

Linking Social Media Marketing and Brand Loyalty: The Mediating Role of Brand Gestalt

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Abstract	This study investigates the relationship between social media marketing (SMM), brand gestalt, and brand loyalty. Using a quantitative survey, this research focuses on customers of the online store VictoriaThings. A convenience sampling method was employed, resulting in 265 participants in the survey. After confirming validity and reliability, structural equation modeling (SEM) was used to analyze the hypotheses. The findings reveal a significant relationship between SMM and the four dimensions of brand gestalt (Story, Sensescape, Servicescape, and Stakeholder). Additionally, the dimensions of Sensescape, Servicescape, and Story within the brand gestalt framework emerged as significant predictors of Customer Loyalty. This study offers valuable insights for businesses aiming to develop effective social media marketing strategies that leverage brand gestalt to enhance brand loyalty and achieve strategic goals.	
Keywords	Social Media Marketing; Brand Loyalty; Brand Gestalt	
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1. INTRODUCTION

Social media marketing (SMM) leverages online communities to build client relationships, helping companies target potential customers and foster brand loyalty. SMM has become essential for companies to engage with customers, build brand loyalty, and influence consumer purchasing decisions (Puspaningrum, 2020; McKee, 2010; Mandagi & Aseng, 2021). However, while some studies have demonstrated a positive relationship between social media marketing and brand loyalty (Mehrabani et al., 2014; Bagaturia & Johnson, 2014; Khoa, 2020; Marhareita et al., 2022), other research has found contradictory results (e.g., Schivinski & Dabrowski, 2015). These inconsistencies highlight a significant research gap that needs to be addressed.

William and Cottrell (2000) emphasize the strategic significance of social media marketing in online networks, highlighting its role in building brand identity and engagement. Meaningful engagement requires compelling content that resonates with the audience, fosters dialogue, and builds community



(McKee, 2010; Poluan et al., 2022). The impact of social media on brand loyalty is evident, with studies by Warburg et al. (2023), Mehrabi et al. (2014), Bagaturia and Johnson (2014), and Khoa (2020) showing its positive influence. Conversely, Schivinski and Dabrowski (2015) report conflicting findings, underscoring the need for further investigation.

The concept of brand gestalt, which views a brand as an integrated whole rather than a collection of separate elements, underscores the importance of adopting a gestalt perspective in social media marketing to foster enduring customer relationships (Lebo et al., 2023; Mandagi, 2023). This concept adds another layer of complexity to these relationships. Marketers interact directly with potential customers by leveraging platforms like Facebook, Twitter, and YouTube, tailoring content to their interests and needs and influencing consumer purchasing decisions (Puspaningrum, 2020). Brand gestalt posits that a brand is perceived as a whole rather than as individual elements (Diamond et al., 2009), and understanding this holistic brand concept is crucial for conveying a brand's unique nature and character (Berry & Seltman, 2007; Mandagi et al., 2021; Saraniemi & Komppula, 2017; Su et al., 2020). However, despite being an integral part of brand complexity, brand gestalt still needs to be explored in the marketing literature (Diamond et al., 2009; Mandagi et al., 2022). Addressing this gap, this research aims to integrate brand gestalt theory with consumer behavior variables to deepen understanding of brand-consumer interactions.

In today's competitive marketing landscape, where brand perception is paramount, understanding and managing brand loyalty across cognitive, affective, conative, and action dimensions is crucial (Mandagi et al., 2021). Brand loyalty, as highlighted by Prasetya and Sumarto, offers strategic advantages for businesses, including cost reduction, increased sales, and market share expansion (Aaker, 1997). The current marketing landscape emphasizes the importance of nurturing brand loyalty across cognitive, affective, conative, and action dimensions (Rondonuwu et al., 2023; Waworuntu et al., 2022).

Therefore, further research is essential to validate the brand gestalt scale, examine the relationships between social media marketing, brand gestalt, and brand loyalty, and fill existing gaps in empirical knowledge. This study aims to expand empirical research on the effects of brand gestalt, validate the brand gestalt scale, and explore the interaction between social media marketing and brand loyalty. By clarifying these relationships, this research seeks to inform more effective marketing strategies that leverage brand gestalt to enhance brand loyalty and drive business success. Additionally, this research will provide valuable insights for businesses to develop effective social media marketing strategies that utilize brand gestalt to enhance brand loyalty and achieve strategic objectives.

Social media marketing facilitates direct customer engagement, fostering brand loyalty in ways previously unattainable through conventional methods (Jackson, 2011; Akhtar, 2011). Businesses

leverage various social media platforms, including blogs, microblogs, online forums, and social networks, to promote products, provide customer support, and develop brand communities (Zarella, 2010; Kaplan & Haenlein, 2009). Additionally, consumers actively share brand-related information within their social circles, reinforcing brand awareness and loyalty (Stileman, 2009; Mangold & Faulds, 2009).

McKee (2010) argues for the role of social media in facilitating community building, networking, and brand loyalty. User engagement through likes, comments, and shares signifies their support for products or content, fostering a sense of social participation and advocacy. Platforms like Twitter and Facebook allow users to share the latest information and multimedia content, facilitating rapid information dissemination and encouraging community engagement. The pervasive influence of social media extends into the workplace, where it serves as a channel for brand promotion and activity reporting. Its dominance has shifted traditional marketing paradigms, granting consumers unprecedented influence over brand narratives (Berthon et al., 2012).

The brand gestalt concept delineates four critical elements associated with this discourse. First, it emphasizes the essential role of narrative construction in shaping the brand image and associations (Mandagi & Sondakh, 2022; Ryu et al., 2019). Second, it underscores the importance of sensory interactions in fostering brand experiences, which in turn contribute to the formation of brand symbols, traits, and identities (Ding & Tseng, 2015; Kim et al., 2010; Moon & Han, 2018; Ong et al., 2018). Third, it acknowledges the profound impact of the physical environment on brand identity creation, particularly in the context of destination branding (Berry & Seltman, 2007; Bitner, 1992). Lastly, it recognizes the active involvement of stakeholders in brand co-creation, with research indicating that stakeholders significantly contribute to shaping destination identity (Zenker et al., 2017; Vanolo, 2015).

Strong brand loyalty is a significant asset for businesses, driving increased repeat customer purchases. Aaker (1996) states that brand loyalty measures customer commitment to a particular brand. Thus, brand loyalty is at the core of brand equity, a fundamental concept in marketing. Additionally, brand loyalty is said to originate from habitual purchasing behaviors, which lead individuals to show a preference for a specific company when making purchasing decisions. Generally, customers tend to favor well-known, reputable, and established brands due to this tendency, which results from cognitive and subjective processes when encountering familiar products (Vazifehdoost et al., 2014; Mandagi & Wuryaningrat, 2023; Mandagi et al., 2023). Utilizing social media can significantly enhance brand loyalty even with a limited budget. Social media platforms allow businesses to cultivate brand loyalty through networking, engaging in conversations, and facilitating social interactions. In today's highly competitive business landscape, proficiency in social media is paramount. Therefore, companies use

social media as a strategic tool to design content, features, and campaigns to increase consumer interest and loyalty (Gordhamer, 2009; Marhareita et al., 2022).

The emergence of social media marketing as a pivotal component of organizational marketing strategies has drawn considerable attention from scholars and practitioners alike. With a notable 64% of marketers expressing a desire to incorporate social media more extensively into their marketing endeavors (Evans & McKee, 2010), it has become increasingly evident that social media platforms offer a potent avenue for businesses to connect with a broader audience. Recognizing the imperative of understanding how businesses utilize social media to shape consumer perceptions of their brands, scholars such as Berthon et al. (2012), Warburg et al. (2022), Waworuntu et al. (2022) highlight the significance of exploring the nexus between social media marketing and brand loyalty.

Notably, studies conducted by Waworuntu et al. (2022), Mandagi & Aseng (2021), and Waworuntu et al. (2022) have shed light on this relationship, revealing a positive correlation between social media marketing efforts and the enhancement of brand loyalty. As Waworuntu et al. (2022) suggest, social media platforms are instrumental tools for nurturing client relationships, fostering trust, encouraging consumer engagement, and facilitating online transactions (Sijabat et al., 2022). Grounded in the definitions of brand loyalty proposed by Dick and Basu (1994) and Oliver (1999), which underscore the cognitive, affective, and conative aspects of brand preference, it is logical to infer that an effective social media marketing strategy contributes to the gestalt of a brand, thus promoting brand loyalty among consumers. Building upon this foundation, the first hypothesis posits a positive relationship between social media marketing initiatives and the cultivation of brand loyalty. Based on this theoretical and empirical basis, the following hypothesis was developed:

H1: Social media marketing has a positive effect on brand loyalty.

The concept of brand gestalt emphasizes perceiving a brand as a unified whole rather than a collection of individual elements, suggesting that a cohesive brand identity can enhance brand loyalty (Diamond et al., 2009). Additionally, constructing narratives, sensory interactions, physical environments, and stakeholder engagement related to brand gestalt contribute to shaping consumer perceptions and fostering loyalty (Berry & Seltman, 2007; Zenker et al., 2017; Mandagi & Sondakh, 2022).

Social media platforms provide unprecedented opportunities for businesses to engage directly and interact with their target audience in real time. This direct interaction fosters a sense of community and connection between the brand and its audience, thereby contributing to a holistic brand perception or gestalt (Pasuhuk et al., 2023; Manggopa et al., 2023). Furthermore, effective social media marketing involves creating engaging and relevant content that resonates with the audience (Mandagi & Sondakh, 2022). By crafting narratives that reflect the brand's values, identity, and unique selling propositions, companies can shape their brand perception as a cohesive and unified entity (Mandagi & Aseng, 2021).

These narratives on social media platforms contribute to the development of brand gestalt by presenting a consistent and coherent brand image to consumers (Marhareita et al., 2022; Siddik et al., 2022). Therefore, it is logical to formulate the following hypothesis:

H2: Social media marketing berpengaruh positif terhadap brand gestalt

Brand gestalt emphasizes a brand's holistic perception, viewing it as an integrated whole rather than a collection of separate elements (Diamond et al., 2009; Mandagi et al., 2021). According to this concept, consumers perceive a brand as a unified entity, integrating elements such as brand narrative, sensory interactions, physical environment, and stakeholder engagement (Mandagi et al., 2021; Wulyatiningsih et al., 2023). As a result, a well-defined and cohesive brand gestalt can evoke strong emotional connections and positive associations among consumers. Conversely, brand loyalty involves consumers developing a deep attachment and commitment to a particular brand, leading to repeat purchases and favorable word-of-mouth recommendations (Aaker, 1996). Various factors influence brand loyalty, including perceived quality, brand image, and emotional resonance. Therefore, a strong and coherent brand gestalt can enhance brand loyalty by reinforcing positive perceptions and emotional connections with the brand.

Empirical marketing and consumer behavior studies further support the relationship between brand gestalt and brand loyalty. For instance, research by Mandagi and Sondakh (2022) has shown that brands with well-defined narratives and sensory experiences are likelier to elicit strong emotional responses and foster brand loyalty among consumers. Similarly, studies by Zenker et al. (2017) and Moon and Han (2018) have highlighted the importance of stakeholder engagement and the physical environment in shaping brand identity and consumer perceptions. Additionally, empirical investigations into brand loyalty consistently identify brand coherence and consistency as key drivers of consumer attachment and repeat purchasing behavior (Griffin, 2005; Gibson, 2005). Brands that maintain a cohesive and unified identity across various touchpoints are more likely to inspire consumer trust and loyalty. Therefore, the following hypothesis is formulated:

H3: Brand gestalt has a positive effect on brand loyalty

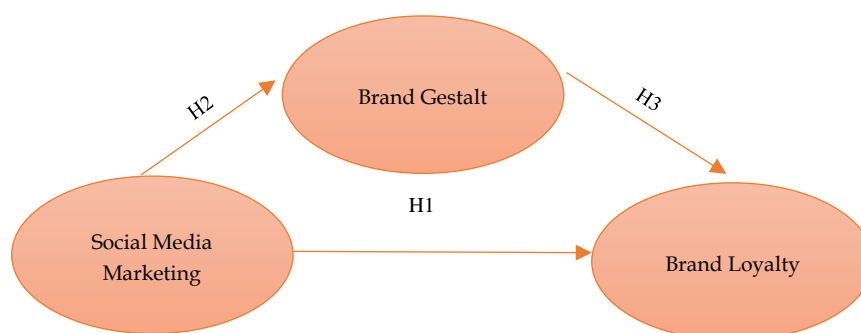


Figure 1. Conceptual Framework

2. METHODS

This study employed a quantitative survey methodology, focusing on the numerical analysis of data processed using statistical methods (Sudaryana et al., 2022). Quantitative research emphasizes testing theories by measuring research variables numerically and analyzing the data through statistical techniques. This research adopts a deductive approach to test hypotheses, aligning with traditional, positivist, experimental, or empirical paradigms.

The target population for this study consists of customers from the online retail store VictoriaThings. Participants were conveniently sampled to represent this population, resulting in 265 respondents participating. Data collection was conducted via an online survey facilitated by a questionnaire.

The brand gestalt construct includes 19 indicators derived from Mandagi (2021). Meanwhile, consumer loyalty was measured using items from previous studies (Chime et al., 2013; Lin & Lekhawipat, 2014). The social media marketing construct was operationalized using three indicators from prior research (Khalifa & Liu, 2007; Lin & Lekhawipat, 2014).

The data acquisition process began with developing the questionnaire as the measurement instrument. A thorough literature review was conducted to identify relevant indicators for each variable, which were then articulated in Indonesian Likert-scale questionnaires. The questionnaire was distributed via Google Forms to VictoriaThings customers and potential customers. Participants were provided a textual explanation of the study's purpose before completing the questionnaire. Once collected, the questionnaires were reviewed for completeness and accuracy, and only comprehensive surveys were accepted for analysis.

The analytical framework comprised several stages. Initially, the validity and reliability of the instruments were assessed. Validity was evaluated using Pearson Product Moment correlation techniques to ensure alignment between respondent reflections and actual conditions. Convergent validity was confirmed if all variable indicators had loading factor values exceeding 0.7, while discriminant validity was determined using the Fornell-Larcker Criterion and cross-loadings.

Reliability validation involved examining Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE). Variables were deemed reliable if Cronbach's alpha and composite reliability exceeded 0.7 and AVE exceeded 0.50. After establishing validity and reliability, structural equation modeling (SEM) was employed to test the hypotheses. Hypothesis verification was conducted by assessing the significance of path coefficients using the Bootstrapping feature in the SmartPLS statistical software. Variable correlations were considered significant if the path coefficients reached statistical significance.

3. FINDINGS AND DISCUSSION

3.1. Respondent Demographics

Of 265 respondents, 73.6% are female, and 26.4% are male. The largest age group is 26-35 years, comprising 45.66% of the respondents, followed by the 15-25 age group at 22.26%. Most respondents reside in North Sulawesi, accounting for 35.47%, and West Java, making up 24.91%. Profession-wise, the majority are private workers or employees, representing 43.77%, followed by other professions at 29.43%.

Table 1. Respondent Demographic Data

Variable	Level	n	%
Gender	Man	70	26,4%
	Woman	195	73,6%
Age Group	15-25	59	22,26%
	26-35	121	45,66%
	36-45	47	17,4%
	> 45	38	14,34%
City of domicile	North Sulawesi	94	35,47%
	West Java	66	24,91%
	East Java	34	12,83%
	Central Java	14	5,28%
	DKI Jakarta	19	7,17%
	Others	11	12%
Professional Status	Student	17	6,42%
	Civil Apparatus	33	12,45%
	Private	116	43,77%
	Teacher	7	2,64%
	Housewife	14	5,28%
	Others	78	29,43%

Source: Processed primary data (2024)

3.2. Descriptive Statistics

Before testing the hypotheses, a descriptive statistical analysis was conducted to provide an overview or description of the variables in the study. Based on the collected data, a total of 265 samples were gathered. Table 2 summarizes the results of the descriptive statistics, including the characteristics of the research sample in terms of the number of samples (N), minimum value, maximum value, mean, and standard deviation.

Table 2. Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation	Variance
SMM	265	1	7	6.18	0.89	0.52
Story	265	1	7	6.14	0.83	0.70
Sensescape	265	1	7	6.06	0.95	0.68
Servicescape	265	1	7	6.18	0.97	0.687
Customer Loyalty	265	1	7	6.23	0.94	0.86

Source: Processed primary data (2024)

Based on data from 265 respondents, it can be concluded that overall, the satisfaction level or assessment of aspects such as SMM, Storytelling, Sensation, Service Layout, and Customer Loyalty tends to be high, with average scores ranging from 6.06 to 6.23 on a scale of 1 to 7. The relatively low standard deviations indicate that respondents' assessments are consistent or not highly varied. From this, it can be inferred that respondents generally provide positive ratings for the aspects evaluated. However, it should be noted that there is a slight difference in the variability of ratings among these aspects, which may require further attention to improve the quality of the services or products offered.

3.3. Measurement Model

First, assess the measurement model before examining the structural or testing hypotheses. The purpose of assessing the measurement model is to test the validity and reliability of each variable, namely narrative, sensory scenarios, service scenarios, customer satisfaction, and intention to repurchase. The measurement model for this study was analyzed using the partial least squares (PLS) method with the assistance of SmartPLS statistical software version 3.2.

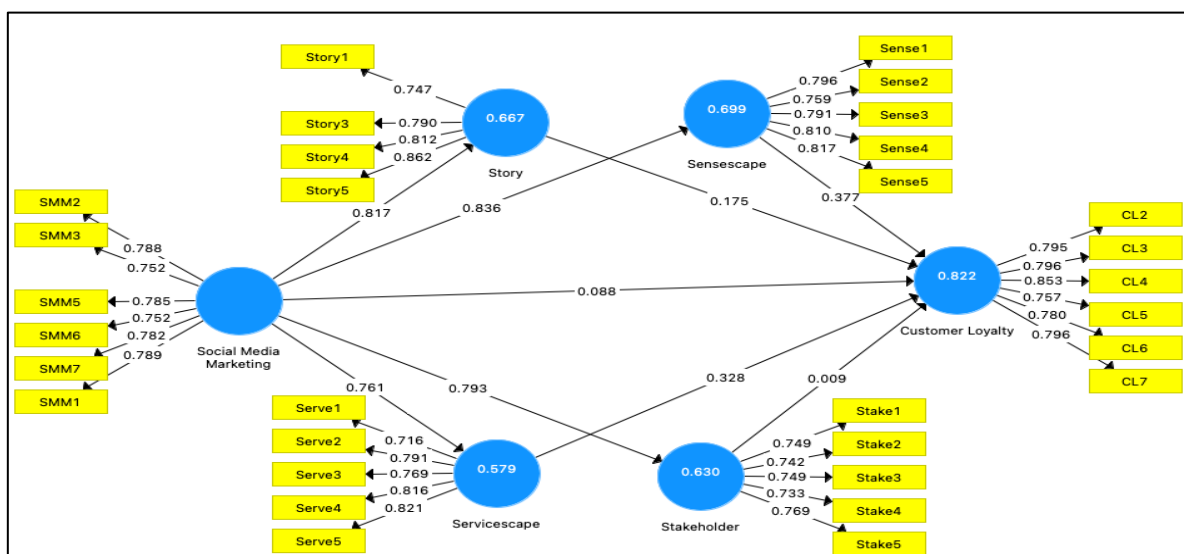


Figure 2. Measurement Model Test Results

Source: Processed primary data (2024)

Based on the first stage measurement model testing results, out of the 40 indicators used in this study, all indicators for each variable show factor loading values greater than the recommended minimum value of 0.7. Therefore, the convergent validity of all variables in this study is fulfilled.

Table 3. Loading Factor Measurement Model

Variable	Indicator	Factor Loading
SMM	SMM1	0.79
	SMM2	0.79
	SMM3	0.75
	SMM5	0.79
	SMM6	0.75
	SMM7	0.78
Brand Story	Story1	0.75
	Story3	0.79
	Story4	0.81
	Story5	0.86
Brand Sensescape	Sense1	0.80
	Sense2	0.76
	Sense3	0.79
	Sense4	0.81
	Sense5	0.82
Brand Servicescape	Serve1	0.72
	Serve2	0.79
	Serve3	0.77
	Serve4	0.82
	Serve5	0.82
Brand Stakeholder	Stake1	0.75
	Stake2	0.74
	Stake3	0.75
	Stake4	0.73
	Stake5	0.77
Customer Loyalty	CL2	0.80
	CL3	0.80
	CL4	0.85
	CL5	0.76
	CL6	0.78
	CL7	0.80

Source: Processed primary data (2024)

The discriminant validity test in this study was conducted by examining criteria, namely the Fornell-Larcker criterion, cross-loading, and heterotrait-monotrait ratio. The Fornell-Larcker criterion validity test was performed by comparing the square root of AVE (average variance extracted) from each variable with the correlations among variables in the model. Variable separation validity is met when the square root of AVE is greater than the correlations among different variables. The efficacy test

based on the Fornell-Larcker criterion in this study is shown in Table 4 below. The values in the table are the correlations among variables and the square root of AVE on the table's diagonal.

Table 4. Fornell-Larcker Criterion

	(1)	(2)	(3)	(4)	(5)	(6)
Brand Loyalty (1)	0.8					
Brand Sensescape (2)	0.86	0.8				
Brand Servicescape (3)	0.84	0.79	0.78			
Brand Stakeholder (4)	0.8	0.84	0.76	0.78		
Brand Story (5)	0.74	0.76	0.76	0.79	0.75	
Social Media Marketing (6)	0.83	0.84	0.79	0.82	0.74	0.8

Source: Processed primary data (2024)

Based on the results presented in Table 4, the correlation between constructs in this study is quite high and significant. This indicates a strong relationship exists between each measured variable (Brand Loyalty, Brand Sensescape, Brand Servicescape, Stakeholder, Story, and Social Media Marketing) and other variables in the model. The correlation between these variables supports the validity of the constructs measured in the study. Therefore, good discriminant validity is possessed by the variables and indicators used in this research according to the Fornell-Larcker criteria.

The second discriminant validity test is conducted by examining the cross-loadings of each metric. Cross-loading values indicate the correlation of each variable with indicators of other variables. Good discriminant validity of a measurement model is indicated when some variables are more correlated with indicators than others. The results of the cross-loading test are shown in Table 5 below.

Based on the results of the cross-loading test, it can be concluded that a strong relationship is observed between Customer Loyalty (CL), Sensescape, Servicescape, and Story variables with the factors they should represent, as indicated by the high correlation values (above 0.60) between these variables and the corresponding factors. However, some variables show low correlations with the factors they should represent, such as some variables from SMM (Social et al.) and stakeholders. This indicates the presence of potential issues in the measurement or construction of variables, and further evaluation is needed to ensure the validity and consistency of measurement. Additionally, it is important to note that low correlation values do not always indicate that the variable is irrelevant but may suggest that other factors must be considered in further analysis.

Table 5. Cross-Loading Test Results

	Customer Loyalty	Sensescape	Servicescape	SMM	Stakeholder	Story
CL2	0.80	0.70	0.68	0.68	0.62	0.67
CL3	0.80	0.70	0.67	0.63	0.60	0.70
CL4	0.85	0.71	0.71	0.63	0.55	0.69
CL5	0.76	0.66	0.66	0.64	0.62	0.59

CL6	0.78	0.67	0.61	0.58	0.52	0.66
CL7	0.80	0.69	0.68	0.67	0.66	0.64
SMM1	0.60	0.65	0.56	0.79	0.60	0.63
SMM2	0.62	0.65	0.60	0.79	0.59	0.63
SMM3	0.55	0.59	0.54	0.75	0.57	0.60
SMM5	0.65	0.68	0.62	0.79	0.67	0.68
SMM6	0.64	0.65	0.58	0.75	0.64	0.63
SMM7	0.66	0.67	0.62	0.78	0.62	0.62
Sense1	0.69	0.80	0.64	0.65	0.62	0.69
Sense2	0.64	0.76	0.58	0.60	0.52	0.62
Sense3	0.70	0.79	0.61	0.66	0.59	0.66
Sense4	0.69	0.81	0.66	0.73	0.65	0.67
Sense5	0.71	0.82	0.65	0.68	0.63	0.71
Serve1	0.58	0.56	0.72	0.54	0.51	0.51
Serve2	0.66	0.64	0.79	0.59	0.59	0.64
Serve3	0.68	0.63	0.77	0.61	0.62	0.63
Serve4	0.67	0.63	0.82	0.62	0.61	0.64
Serve5	0.68	0.64	0.82	0.62	0.63	0.65
Stake1	0.53	0.59	0.52	0.60	0.75	0.52
Stake2	0.49	0.51	0.53	0.54	0.74	0.52
Stake3	0.60	0.59	0.57	0.64	0.75	0.56
Stake4	0.61	0.60	0.63	0.59	0.73	0.61
Stake5	0.53	0.54	0.58	0.60	0.77	0.55
Story1	0.60	0.62	0.54	0.66	0.58	0.75
Story3	0.64	0.66	0.62	0.68	0.61	0.79
Story4	0.72	0.72	0.65	0.61	0.58	0.81
Story5	0.70	0.70	0.71	0.68	0.60	0.86

Source: Processed primary data (2024)

The reliability of variables in this study was tested by analyzing Cronbach's Alpha, composite reliability, and EVA (Explained Variance Analysis). Variables are considered reliable if the Cronbach's Alpha value is greater than 0.7, the composite reliability is greater than 0.70, and the EV value is greater than 0.50. The results of the reliability test for these three metrics are presented in Table 6.

Table 6. Variable Reliability Test

Variable	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Customer Loyalty	0.89	0.89	0.91	0.64
Sensescape	0.85	0.86	0.90	0.63
Servicescape	0.84	0.85	0.89	0.61
SMM	0.87	0.87	0.90	0.60
Stakeholder	0.80	0.81	0.86	0.56
Story	0.82	0.82	0.88	0.65

Source: Processed primary data (2024)

Based on the reliability test results of the variables, it can be concluded that all measured variables have a high level of reliability, as indicated by Cronbach's Alpha, rho_A, and Composite Reliability values, all above 0.80. The Average Variance Extracted (AVE) values are also sufficiently high. This

indicates that all variables demonstrate consistency and reliability in measuring the intended constructs. Thus, it can be assumed that the data obtained from the measurement of these variables are reliable and valid for further analysis related to research or decision-making purposes.

3.4. Structural Model

The next step is to test the structural model after testing the measurement model and ensuring that all validity and reliability metrics are met. This phase aims to examine each hypothesis in this research. Utilize the PLS Bootstrapping feature of the SmartPLS Statistical Software to determine the significance of path coefficients in testing the structural model or hypothesis testing. The results of the structural model testing are presented in Figure 3 and Table 7.

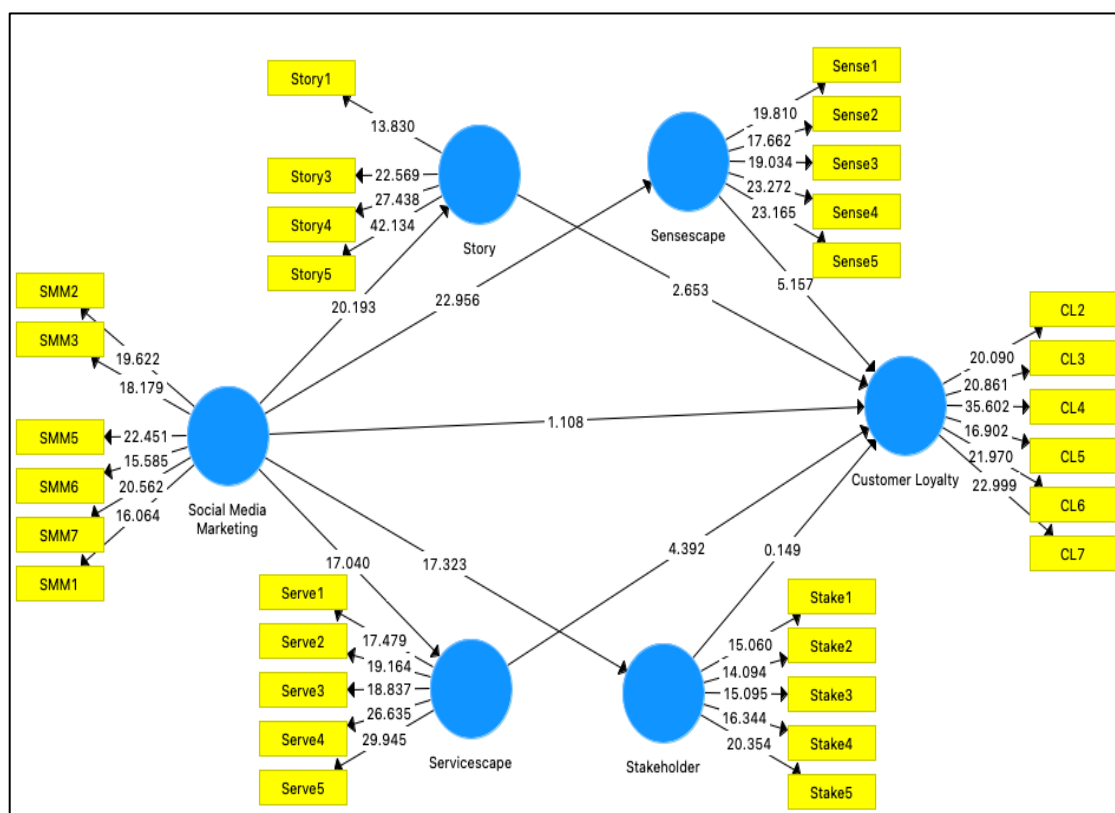


Figure 3. Results of the PLS Bootstrapping Structural Model
Source: Processed primary data (2024)

Table 7. Structural Model Testing Results

Path Relation	Sample Mean (M)	Standard Deviation	T Statistics	P Values	Significant?
Sensescape -> CL	0.371	0.067	5.631	0.000	Yes
Servicescape -> CL	0.326	0.075	4.342	0.000	Yes
SMM -> CL	0.082	0.082	1.076	0.282	Yes
SMM -> Sensescape	0.835	0.036	23.365	0.000	Yes
SMM -> Servicescape	0.762	0.047	16.195	0.000	Yes
SMM -> Stakeholder	0.791	0.046	17.266	0.000	Yes
SMM -> Story	0.815	0.039	21.124	0.000	Yes

Stakeholder -> CL	0.015	0.065	0.146	0.884	Yes
Story -> CL	0.181	0.068	2.548	0.011	Yes

Source: Processed primary data (2024)

Based on the structural model testing results, there is a significant relationship between various variables under study. Sensescape, Servicescape, SMM (Social Media Marketing), and Story have a significant positive influence on Customer Loyalty (CL), with high T-Statistics values and low P values ($p < 0.05$), indicating that this relationship does not occur by chance. Furthermore, the SMM variable also significantly influences Sensescape, Servicescape, and Stakeholders, as well as Story, demonstrating the significant role of SMM in influencing consumer perceptions of various aspects, including sensory experience, service environment, and narrative. However, Stakeholders do not significantly influence Customer Loyalty, indicating that the relationship between these variables may need further investigation.

Table 8. Goodness of Fit Model

	Saturated Model	Estimated Model
SRMR	0.058	0.077
d_ULS	1.667	2.96
d_G	0.836	0.976
Chi-Square	1218.823	1324.842
NFI	0.788	0.77

Source: Processed primary data (2024)

Table 8 presents the results of the model fit test. Based on the test results above, there is a difference between the saturation and estimated models. The saturation model has a lower SRMR value (0.058) than the estimated model (0.077), indicating that the saturation model fits the observed data better. Additionally, the saturation model also has lower d_ULS and d_G values compared to the estimated model, and it has a lower Chi-Square value (1218.823) compared to the estimated model (1324.842), all of which indicate that the saturation model fits the data better. However, it should be noted that both models have relatively low NFI values, indicating that neither of them optimally explains the relationships between the observed variables. Therefore, further evaluation of the estimated model is needed to improve its fit to the observed data.

4. CONCLUSION

The main objective of this research is to examine the relationship between various factors, including social media marketing (SMM), sensory experience (Sensescape), service environment (Servicescape), storytelling (Story), stakeholders, and their impact on customer loyalty (CL). Additionally, this study aims to explore the influence of SMM on these factors within the framework of brand gestalt.

To achieve this goal, research hypotheses have been developed. Findings from the testing of the

structural model reveal several significant relationships among the examined variables. Sensescape, Servicescape, SMM, and Story significantly positively influence Customer Loyalty, as indicated by high T-Statistics values and low P-values ($p < 0.05$). Furthermore, SMM significantly impacts Sensescape, Servicescape, Stakeholders, and Story, emphasizing its role in shaping consumer perceptions across various dimensions. However, Stakeholders do not significantly affect Customer Loyalty, indicating the need for further investigation into this relationship.

These findings significantly affect businesses looking to enhance customer loyalty and brand perception. By understanding the influential factors in this study, businesses can develop more effective social media marketing strategies that leverage sensory experiences, service environments, and storytelling to foster brand loyalty. Moreover, the results underscore the importance of SMM in shaping consumer perceptions and highlight the need for businesses to invest in this area to drive brand engagement and loyalty.

It is important to acknowledge the limitations of this research. Firstly, the study focused on a specific customer population from the VictoriaThings online store, which may limit the generalization of these findings to other contexts. Additionally, using quantitative surveys may have limited the depth of understanding of the phenomenon under investigation. Future research could address these limitations by employing qualitative methods and expanding the study to include more diverse samples.

Building upon the findings of this research, future studies could explore additional factors that influence customer loyalty, such as brand reputation, trust, and emotional engagement. Furthermore, longitudinal studies could provide insights into the long-term effects of social media marketing strategies on brand loyalty. Additionally, investigating the role of different social media platforms and their unique features in influencing consumer perceptions could offer valuable insights for businesses looking to optimize their digital marketing efforts. Moreover, exploring the impact of cultural differences on consumer perceptions and behavior in the context of social media marketing and brand loyalty could contribute to a more comprehensive understanding of this phenomenon.

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