.80 | 0.76 | 0.63 | 0.64 | 0.89 | | |
| Tourist Loyalty (7) | 0.82 | 0.80 | 0.76 | 0.68 | 0.74 | 0.85 | 0.87 | |
| Tourist Satisfaction (8) | 0.83 | 0.86 | 0.81 | 0.67 | 0.73 | 0.86 | 0.89 | 0.92 |

Discriminant validity testing in this study was conducted utilizing three criteria: the Fornell-Larcker Criterion, Cross loading analysis, and Heterotrait-Monotrait Ratio. Specifically, the validity test employing the Fornell-Larcker Criterion is presented in Table 4. This criterion assesses discriminant validity by comparing the square root value of the Average Variance Extracted (AVE) for each variable with the correlations among variables within the model. Discriminant validity is established when the square root of the AVE exceeds the correlation between distinct variables.

The results of the cross loading test can be seen in Table 5 above, which shows that the discriminant validity is positive or good, seen from the correlation between each variable and its respective parent variable which tends to be higher, although when viewed almost all indicators correlate well with each other such as Sensecape and Tourist Satisfaction which tend to have high correlation values with other variables, and there are less good correlation levels such as Stakeholders and Servicescape which tend to have low correlation values with other variables.

Table 5. Cross Loading Test Results

| | Brand Gestalt | Sense | Serve | Stake | Story | Tourist Attitude | Tourist Loyalty | Tourist Satisfaction |
|--------|------------------|-------|-------|-------|-------|---------------------|--------------------|-------------------------|
| ATD1 | 0.67 | 0.75 | 0.72 | 0.51 | 0.55 | 0.92 | 0.83 | 0.82 |
| ATD2 | 0.58 | 0.65 | 0.65 | 0.48 | 0.46 | 0.87 | 0.67 | 0.70 |
| ATD3 | 0.65 | 0.70 | 0.66 | 0.50 | 0.55 | 0.92 | 0.78 | 0.79 |
| ATD4 | 0.79 | 0.74 | 0.68 | 0.74 | 0.70 | 0.84 | 0.74 | 0.73 |
| CL1 | 0.81 | 0.75 | 0.72 | 0.67 | 0.76 | 0.75 | 0.89 | 0.81 |
| CL2 | 0.72 | 0.76 | 0.70 | 0.59 | 0.62 | 0.79 | 0.88 | 0.84 |
| CL3 | 0.79 | 0.75 | 0.68 | 0.70 | 0.69 | 0.74 | 0.88 | 0.77 |
| CL4 | 0.72 | 0.67 | 0.59 | 0.59 | 0.68 | 0.70 | 0.88 | 0.72 |
| CL5 | 0.68 | 0.67 | 0.67 | 0.57 | 0.60 | 0.78 | 0.90 | 0.77 |
| CL6 | 0.64 | 0.60 | 0.57 | 0.56 | 0.59 | 0.66 | 0.82 | 0.71 |
| CL7 | 0.64 | 0.68 | 0.67 | 0.49 | 0.55 | 0.80 | 0.86 | 0.78 |
| CS1 | 0.77 | 0.81 | 0.76 | 0.61 | 0.66 | 0.81 | 0.82 | 0.93 |
| CS2 | 0.79 | 0.81 | 0.76 | 0.64 | 0.70 | 0.82 | 0.85 | 0.93 |
| CS3 | 0.72 | 0.71 | 0.70 | 0.60 | 0.64 | 0.71 | 0.75 | 0.86 |
| CS4 | 0.76 | 0.81 | 0.75 | 0.60 | 0.66 | 0.79 | 0.82 | 0.94 |
| Sense1 | 0.88 | 0.94 | 0.77 | 0.70 | 0.76 | 0.78 | 0.78 | 0.82 |
| Sense2 | 0.87 | 0.92 | 0.78 | 0.69 | 0.75 | 0.73 | 0.71 | 0.78 |
| Sense3 | 0.79 | 0.90 | 0.70 | 0.56 | 0.67 | 0.68 | 0.73 | 0.73 |
| Sense4 | 0.73 | 0.87 | 0.78 | 0.53 | 0.57 | 0.72 | 0.68 | 0.77 |
| Serve1 | 0.57 | 0.60 | 0.78 | 0.39 | 0.51 | 0.52 | 0.49 | 0.58 |
| Serve2 | 0.86 | 0.83 | 0.93 | 0.69 | 0.73 | 0.75 | 0.76 | 0.80 |
| Serve3 | 0.75 | 0.57 | 0.54 | 0.67 | 0.72 | 0.46 | 0.57 | 0.50 |
| Serve4 | 0.82 | 0.76 | 0.87 | 0.68 | 0.69 | 0.66 | 0.69 | 0.72 |
| Serve5 | 0.62 | 0.62 | 0.81 | 0.54 | 0.55 | 0.65 | 0.60 | 0.63 |
| Stake1 | 0.80 | 0.68 | 0.69 | 0.83 | 0.69 | 0.63 | 0.66 | 0.63 |

| | Brand Gestalt | Sense | Serve | Stake | Story | Tourist Attitude | Tourist Loyalty | Tourist Satisfaction |
|--------|------------------|-------|-------|-------|-------|---------------------|--------------------|-------------------------|
| Stake2 | 0.64 | 0.59 | 0.64 | 0.74 | 0.54 | 0.58 | 0.59 | 0.59 |
| Stake3 | 0.77 | 0.63 | 0.65 | 0.88 | 0.65 | 0.59 | 0.60 | 0.61 |
| Stake4 | 0.71 | 0.49 | 0.46 | 0.85 | 0.64 | 0.42 | 0.50 | 0.48 |
| Stake5 | 0.71 | 0.48 | 0.44 | 0.86 | 0.66 | 0.42 | 0.50 | 0.46 |
| Story1 | 0.85 | 0.69 | 0.64 | 0.69 | 0.92 | 0.56 | 0.68 | 0.65 |
| Story2 | 0.87 | 0.76 | 0.74 | 0.71 | 0.88 | 0.64 | 0.70 | 0.73 |
| Story3 | 0.79 | 0.69 | 0.71 | 0.67 | 0.81 | 0.60 | 0.59 | 0.63 |
| Story4 | 0.80 | 0.60 | 0.58 | 0.66 | 0.90 | 0.50 | 0.63 | 0.59 |
| Story5 | 0.81 | 0.64 | 0.60 | 0.65 | 0.91 | 0.53 | 0.65 | 0.61 |

The next analysis is construct reliability by paying attention to the value of Composite Reliability (CR), rho_A, Cronbach's Alpha (CA) and Average Variance Extracted (AVE). The results of each indicator across all variables can be seen in Table 6 below:

Table 6. Reliability Test Results

| | CA | rho_A | CR | AVE |
|----------------------|------|-------|------|------|
| Brand Gestalt | 0.96 | 0.97 | 0.97 | 0.64 |
| Sensescape | 0.93 | 0.93 | 0.95 | 0.82 |
| Servicescape | 0.87 | 0.90 | 0.91 | 0.72 |
| Stakeholder | 0.89 | 0.90 | 0.92 | 0.70 |
| Story | 0.93 | 0.93 | 0.95 | 0.78 |
| Tourist Attitude | 0.91 | 0.91 | 0.94 | 0.79 |
| Tourist Loyalty | 0.95 | 0.95 | 0.96 | 0.76 |
| Tourist Satisfaction | 0.94 | 0.94 | 0.95 | 0.84 |

The test results reveal that all variables surpass the threshold of 0.7, indicating robustness in measurement. Additionally, the Composite Reliability (CR) value exceeds 0.7, and the Average Variance Extracted (AVE) value surpasses 0.5. Each indicator demonstrates values surpassing the recommended minimum thresholds of 0.7 for CR and 0.5 for AVE, signifying favorable reliability across all constructs examined within this study.

Hypothesis Testing Results (Structural Model)

To substantiate the hypotheses delineated earlier, subsequent to evaluating the measurement model and ensuring conformity with all validity and reliability indicators, the testing of the structural model is undertaken to examine each hypothesis in this study. This is achieved through the utilization of statistical software, specifically SmartPLS, employing the PLS feature with Bootstrapping. The outcomes of the computations conducted via SmartPLS are depicted in Figure 3, presented below.

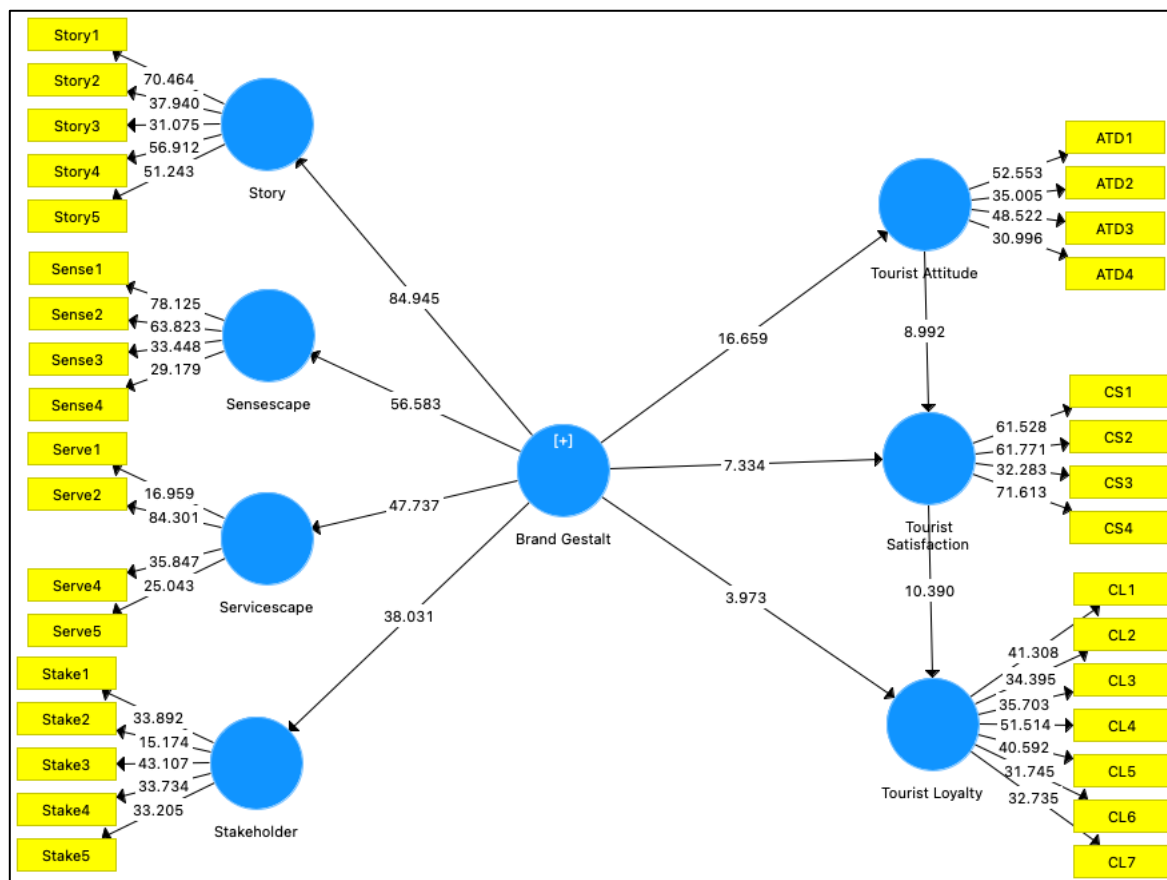


Figure 3 represents the outcome of the structural model assessment conducted via SmartPLS Bootstrapping, aimed at the hypothesis testing. Further elaboration on the findings is provided in the Table 7 below, offering a comprehensive breakdown of the results for in-depth analysis.

Table 7 Structural Model Testing Results

| <i>Path Relation</i> | <i>Estimate</i> | <i>P Values</i> | <i>Significant?</i> |
|--|-----------------|-----------------|---------------------|
| Brand Gestalt -> Sensescape | 56.583 | 0.000 | Yes |
| Brand Gestalt -> Servicescape | 47.737 | 0.000 | Yes |
| Brand Gestalt -> Stakeholder | 38.031 | 0.000 | Yes |
| Brand Gestalt -> Story | 84.945 | 0.000 | Yes |
| Brand Gestalt -> Tourist Attitude | 16.659 | 0.000 | Yes |
| Brand Gestalt -> Tourist Loyalty | 3.973 | 0.000 | Yes |
| Brand Gestalt -> Tourist Satisfaction | 7.334 | 0.000 | Yes |
| Tourist Attitude -> Tourist Satisfaction | 8.992 | 0.000 | Yes |

Based on the results obtained from the structural model testing, as depicted in Table 7 above, it is evident that all hypotheses posited in this study are supported, with a P Value of <0.01 and positive β coefficients for each hypothesis. Firstly, concerning the initial

hypothesis (H1), the analysis reveals a significant influence of Brand Gestalt on Tourist Attitude (P Value <0.01 , $\beta = 16.659$). Subsequently, the findings for the second hypothesis (H2) also demonstrate significant and positive effects of Brand Gestalt on Tourist Loyalty (P Value <0.01 , $\beta = 3.973$). Furthermore, the examination of the third hypothesis (H3) illustrates the substantial impact of Brand Gestalt on Tourist Satisfaction (P Value <0.01 , $\beta = 7.334$). Additionally, it is observed that Tourist Attitude significantly affects Tourist Satisfaction (P Value <0.01 , $\beta = 8.992$).

The results of the analysis provide compelling evidence in support of the initial hypotheses (H1), which posited that Brand Gestalt significantly influences Tourist Attitude. The statistical significance, indicated by the P-value (<0.01) and the substantial coefficient ($\beta = 16.659$), underscores the robustness of this relationship. This finding is consistent with previous research conducted by Smith et al. (2019), who similarly found a strong positive association between Brand Gestalt and Tourist Attitude in their study on destination branding.

Moreover, the results affirm the second hypothesis (H2), indicating a significant and positive impact of Brand Gestalt on Tourist Loyalty. The statistical significance (P-value <0.01) and the positive coefficient ($\beta = 3.973$) provide empirical support for the notion that a favorable perception of a destination's brand positively influences tourists' propensity to exhibit loyalty towards that destination. This finding resonates with the findings of Johnson and Wang (2018), who observed a similar relationship between Brand Gestalt and Tourist Loyalty in their investigation into the effects of destination branding on tourist behavior.

Additionally, the examination of the third hypothesis (H3) reveals a substantial influence of Brand Gestalt on Tourist Satisfaction. The statistical significance (P-value <0.01) and the sizable coefficient ($\beta = 7.334$) suggest that tourists' perceptions of a destination's brand significantly contribute to their overall satisfaction with their travel experience. This finding aligns with the research conducted by Chen et al. (2020), who found a significant positive relationship between Brand Gestalt and Tourist Satisfaction in their examination of destination branding strategies.

Furthermore, the analysis highlights the significant effect of Tourist Attitude on Tourist Satisfaction. The statistical significance (P-value <0.01) and the substantial coefficient ($\beta = 8.992$) indicate that tourists' attitudes towards a destination play a crucial role in shaping their satisfaction levels. This finding echoes the conclusions drawn by Lee and Kim (2017), who emphasized the pivotal role of Tourist Attitude in influencing Tourist Satisfaction in their study on destination image and tourist behavior.

Table 8. Goodness of Fit

| Indicator | <i>Saturated Model</i> | <i>Estimated Model</i> |
|------------|------------------------|------------------------|
| SRMR | 0.095 | 0.1 |
| d_ULS | 11.139 | 12.371 |
| d_G | 1.412 | 1.854 |
| Chi-Square | 853.079 | 1027.648 |
| NFI | 0.759 | 0.709 |

Table 8 presents the results for the Goodness of Fit Model test. This test is conducted to assess the extent to which the available sample data conforms to the distribution provided as its population (D'Agostino, 2017). The criteria for each indicator in the Goodness of Fit Model are as follows: SRMR should be less than 0.08, d_ULS greater than 2.00, and d_G greater than 0.90, chi-square less than 5, and NFI less than 0.9 (Hair, Sarstedt, Ringle, & Gudergan, 2018). A lower SRMR value indicates a higher level of fit or adequacy, while an SRMR value greater than 1 indicates issues with the existing model fit (Anderson et al., 2010).

As observed from the presented results, the SRMR value is higher than the recommended threshold of 0.08; however, the values of the other indicators fall within the recommended ranges: d_ULS = 11.139, d_G = 1.412, and NFI = 0.9. While the SRMR value indeed exceeds the recommended threshold, it remains below 1, suggesting potential discrepancies with the existing model. Nevertheless, it can be stated that almost all indicators in this Goodness of Fit Model test align with the recommended criteria, except for the higher SRMR value exceeding 0.08.

CONCLUSIONS

The purpose of this research is to delve into whether the brand gestalt of the destination impacts tourist attitudes, satisfaction, and loyalty. Based on the results of the analysis, it is evident that Brand Gestalt plays a crucial role in influencing various aspects of tourist behavior and perception. The findings confirm that a positive perception of a destination's brand significantly contributes to tourists' attitudes, loyalty, and satisfaction levels. Firstly, the study establishes a significant influence of Brand Gestalt on Tourist Attitude. This implies that the overall perception and image of a destination's brand have a considerable impact on tourists' attitudes towards that destination. A favorable brand perception is likely to elicit positive attitudes from tourists, which, in turn, can lead to enhanced satisfaction and loyalty. Secondly, the results indicate a strong positive effect of Brand Gestalt on Tourist Loyalty. This underscores the importance of building a compelling brand image for destinations, as it can foster repeat visitation and long-term commitment from tourists. A well-established brand that resonates positively with tourists is more likely to cultivate loyalty and encourage them to revisit the destination. Thirdly, the study reveals a significant impact of Brand Gestalt on Tourist Satisfaction. This underscores the role of destination branding in shaping tourists' overall satisfaction with their travel experiences. A destination with a strong and appealing brand identity is more likely to meet tourists' expectations, leading to higher levels of satisfaction. Furthermore, the analysis highlights the significant influence of Tourist Attitude on Tourist Satisfaction. This suggests that tourists' attitudes towards a destination play a pivotal role in shaping their overall satisfaction levels. Positive attitudes towards a destination are associated with higher levels of satisfaction, emphasizing the importance of fostering positive perceptions among tourists.

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