

The Interplay of Brand Gestalt, Word-of-mouth and Revisit Intention in the F&B Sector

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Abstract

This research examines the influence of brand gestalt variables, especially the four dimensions, story, sensescape, servicescape, stakeholders, on word-of-mouth marketing and the revisit intention. This research has eight hypotheses with a sample size of 175 obtained from the distribution of questionnaires carried out in October and November 2023. The data obtained was analyzed using Structural Equation Modeling (SEM) assisted by the SmartPLS statistical program. The results obtained show that the brand gestalt dimensions that influence word of mouth marketing and interest in revisiting are only two dimensions, namely Stakeholder for word-of-mouth marketing and Story for interest in returning to visit. Additionally, the study found that the remaining six hypotheses did not yield significant influences. The results of this research can be a reference for the food and beverage sector so that it can improve the quality of its business by utilizing the results obtained.

Keywords: Brand Gestalt, Word of Mouth Marketing, WOM, Revisit Intention, Food and Beverage

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1. Introduction

In the era of increasingly rapid globalization, the food and beverage sector has experienced a dramatic transformation [1]. We don't just eat food; we also eat meaning, filled with messages and symbolism inherent in every dish we enjoy [2]. Where once restaurants and cafes only served food and drinks, they are now destinations for meeting, talking and sharing experiences. As the population grows and social mobility increases, the demand for high-quality food and beverage services also increases. In increasingly fierce competition, food and beverage businesses must not only focus on creating mouth-watering dishes, but also build strong brands. For example, now some people don't just choose places to eat and drink based on all the menus served or the menus provided by a business actor, people already prefer places to eat and drink based on how the place sells a story or where the place provides something, memorable experiences, where people choose a place based on its own character, they also choose a place based on current developments or existing trends, where the place sells a brand that is easy to remember and gives a good impression. Brands play a significant role in establishing the identity and characteristics of goods and services [3,4,5]. A brand is no longer just a name or logo affixed to a product or place of business.

A brand is the identity, image and experience associated with a business entity [6]. Successful food and beverage brands can create very deep emotional bonds with their customers. This brand no longer tells about what is sold or provided, the brand can also enter into the customer's life story where a brand provides its own satisfaction.

In this case, the Gestalt concept of branding emerges as a relevant concept. Brand gestalt theory explains that the dimensions of a brand's power as a whole include stakeholder, story, sensescape and servicescape aspects [7]. Brand gestalt refers to the way consumers combine various brand elements, such as color, logo, culinary experience, service quality, and brand story into a meaningful whole in their minds. Estimating the brand gestalt of an item can also provide important information in evaluating the extent of the success of promotions and marketing communications carried out in improving the brand [8].

It is important to understand that consumers are not just buying food or drinks; they buy into the experience and story attached to the brand. The brand's gestalt creates a unique and powerful way to bring these elements together. As revealed in a study by [9] in the journal Brands and Consumer Experience, consumers often create their perceptions of brands based on their overall experience, not just the physical product being sold.

Marketing through Word of Mouth using Electronics is a verbal and electronic reference activity that includes predetermined goals, searching for information, the selection process and a flow in post-purchase decision making by consumers who are identified with requests and contributing knowledge about a goods business on social media. In the ever-evolving digital era, word of mouth marketing has undergone a major evolution [10]. No longer limited to face-to-face conversations, word-of-mouth marketing now includes online reviews, recommendations on social media, and sharing experiences via digital platforms. People have become producers and consumers of content simultaneously, and this has changed the way brands interact with consumers.

Creating positive experiences that prompt consumers to discuss and share their brand experiences has become a central objective in many companies' marketing strategies. However, the fundamental question that needs to be answered is how the brand Gestalt concept influences word-of-mouth marketing practices and, more importantly, how it influences consumers' interest in returning to a particular restaurant or food and drink establishment.

This research aims to bridge this knowledge gap by examining the relationship between brand Gestalt concepts, word-of-mouth marketing, and consumers' interest in revisiting. It is hoped that the research results will provide in-depth insight into how food and beverage brands can utilize the brand Gestalt concept to increase consumer interest and build sustainable brand loyalty. This study will also consider moderating factors that may influence the relationship between brand Gestalt concepts and word-of-mouth marketing and revisit intention.

This research has significant relevance in informing marketing practices in the ever-changing food and beverage industry. With a better understanding of how brands can influence customer behavior, companies can design increasingly effective marketing plans to retain and attract customers. Moreover, the findings of this research can offer valuable guidance for small to medium-sized business owners in the food and beverage sector seeking to utilize their brand as a means for long-term growth and success.

It cannot be denied that the food and beverage industry is an integral part of everyday life. Restaurants, cafes and food stalls are places where we celebrate important moments, celebrate wins or just gather with friends and family. Therefore, understanding how brands play a role in these experiences and how brand Gestalt concepts can be used to create memorable experiences for consumers is essential. Ultimately, this research significantly contributes to understanding and enhancing business competitiveness in the continually expanding food and beverage sector.

Business actors in the food and beverage sector are not only concerned with all the menus provided, they must also be aware of the desires of each customer regarding the 4 dimensions of this brand gestalt. Brand gestalt itself has several dimensions, namely story, sensescape, servicescape and stalkholder. Of all the existing dimensions, the researcher intends to see whether each dimension has an influence on word of mouth marketing and the desire to revisit, especially in the four dimensions of story, sensescape, stalkholder and servicescape. These four dimensions are the main measurements of brand gestalt to see the influence of brand gestalt on word of mouth marketing and the desire to visit Jembali.

There have been many studies that have examined this brand gestalt, but still no one has seen the relationship or influence of this brand gestalt on word of mouth marketing and interest in returning visits. Therefore,

researchers want to see and want to research the influence of this brand gestalt on word of mouth marketing and desire to be confined again. It is hoped that from the results of this research we can see the influence of each of the variables above

It is hoped that the research findings will benefit individuals in the food and beverage industry, serving as reference material and providing insights for future related studies. Benefits for researchers as a means to provide knowledge, increase insight and skills in the field of writing scientific papers. Based on the background described above, this researcher seeks to identify the influence of brand gestalt on word of mouth marketing and the desire to revisit in the food and beverage sector. In more detail, this research or writing answers the following questions Does brand gestalt have an influence on word of mouth marketing?; Does brand Gestalt have an influence on interest in revisiting?.

2. Research Method

Word of mouth marketing is a strategy that is commonly used to market a business. This form of marketing is considered the most effective because it is a marketing promotion technique carried out by people closest to you so that it can create a sense of trust compared to promotions carried out by business owners. This is proven by the results of research conducted [11] which found that word of mouth marketing has a positive and significant impact on the brand image of Mie Sedap products in the Pamulang Community. In this research, it was found that with word-of-mouth marketing, brands can be remembered and talked about again by consumers.

Different research was conducted by Meidy [12], this research looked at electronic word of mouth marketing or what is known as e-WoM via Instagram social media on Hijup products, which was the first Muslim fashion style e-commerce that existed and had the most followers. This results in the fact that the quality and credibility factors of electronic word of mouth marketing do not get significant results for Hijub products because Instagram followers do not really pay attention to these two things. What has a positive influence is content from Instagram because it can encourage users to engage in electronic word of mouth marketing.

Another research conducted by Prayuga [13] found that word of mouth communication from electronic media had positive results. This research shows that there is an influence on beginners' stock investment decisions if communication through word-of-mouth marketing on electronic media is higher, and vice versa. The next research was conducted by Effendi [14] where of the 4 hypotheses related to word-of-mouth marketing, there were 2 hypotheses that were accepted and had a positive effect. The accepted hypotheses are food quality which is part of the customer satisfaction variable has a positive influence on word-of-mouth marketing and the value of the product which is part of

customer satisfaction has a positive influence on word-of-mouth marketing. Research conducted by Rahayu [15], this research was conducted in Indonesia, precisely in Sukabumi and gave the results that Word-of-Mouth Marketing has the result that customers are more likely to accept recommendations from suggestions and input from relatives or people they know because of their level of trust and taste, and interests that tend to be almost the same as well as experience factors that they want to feel based on the information they receive.

From previous research it can be concluded that word of mouth marketing is closely related to the best service provided by business owners to customers. The better our service, the more customers can show appreciation to others in the form of word-of-mouth marketing. There are several benefits that can be obtained from word-of-mouth marketing, namely Free promotion because the business owner no longer incurs marketing costs because customers promote to other people without being asked, Building a good name because customers are satisfied in using the business owner's products. This is proven by customers wanting to invite other people to use the business owner's product and the more recommendations there are, the better our product will be in society, Brands are more easily recognized by many people because our products are well known. This makes the products being marketed increasingly popular, and It is a reflection of service performance, where we must listen to the recommendations given by our customers so that we can improve the service and performance of business owners.

The definition of intention to revisit can be used from the concept of the desire to repurchase an item [16]. Therefore, the category of purchase interest can be applied to revisit interest. The definition of interest is encouragement that can inspire individuals to carry out their efforts [17]. Several studies have been carried out to find out things that can influence interest in returning to visit. One of them is an example of research conducted by Utami [18] to see the influence of tourist image and cultural values on tourists' interest in returning to visit. The research results showed that interest in returning to tourist areas was influenced indirectly by the tourist image. Another thing that has a positive influence on interest in visiting again is the icon of the tourist area. The higher the iconic value or characteristic of an area, the more it influences the interest in visiting again.

Other research was also conducted by Pratiwi [16], where it was found that there were several things that had a positive impact on interest in visiting again, namely the role of social media in a particular place, in this case the Gumuk Pasir Parangkusumo sandboarding, where promotions were increasing, and the presence of new information through social media means that visitors are increasingly interested in making return visits, the role of a tourism event where it can be concluded that the increasing number of

tourism events influences interest in returning to visit, and the role of service facilities at a tourist attractions, where interest in visiting has increased again along with the improvement in service facilities provided by tourist attractions.

Research conducted by Pakarti [19] supports the research described previously, where this research looks at City Branding and Tourism Events on the desire to visit again. From this research, it was found that variables from city branding provide a direct influence on the variable interest in returning to visit. This topic is proven by the brand "The Sunrise of Java" which can provide an experience for visitors to return to Banyuwangi. Another thing that has a positive impact on interest in visiting again is the existence of certain events in Banyuwangi Regency. Events can provide new experiences for visiting tourists and provide a positive image and can form intentions or interest in visiting again.

Through previous research, it can be concluded that interest in visiting again is something that is influenced by several factors, namely Travel Motivation or motivation to visit which is seen from the iconicity of a place or seen from city branding, Past Experience or tourist experience then it can give rise to the desire to visit again which can be seen from the events seen previously, Social Media Promotion or promotion on social media of a place providing new products at a place that has already been visited so that it can create a desire to visit return.

Brand Gestalt is a form of perception in a brand that can influence the views of a customer [20]. Another study saw that there was a gestalt approach taken at the Ades drinking water company [20]. This approach was taken to depict the Ades brand as environmentally friendly. There are several approaches taken, namely similarity where the image on the ads packaging has leaf elements, proximity where the proximity is in the shape of a leaf, and figure ground which produces a new shape in the form of a leaf inside a flower. This has an influence on customers' views, namely that Ades is an environmentally friendly beverage brand [8]. Gestalt can be felt by consumers through the unity of the elements of a brand. Furthermore, it is explained that the meaning of brand gestalt is the meeting between the offer (business actor) and the consumer (supply) as well as the environment, social and culture within the scope of the brand gestalt. Research conducted by this researcher found that there was a relationship that had a significant and positive influence between several brand gestalt dimensions, namely the servicescape dimension and customer satisfaction on the intention to repurchase.

Further research was conducted to see how brand gestalt has an influence on the desire to revisit [21]. The research carried out found that there was a positive and significant influence from the brand gestalt dimensions, in this case story, sensescape, storyscape and stakeholders, on the desire to visit again.

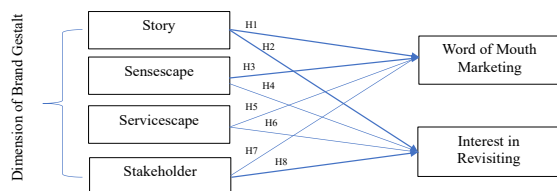


Figure 1. Research Hypothesis Model

Figure 1 is a research hypothesis model developed in this research. The hypothesis developed can be written as follows H1: There is an influence of Stories on Word-of-Mouth Marketing; H2: There is an influence of Stories on Interest in Revisiting; H3: There is an influence of Sensescape on Word-of-Mouth Marketing; H4: There is an influence of Sensescape on Interest in Revisiting; H5: There is an influence of Servicescape on Word-of-Mouth marketing; H6: There is an influence of Servicescape on Interest in Revisiting; H7: There is a Stakeholder Influence on Word-of-Mouth Marketing; H8: There is an influence of stakeholders on Interest in Revisiting.

The research we conducted focused on the food and beverage business sector, a sector that is the backbone of the economy in many countries. In this context, we understand that food and beverage businesses not only play an important role in providing food and drink to the community, but also have a significant impact on several environmental, social and cultural aspects. This research uses a descriptive research design [22]. Efforts to observe problems accurately, systematically regarding the reality or facts of the nature of the object of research is the definition of descriptive research. The reason this research uses a descriptive design is because this research aims to investigate various aspects in this sector, such as how the role of brand Gestalt influences word of mouth marketing and the desire to revisit each consumer, how the dimensions of Brand Gestalt influence each of the two variables. which exists.

Through this research, we hope to provide in-depth insights that can help entrepreneurs in the food and beverage sector to increase their business success, face evolving challenges, and contribute to the growth of this sector. Apart from that, we want to play a contributing role in the sustainable development of the food and beverage industry. This research is the first step in our efforts to explore and understand more deeply the food and beverage business sector which has an important role in modern society and the economy. We hope that the findings from this research will provide great benefits to entrepreneurs, governments and the public involved in this industry.

Sample refers to a selected part of the entire population that is the subject of research, and this includes several elements that reflect the characteristics, traits and variations that exist within that population. As a result, this sample will represent a portion of a larger population, allowing researchers to carry out analyzes and generalizations to the population based on the data obtained from the sample [23]. The sample in this

study was 175 which was obtained from the N5 formula which was multiplied by 35 indicators. the number of indicators multiplied by 5 [24,25]. This research uses a purposive sampling method. Purposive sampling is a method of collecting data which determines a sample that has been considered [26]. where data collection is distributed in a population and respondents are selected based on specified criteria, where the criteria are Consumers who have visited the food and beverage sector; Consumers aged 17-50; Consumers who have experience in the food and beverage sector.

This research uses primary data. Primary data is data obtained by researchers, directly from respondents. The data collection tool used in the research was in the form of a questionnaire. A questionnaire is an instrument for collecting data in the form of a collection of questions or written statements that are distributed to the population that is used as respondents to be answered [24]. The questionnaire in this research is divided into two parts. The first section contains information about the demographics of the respondents as well as instructions on how to fill out the questionnaire. The second part contains several statements given on a 7-point Likert rating scale, starting from the lowest level of disagreement to the highest level of agreement. The questions from this questionnaire were adopted from [27, 28] for the Brand Gestalt questionnaire adopted in another research [8]. To ensure this questionnaire is valid and reliable, we conducted a pilot study involving 50 different respondents from the main survey sample. The results of the pilot study were used to update and improve the questionnaire, considering input from respondents as well as input we received from several experts in the field of marketing and tourism. This helps ensure that the questionnaire is well-tailored to ensure the accuracy and quality of the data we collected in this study.

The distribution of questionnaires will be carried out in October and November 2023, distributed via online or Google form. We carried out this online collection in two methods. First, respondents filled out the questionnaire directly online and some filled out the questionnaire directly with the researcher. The data obtained from respondents will be tabulated per variable and added up to find out the total answers from each respondent. In the data collection process, researchers directly contacted potential respondents with a personal approach to ask for their consent to participate in the survey. Those who are willing will be sent a link to the questionnaire and will use influencers to share this questionnaire.

Data analysis begins by evaluating the completeness and suitability of the data through descriptive statistics in SPSS, ensuring that the data input is correct, the sample size is appropriate, and the data is input according to the scale. Structural equation modeling (SEM) was performed using SmartPLS. The analysis process involves tests of convergent validity, discriminant validity and variable reliability. The

structural model test was carried out using PLS Bootstrapping on SmartPLS, involving the significance test of path coefficients to evaluate the suitability of the empirical model to the theoretical one [29].

3. Result and Discussion

Based on the data in table 1, of the 175 respondents, the largest age group was 129 respondents (73.7%) aged 17-30, followed by 39 respondents (22.3%) aged 31-45 and the remaining 7 respondents (4.0%) aged 46-60. A total of 87 respondents (49.7%) were male and the remaining 88 were female (50.3%). Furthermore, of the 175 respondents, the majority came from Minahasa, 99 respondents (56.6%) followed by Manado, 22 respondents (12.6%), Tomohon, 12 respondents (6.9%), Bitung, 6 respondents (3.4%), Kotamobagu, 18 respondents (10.6%), and most recently Others amounted to 18 respondents (10.3%). Next, the first job of the respondents was 56 students (32.0%), those who worked in the private sector were 69 respondents (39.4%), those who were civil servants were 8 people (4.6%), 9 people were lecturers (5.1%), 9 respondents were doctors (5.1%), Entrepreneurs (6.9%) amounted to 12 respondents, and finally Others amounted to 18 respondents (10.3%). The education group begins with elementary-high school with 59 respondents (33.7%), bachelor's degree students being the most numerous, namely 99 respondents (56.6%) followed by magister degree students with 12 respondents (6.9%) and finally doctoral degree students with 5 respondents (2.9%).

Table 1. Demographic Table of Respondents

Variable	Levels	n	%
Age	17-30	129	73.7%
	31-45	39	22.3%
	46-60	7	4.0%
Gender	Man	87	49.7%
	Woman	88	50.3%
Domicile	Minahasa	99	56.6%
	Manado	22	12.6%
	Tomohon	12	6.9%
	Bitung	6	3.4%
	Kotamobagu	18	10.3%
	Other	18	10.3%
Type of work	Student	56	32.0%
	Private	69	39.4%
	civil servants	8	4.6%
	Lecturer	9	5.1%
	Doctor	3	1.7%
	Businessman	12	6.9%
	Other	18	10.3%
	elementary-high		
Education	school	59	33.7%
	S1	99	56.6%
	S2	12	6.9%
	S3	5	2.9%

Descriptive data shows that the Story variable has a Mean of 6.15, exceeding the Standard Deviation of 1.13, indicating homogeneity and the absence of large gaps in the Story variable. Other variables, such as Sensescape, Serviscape, Stakeholder, WOM, and Revisit Intention, also have means that exceed the Standard Deviation, leading to similar conclusions.

Table 2. Descriptive Statistics

	N	Min	Max	Mean	Std. Dev
Story	175	1	7	6.15	1.13
Sensescape	175	1	7	6.19	1.08
Servicescape	175	1	7	6.25	1.03
Stakeholders	175	4	7	6.51	0.75
WOM	175	1	7	6.36	0.92
Revisit Intention	175	1	7	6.17	1.16

Before undergoing structural model or hypothesis testing, the initial step is to assess the measurement model. The focus is to test the validity and reliability of certain variables, such as Brand Gestalt which consists of 4 indicators, Word of Mouth Marketing, and Willingness to Revisit. In the measurement model analysis, the Partial Least Square (PLS) method was used with the help of SmartPLS 3.2 software. The results of the initial stage show that most of the 35 indicators meet validity standards with factor loading values above 0.70. However, one indicator of the Brand Gestalt variable, namely servicescape (Serve1), has a factor loading below 0.70, indicating an unsatisfactory level of validity. Therefore, this indicator was removed from further analysis in the second stage of the measurement model.

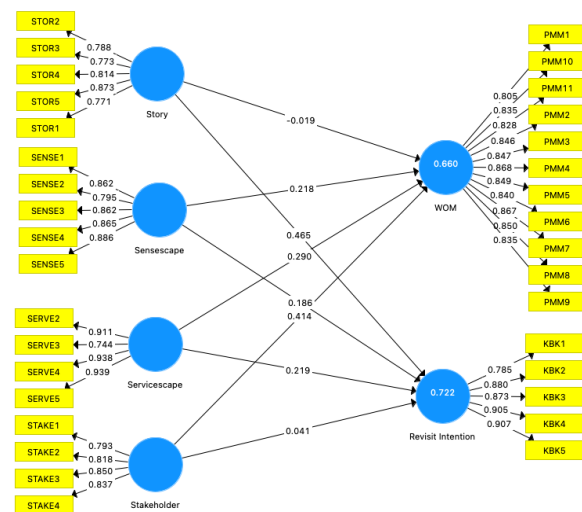


Figure 2. Measurement Model

After removing the Serve1 indicator, the results of the second stage of measurement model testing show that the factor loading values for all indicators have exceeded 0.7. Therefore, convergent validity for all variables in this study has been met.

Table 3. Measurement Model Test Results (Factor Loading)

Variables	Indicators	Factor Loading
Revisit Intention	KBK1	0.79
	KBK2	0.88
	KBK3	0.87
	KBK4	0.91
	KBK5	0.91
WOM	PMM1	0.81
	PMM10	0.84
	PMM11	0.83
	PMM2	0.85
	PMM3	0.85
	PMM4	0.87
	PMM5	0.85
	PMM6	0.84
	PMM7	0.87
	PMM8	0.85
PMM9	0.84	
Sensescape	SENSE1	0.86
	SENSE2	0.80
	SENSE3	0.86
	SENSE4	0.87
	SENSE5	0.89
Servicescape	SERVE2	0.91
	SERVE3	0.74
	SERVE4	0.94
	SERVE5	0.94
Stakeholders	STAKE1	0.79
	STAKE2	0.82
	STAKE3	0.85
	STAKE4	0.84
Story	STOR2	0.79
	STOR3	0.77
	STOR4	0.81
	STOR5	0.87
	STOR1	0.77

The discriminant validity test within the framework of this research involves evaluation by considering several criteria, including the Fornell-Larcker Criterion, cross loading, and Heterotrait-Monotrait Ratio. In the Fornell-Larcker Criterion validity test, the initial step is carried out by comparing the square root of the Average Variance Extracted (AVE) for each variable with the correlation between the variables in the model. Discriminant validity is considered to be achieved when the square root value of AVE exceeds the correlation between different variables. Table 4 shows the results of the Fornell-Larcker Criterion validity test in this study, with the correlation values between variables and the square root of AVE located on the diagonal of the table.

Table 4 Fornell-Larcker Criterion

N o	Keterangan	1	2	3	4	5	6
1	Revisit Intention	0.87					
2	Sensescape	0.81	0.86				
3	Servicescape	0.74	0.85	0.89			
4	Stakeholders	0.66	0.72	0.61	0.83		
5	Story	0.82	0.88	0.74	0.75	0.81	
6	WOM	0.84	0.75	0.71	0.73	0.69	0.84

Variable reliability testing in the context of this research was carried out through analysis of Cronbach's alpha, composite reliability, and AVE values. A variable is considered reliable if the Cronbach's alpha value exceeds the limit of 0.7, composite reliability exceeds 0.70, and the Average Variance Extracted (AVE) reaches 0.50. Details of the reliability test

results for the six indicators are presented in Table 5 below.

Table 5. Results of the Reliability Testing

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Revisit Intention	0.92	0.92	0.94	0.76
Sensescape	0.91	0.91	0.93	0.73
Servicescape	0.91	0.91	0.94	0.79
Stakeholders	0.84	0.85	0.90	0.68
Story	0.86	0.87	0.90	0.65
WOM	0.96	0.96	0.96	0.71

From the results in Table 5, each indicator shows a value that exceeds the recommended minimum limit. Variable testing shows that the Cronbach's alpha value for all variables exceeds 0.70, composite reliability is above 0.70, and AVE is above 0.50. Therefore, it can be concluded that the reliability of all variables in this study is classified as good.

After testing validity and reliability at the measurement model stage and ensuring that all indicators meet the established standards, the next step is testing the structural model. At this stage, the aim is to test the validity of each hypothesis in the research. Structural model testing, or hypothesis testing, is carried out by evaluating the significance of the path coefficients using the PLS Bootstrapping method in SmartPLS statistical software. The results of testing this structural model are shown in Figure 2 listed below.

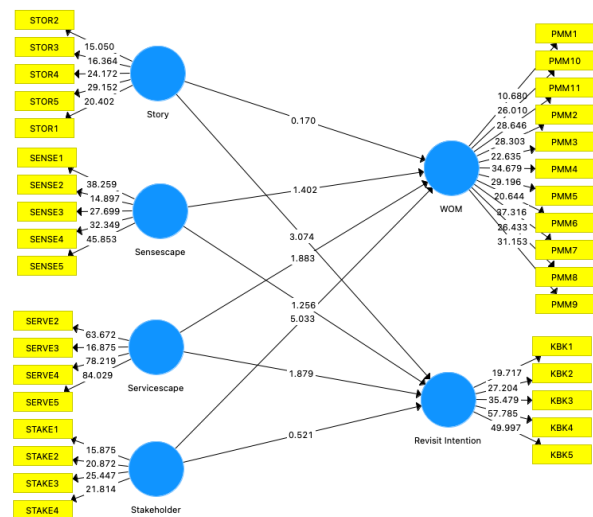


Figure 3. Results of the Structural Models PLS Bootstrapping

The results of structural model testing are presented briefly in Figure 2 and Table 6. These findings provide support for the two hypotheses in this research. Regarding the first hypothesis (H1), the analysis shows that the Story variable does not have a significant influence on Word-of-Mouth Marketing ($\beta=-0.05$, p-value <0.865). Meanwhile, testing the second hypothesis (H2) shows that there is a positive and significant influence of the Story variable on Interest in Returning ($\beta=0.05$, p-value <0.002). Testing the third hypothesis (H3) shows that the sensescape variable does not have a significant influence on Word-of-Mouth Marketing ($\beta=0.05$, p-value <0.161). The results of testing the fourth hypothesis (H4) show an insignificant influence of the Sensescape variable on Intention to Revisit ($\beta=0.05$, p-value <0.21). Testing the fifth hypothesis (H5) shows an insignificant effect of the Servicescape variable on Word-of-Mouth Marketing ($\beta=0.05$, p-value <0.06). Furthermore, the results of testing the sixth hypothesis (H6) show an insignificant influence of the Servicescape variable on Intention to Revisit ($\beta=0.05$, p-value <0.161). The seventh hypothesis (H7) shows a positive and significant influence of the Stakeholder variable on Word-of-Mouth Marketing ($\beta=0.05$, p-value <0). Meanwhile, testing the eighth hypothesis (H8) showed an insignificant effect of the Stakeholder variable on Intention to Revisit ($\beta=0.05$, p-value <0.603).

The purpose of this research is to see the influence of brand gestalt variables, especially the four dimensions, namely (story, sensescape, servicescape, stakeholders) on word-of-mouth marketing and interest in returning visits. To answer the objectives of this research, the researcher developed eight hypotheses (H1-H8). These hypotheses were tested using SmartPLS. Data collection in this research is through the form of questions which have been adopted as a questionnaire.

The first hypothesis (H1), which states that the Story variable does not have a significant influence on Word-of-Mouth Marketing, may be explained through several considerations. Analysis that shows the insignificance and non-positivity of the Story variable towards Word of Mouth Marketing can come from several factors which show that tourism storytelling has a significant effect on stories because the things they get [30] can describe experiences that can be retold, this is not in line with this research because word of mouth marketing in this research has had a variety of experiences in this research sector.

The second hypothesis (H2), which states that there is a positive and significant influence of the Story variable on Interest in Returning, provides an indication that stories applied in a marketing context have a strong impact on customers' interest in returning to visit. The results are in line with other research which found that stories have a significant effect on customer satisfaction, where when customer satisfaction is achieved there will be intention and interest in visiting again [8].

The third hypothesis (H3), which states that the Sensescape variable does not have a significant influence on Word-of-Mouth Marketing, can be interpreted through several considerations. The analysis that shows the significance of Sensescape on Word-of-Mouth Marketing can come from several factors, the same as other research which states that it is significant because this research presents positive impressions from visitors because of the destination visited [30], while this research is not significant because of the sector studied. too broad and big, resulting in a variety of experiences.

Testing the fourth hypothesis (H4) which shows an insignificant influence of the Sensescape variable on Interest in Returning, provides an indication that the sensory elements implemented do not significantly influence customers' interest in returning to visit. This is not in line with other research whose results found a significant influence of sensescape on the desire to visit again [21], this is not in line with the research conducted because this research relates to a large sector so that in the research location the desire to visit again is lower because Visitors are more inclined to experience new things.

Testing the fifth hypothesis (H5) which shows an insignificant influence of the Servicescape variable on Word-of-Mouth Marketing provides insight that aspects of the service environment may not have a significant impact on word of mouth. Several factors could be the cause of these results not being in line with other research which states that Servicescape has a positive effect on intention to revisit [21]. This research is not in line because interest in visiting also does not have a significant influence in similar studies because the lack of interest in returning to visit is also influenced by word-of-mouth marketing which also has no significant influence.

The results of testing the sixth hypothesis (H6) which shows an insignificant influence of the Servicescape variable on Intention to Revisit provides additional understanding regarding the impact of the service environment on customers' intention to return. This answer is not in line with other research which states that servicescape on repurchase intention produces a significant influence [8]. In this research the results are not consistent because it covers a large industry, so customers get different services in each place.

The results of testing the seventh hypothesis (H7) which shows a positive and significant influence of the Stakeholder variable on Word-of-Mouth Marketing provides an indication that stakeholder involvement and support has a significant impact on word of mouth. Several factors can be identified to explain these results. Stakeholder involvement can create strong support for a particular business or product. This is the same as other research which states that stakeholders have positive potential to develop interest in visiting MSMEs [30], so it can be concluded that this research is in line because it utilizes stakeholders in word-of-mouth marketing.

The results of testing the eighth hypothesis (H8) which shows an insignificant influence of the Stakeholder variable on Intention to Return to Visit provide information that can be analyzed further to understand the dynamics of the relationship between stakeholder involvement and customer intention to return. Several aspects can be identified to explain these results which can be seen also in other studies whose results are in line with no significant effect [21].

4. Conclusion

This research shows that stories have a significant influence on customers' interest in returning to visit, but this is not the case for other dimensions such as sensescape and servicescape. Sensory experience and service environment did not significantly influence word-of-mouth marketing or revisit interest. However, support from stakeholders, such as involvement and support from business related parties, shows a positive and significant influence on word-of-mouth marketing. This highlights the importance of stakeholder involvement in supporting a particular business or product, which can influence word of mouth and customer loyalty. In conclusion, this research provides valuable insight into how brand gestalt variables influence consumer behavior, but still requires further research to understand the deeper and more contextual relationships between them.

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