

Social Media Marketing as a Key Determinant of Brand Gestalt and Brand Personality

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Abstract

Purpose: This study aims to explore the relationship between social media marketing (SMM), brand personality, and brand gestalt, with a particular focus on the mediating role of brand gestalt among.

Methodology: The research was conducted among 232 customers of Starbucks Indonesia, utilizing a quantitative descriptive approach. The Structural Equation Modelling (SEM) method was employed, with data analysis carried out using the SmartPLS statistical program.

Results: The study found that SMM has a positive and significant impact on the dimensions of brand gestalt, namely story, sensescape, servicescape, and stakeholders. These dimensions, in turn, significantly influence brand personality. Additionally, the brand gestalt dimensions fully mediate the relationship between SMM and brand personality.

Conclusions: This study aims to examine the impact of social media marketing on brand personality, with brand gestalt serving as a mediating variable, focusing on Starbucks consumers in Indonesia.

Limitations: The study is limited by its focus on Starbucks Indonesia customers, which may affect the generalizability of the findings to other brands or regions.

Contribution: The study is one of the first empirical works to integrate social media marketing, brand personality, and brand gestalt. It offers valuable insights for practitioners on how to effectively leverage SMM and brand gestalt to shape brand personality.

Keywords: *Brand Gestalt, Brand Personality, Social Media Marketing.*

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1. Introduction

Technological advancements, particularly the internet, have profoundly transformed how people go about their daily lives. Social media, as a key facet of the internet, has revolutionized the way we receive information and interact with others (Humphreys, 2022). According to data from Statista (2022), as of April 2022, there were 4.7 billion social media users, representing 59% of the global population, with projections indicating continuous growth. The use of social media in business has been recognized for its positive impact, particularly in effectively introducing and marketing products (Abdul Wahab, Nayan, & Cheah, 2020). Through social media, consumers can share their experiences with a brand's products, which can serve as a valuable reference for others considering purchasing from the same brand (Farzin et al., 2022). Engaging audiovisual content on social media is also regarded as an effective means of communication between brands and consumers (Asikin & NurShyfa, 2023; Nicolaou, 2022).

In addition to its effectiveness, social media marketing offers lower costs compared to traditional marketing methods, making it an attractive option for businesses across various industries, including

the food and beverage sector. In this industry, social media marketing plays a critical role in fostering relationships between brands and consumers, enhancing customer trust and loyalty (Attar, Amidi, & Hajli, 2023; Waworuntu, Mandagi, & Pangemanan, 2022). Consequently, it is crucial to understand the implications of social media marketing, especially within the food and beverage industry.

One of the most popular segments within the food and beverage industry, appealing to a broad demographic, is coffee shops. The appeal to younger generations lies in their preference for gathering and studying in comfortable coffee shop environments that offer delicious food and beverages, fast and reliable internet, and aesthetically pleasing settings suitable for social media sharing (Priyanti & Kumalasari, 2022). Older generations also find coffee shops appealing as venues for socializing, conversing, and working. Previously, coffee consumption was primarily associated with older adults seeking energy for work, but it has now evolved into a lifestyle choice (C. Tania & Hurdawaty, 2022). The coffee industry in Indonesia has grown significantly; in 2019, the number of coffee shops nearly tripled compared to 2016, and the industry was projected to grow by 15% in 2020 (Prasetyo, 2020). Additionally, Modjo, Anugrah, and Ahmad (2022) noted that coffee shops have become a highly popular business venture among young entrepreneurs. The growth of the coffee shop industry signals strong consumer interest, not only in the beverages and food offered but also in the overall atmosphere of these establishments.

Starbucks is one of the most renowned and largest coffee shop chains globally, offering a diverse and unique menu. With more than 170,000 possible beverage combinations tailored to individual preferences, including options for milk, whipped cream, espresso shots, and sugar levels (Bussing-Burks, 2022), Starbucks operates over 33,000 stores worldwide as of 2022 (Statista, 2022). Starbucks adopts the "Third Space" concept, aiming to establish itself as not just a place to drink coffee, but as the third most comfortable space after home and work (Johnson, 2020). Research by Tian (2022) found that all five dimensions of experiential marketing positively influence customer satisfaction at Starbucks, indicating the brand's success in creating a positive impression across various aspects, particularly in providing excellent service and a comfortable environment.

Brand personality refers to the set of human characteristics associated with a brand, which is crucial in enhancing brand equity (Davies et al., 2018). While a well-crafted brand personality can lead to a brand's success, it can also damage the brand's image if not managed properly. Research shows that 57.5% of customers are inclined to purchase from brands with strong personalities, 29.9% are indifferent, and the remainder tend to avoid brands with strong personalities (Strouther, 2020). Brand personality significantly influences consumer purchasing decisions (Amanah, 2022). Thus, it is essential to understand brand personality to effectively select and build one that accurately represents the brand. According to (Agustina & Wibawa, 2023), brand personality comprises five dimensions: excitement, competence, ruggedness, sophistication, and sincerity. Starbucks is characterized by dimensions of excitement, sincerity, competence, and sophistication (Lin & Huang, 2012; Udomkit & Mathews, 2015). To accommodate diverse consumer preferences and personalities, Starbucks offers a wide range of coffee options, from traditional black coffee to uniquely flavored beverages like the pumpkin spice latte (Buesnel, 2021).

Brand gestalt is a concept that views a brand as a holistic entity composed of various elements (Diamond et al., 2009). It comprises four key dimensions: story, sensescape, servicescape, and stakeholders, which consumers perceive as an integrated whole (Mandagi & Centeno, 2024; Mandagi & Centeno, 2021). Tian (2022) noted that Starbucks creates a comfortable experience for consumers through its visual elements, aroma, and atmosphere. Moreover, the behavior and attitude of the staff, along with the quality of service provided, are critical factors in shaping consumer perceptions of the Starbucks brand (Ren, Choe, & Song, 2023). Starbucks also enhances its brand perception through storytelling, such as the campaign "A little kindness is never really little," which highlights the stories behind handwritten notes from baristas to customers on cup sleeves (Starbucks, 2023). Given the multiple dimensions that shape consumer perceptions of a brand, research employing brand gestalt theory is necessary to gain a deeper understanding of each dimension.

However, most studies on brand gestalt focus on the context of destination marketing. Additionally, research connecting brand gestalt with social media marketing is relatively limited (Mandagi, 2023; Mandagi & Aseng, 2021; Siddik, Mandagi, & Lelengboto, 2022). Furthermore, studies examining the interplay between brand gestalt, social media marketing, and brand personality are scarce, particularly within the food and beverage industry. It is imperative to understand the interrelationship between brand gestalt, social media marketing, and brand personality to leverage these variables in creating a strong and appropriate brand image.

This study aims to contribute to the literature by exploring the relationship between social media marketing, brand gestalt, and brand personality. Specifically, it seeks to address how social media marketing impacts brand personality, with brand gestalt serving as a mediating variable, particularly in the context of the food and beverage industry, exemplified by Starbucks, one of the world's largest coffee shop chains. The findings from this research will be valuable for Starbucks in refining its business strategies and will also provide insights for other coffee shop businesses regarding the effectiveness of social media marketing and the use of brand gestalt in shaping brand personality.

2. Literature review and hypotheses development

2.1 Social Media Marketing

According to Kotler and Keller (2016), social media serves as a platform for sharing information in various formats, including text, images, audio, and video. Hollensen (2015) further elaborates that social media represents technology that relies on the internet and functions as a medium for widespread online word-of-mouth (eWOM) conversations, facilitated through websites, blogs, and discussion boards. In contrast, social media marketing is defined as a marketing tool that utilizes social media to enhance interaction between brands and consumers (Banjarnahor et al., 2022). Social media marketing also plays a crucial role as a platform for promotion and information sharing, contributing to increased sales (Suryadi & Yani, 2020; Warbung, Wowor, Walean, & Mandagi, 2023). Additionally, the application of social media marketing is not confined to a single method; rather, it encompasses various approaches tailored to the brand's goals and objectives (F. Li, Larimo, & Leonidou, 2021).

The low cost yet high effectiveness in reaching consumers has made social media marketing highly appealing (Infante & Mardikaningsih, 2022). Besides being cost-effective, social media marketing is considered essential due to its ability to shape consumer perceptions of a brand (F. Li, Larimo, & Leonidou, 2023; Sijabat, Rantung, & Mandagi, 2022). Moreover, social media marketing is a critical factor due to its significant influence on the formation of brand awareness, which, in turn, can affect consumers' purchase intentions (Angelia & Widjaja, 2024; S. Tania, Listiana, & Afifah, 2023).

Feedback obtained through social media marketing is also invaluable for companies in decision-making processes, serving as a reference for product development. Additionally, positive consumer reviews can influence other consumers' purchasing decisions (Evans & McKee, 2021). Based on previous research conducted on coffee shop businesses, social media marketing has been shown to be crucial in fostering consumer trust, which in turn helps establish brand loyalty (Ibrahim, Aljarah, & Sawaftah, 2021; Nugraha & Adialita, 2021; Risal et al., 2024). Furthermore, promotions and positive reviews of coffee shops via social media have been proven to significantly impact consumers' decisions to purchase coffee (Dilasari & Yosita, 2022). In the context of coffee shop businesses, social media marketing can assist in showcasing the brand's unique qualities and strengths, as well as in building a brand personality that is widely recognized and acknowledged (Sungkono, Hamzah, Toruan, & Tryarno, 2022).

2.2 Brand Personality

Brand personality is a metaphor for human characteristics that are adapted to a brand (Davies et al., 2018). There are five dimensions of brand personality: Competence, characterized by reliability and trustworthiness; Sincerity, associated with simplicity and humility; Excitement, embodying enthusiasm and imaginative potential for novelty; Sophistication, linked to exclusivity, often shaped by high social status; and Ruggedness, which represents a product's durability (Llanos-Herrera & Merigo, 2019; Davies et al., 2018). Many people still struggle to differentiate between brand image and brand personality. Brand image refers to an individual's perception of a brand based on personal experiences

or reviews from others, while brand personality refers to a brand's distinctive traits, personified in human characteristics (Lee, Leung, & Zhang, 2000; Lumeno & Yusrin, 2024).

Brand personality exerts a significant influence on consumer behavior and the relationship between consumers and the brand (Ghorbani, Karampela, & Tonner, 2022). It is crucial in portraying the character of a particular brand or company and can foster an emotional connection between the brand and its consumers (Pamuksuz, Yun, & Humphreys, 2021). Social media is commonly utilized by companies as a platform to showcase their brand personality and as a space where consumers interact and discuss a brand's personality, often through reviews or testimonials. In today's globalized era, cultivating a strong brand personality is essential for distinguishing oneself from competitors and can serve as a key competitive advantage (Baştuğ, Şakar, & Gülmez, 2020).

Research on coffee shop businesses, both domestically and internationally, underscores the importance of brand personality. It is used to differentiate a brand from its competitors and can be a critical factor in gaining consumer trust and encouraging purchase decisions (Halim, Maulana, Hidayanti, & Batu, 2021). This differentiation is what sets one coffee shop apart from its competitors, even when offering the same product, such as coffee. A well-developed brand personality can lead consumers to consider purchasing from us when they want coffee, and it may even turn them into loyal customers (Hasyim & Kuswarini, 2020).

2.3 Brand Gestalt

Gestalt theory, originating from psychology, posits that the human brain does not interpret elements in isolation but rather perceives them as a unified whole (Koffka, 2013). This implies that an individual's perception is influenced by a combination of various aspects. Building on this theory, Diamond et al. (2009) introduced the concept of brand gestalt, suggesting that brand perception is formed through the synergy of multiple elements, ultimately shaping consumer perception of the brand. Brand gestalt is considered crucial because it provides a comprehensive view of the factors influencing a brand's image in the eyes of consumers. Previous research has demonstrated that brand gestalt positively impacts brand attachment and brand loyalty in the context of tourism destinations (Mandagi, Rampen, Soewignyo, & Walean, 2024)(Mandagi et al., 2022;) and is effective in creating favorable brand perceptions for tourism festival events (Mandagi & Aseng, 2021). Despite the positive effects that brand gestalt can have on a brand, there remains a lack of research on brand gestalt, particularly outside the tourism industry. Understanding how brand perception is formed is essential for building a strong brand image across all industries.

Furthermore, Mandagi and Centeno (2021) describe four dimensions that influence brand gestalt: story, sensescape, servicescape, and stakeholders. These dimensions are highly relevant to this research. The first dimension, story, emphasizes the importance of the narrative behind a brand, making it easier for consumers to recognize and connect with the brand (Júnior, Limongi, Lim, Eastman, & Kumar, 2023). The second dimension, sensescape, highlights those activities engaging the five senses create consumer experiences that shape brand perception (Z. Li, Zhang, Zhang, & Liu, 2023). The third dimension, servicescape, underscores the impact of the physical environment and atmosphere created by a brand, which can enhance brand perception and foster consumer loyalty (Siswanto & Belgiawan, 2023; Walewangko, Mandagi, & Indrajit, 2024). Finally, the stakeholder dimension focuses on the influence of others in shaping a brand's image, where word-of-mouth about brand-related experiences can significantly affect others' perceptions of the same brand (Armawan, Sudarmiatin, Hermawan, & Rahayu, 2023).

2.4 Hypotheses development

Establishing a connection between a brand and its consumers is crucial, as this relationship significantly shapes consumers' perceptions of the brand (Cid, Blanchet, Robichaud, & Kinuani, 2022). Brand gestalt is a concept that views a brand holistically, as a combination of various dimensions that collectively form a perception of the brand. These dimensions include story, sensescape, servicescape, and stakeholders (Mandagi & Centeno, 2021). Social media marketing activities are considered an effective means of fostering the relationship between a brand and its consumers, thereby shaping the brand's

image or perception in the consumer's mind (Ibrahim & Aljarah, 2023). Based on the aforementioned theories, it can be inferred that positive consumer responses to social media marketing will likewise positively impact the brand gestalt, which perceives the brand in a holistic manner. Therefore, the following hypothesis is proposed:

- H1a: SMM has a positive effect on the story dimension, such that consumers' positive attitudes towards SMM activities foster favorable perceptions of the story dimension.
- H1b: SMM has a positive effect on the sensescape dimension, such that consumers' positive attitudes towards SMM activities cultivate favorable perceptions of the sensescape dimension.
- H1c: SMM has a positive effect on the servicescape dimension, such that consumers' positive attitudes towards SMM activities enhance favorable perceptions of the servicescape dimension.
- H1d: SMM has a positive effect on the stakeholder dimension, such that consumers' positive attitudes towards SMM activities lead to favorable perceptions of the stakeholder dimension.

A strong and favorable brand personality on social media can significantly enhance brand equity and influence consumer purchasing decisions (Yulianto, Sutomo, Palupiningtyas, & Nugraheni, 2022). Social media exerts a positive impact on consumers' perceptions of a product's brand personality (Peco-Torres, Polo-Peña, & Frías-Jamilena, 2021). Consumers frequently share their opinions or experiences regarding a brand on social media, which in turn affects the brand personality of the product (Attor, Jibril, Chovancova, Korantwi-Barimah, & Adzovie, 2021). Based on these considerations, the following hypothesis is proposed:

- H2: SMM has a positive impact on brand personality, suggesting that a favorable SMM strategy will contribute to an enhancement in brand personality attributes.

This research also examines the relationship between brand gestalt and brand personality. Brand gestalt comprises four crucial dimensions: story, sensescape, servicescape, and stakeholder. Evidence suggests that brand gestalt enhances trust and loyalty towards a brand while preserving its uniqueness (Mandagi & Centeno, 2021). Furthermore, developing a unique and appropriate brand personality can serve as a distinguishing factor from competitors (Baştuğ et al., 2020). Brand gestalt positively influences consumer loyalty towards the brand (Mandagi, 2023), while brand personality is closely related to brand loyalty (Omar, 2020). Based on these previous theories, the following hypothesis is proposed:

- H3a: The story dimension positively affects brand personality, such that consumers' favorable attitudes towards the story dimension contribute to a positive perception of the brand personality.
- H3b: The sensescape dimension positively affects brand personality, such that consumers' positive attitudes towards the sensescape dimension foster a favorable perception of the brand personality.
- H3c: The servicescape dimension positively affects brand personality, so that consumers' positive attitudes towards the servicescape dimension lead to an enhanced perception of the brand personality.
- H3d: The stakeholder dimension positively affects brand personality, with consumers' positive attitudes towards the stakeholder dimension shaping a favorable perception of the brand personality.

Brand gestalt is identified as the representation of the elements that shape consumer perception of a brand (Diamond et al., 2009). Meanwhile, social media marketing has a positive influence in aiding the development of consumer perceptions regarding brand personality (Peco-Torres et al., 2021). The aggregate information derived from social media marketing contributes to shaping consumer perceptions, which ultimately forms the brand personality in the minds and thoughts of consumers. Based on this assumption, the following hypothesis is proposed:

- H4a: The story dimension mediates the relationship between social media marketing (SMM) and brand personality, such that a more favorable consumer perception of the story dimension strengthens the impact of SMM on brand personality.

- H4b: The sensescape dimension mediates the relationship between SMM and brand personality, with more positive consumer perceptions of the sensescape dimension enhancing the effect of SMM on brand personality.
- H4c: The servicescape dimension mediates the relationship between SMM and brand personality, so that more favorable consumer perceptions of the servicescape dimension intensify the influence of SMM on brand personality.
- H4d: The stakeholder dimension mediates the relationship between SMM and brand personality, implying that more positive consumer perceptions of the stakeholder dimension amplify the effect of SMM on brand personality.

The relationships between the research variables and the associated hypotheses to be tested are summarized in the figure below:

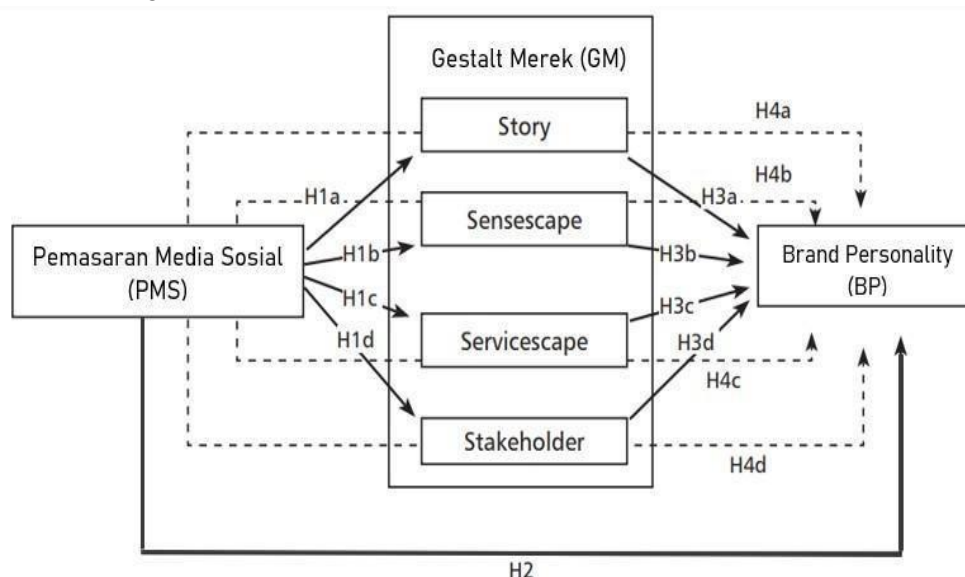


Figure 1. Conceptual framework
Source: Researchers

3. Research method

3.1 Research design

This research aims to empirically test a theoretical model that elucidates the relationship between social media marketing and brand personality, with brand gestalt serving as a mediator, within the context of Starbucks Indonesia. To achieve this, a quantitative descriptive method was employed. According to Ramdhan (2021), quantitative descriptive research is a systematic investigation of a phenomenon or relationship using mathematically measurable data. Specifically, data collection was carried out through surveys, and structural equation modeling (SEM) was utilized for data analysis.

3.2 Population and sample

Population refers to the entire set of objects within a research scope that constitutes the focus and data source of the study due to its distinctive characteristics (Hernaeny, 2021). In this research, the population consists of Starbucks customers in Indonesia. The choice of Starbucks as the focus of this study is due to its established strong brand image in the Indonesian coffee shop industry. Sampling involves selecting a subset of the population to represent the whole population for the purpose of research (Hernaeny, 2021). For this study, the purposive sampling method was employed. Purposive sampling involves selecting samples based on criteria predetermined by the researcher (Hernaeny, 2021). The criteria used in this study are respondents who are customers of Starbucks Indonesia, who have made at least five purchases of Starbucks products, and who have followed at least one of Starbucks Indonesia's social media accounts for a minimum of one month. The minimum sample size for this study is 230 respondents, determined using the N5 formula, which is the number of indicators in the questionnaire multiplied by 5 (Hair Jr, Hair Jr, Sarstedt, Ringle, & Gudergan, 2023).

3.3 Data dan instrumentation

In this research, primary data was utilized, as Chandra and Priyono (2023) indicate that primary data refers to information collected directly from sources by the researcher. The data collection instrument chosen for this study is the questionnaire. A questionnaire is a data collection tool that consists of a series of questions or statements designed to gather information from respondents (Chandra & Priyono, 2023). The research questionnaire is divided into two sections: the first section collects demographic information, including age, gender, city of residence, and occupation; the second section comprises indicators related to the research variables.

In the second section, the questionnaire includes 46 indicators, divided into 7 statements concerning social media marketing variables, adapted from Kim and Ko (2012). Additionally, there are 20 statements related to the four dimensions of brand gestalt, drawn from the studies by Mandagi and Centeno (2021) and Mandagi and Aseng (2021). Finally, there are 19 statements regarding brand personality, based on Aaker research in 1997. A Likert scale was used in the questionnaire, ranging from 1, which indicates "strongly disagree," to 7, which indicates "strongly agree."

3.4 Data collection precedure

The initial phase of the data collection procedure involves preparing the questionnaire instrument. This phase entails conducting a literature review of prior research to identify relevant indicators aligned with the study's variables. Once the indicators are gathered, minor adjustments are made to tailor them to the specific context of this research. Subsequently, these statements are inputted into Google Forms, which serves as the medium for conducting the survey.

In the second phase, the Google Forms link is distributed to the target respondents. The introduction of the Google Form includes a detailed explanation of the respondent criteria and instructions for completing the form to facilitate ease of completion and minimize confusion. This ensures that respondents provide valid answers. Once all responses are collected, they are submitted.

The final step involves a thorough review of the collected data in Google Sheets to verify the number of completed questionnaires and their completeness. The cleaned data is then exported into SPSS and SmartPLS software for further analysis.

3.5 Data analysis

In this study, SPSS and SmartPLS software were employed for data analysis. SPSS was utilized for demographic analysis, while SmartPLS was used for Structural Equation Modeling (SEM). SEM was chosen because it allows for the examination of relationships among multiple variables and the testing of these interrelationships (Hair Jr et al., 2023). The first step in the data analysis phase involved descriptive analysis to characterize the sample, including variables such as age, gender, city of residence, and occupation. This was accomplished using SPSS software.

The second stage involved assessing the reliability and validity of the measurement model using SmartPLS. This was achieved by evaluating factor loadings, convergent validity, and construct validity. Factor loadings indicate the relationship between questions or indicators and the underlying variable. Additionally, factor loadings are used to test convergent validity; a loading factor above 0.7 is considered to pass the test (Hair Jr et al., 2023). Construct validity was assessed using the Fornell-Larcker criterion, which involves comparing the square root of the Average Variance Extracted (AVE) for each variable with the correlations between that variable and others. For discriminant validity, correlations among variables should be less than the square root of the AVE.

Following the reliability and validity tests, hypothesis testing was conducted using the structural model. The PLS Bootstrapping feature in SmartPLS was employed to test the structural model by examining the significance of path coefficients. The hypothesis testing involved evaluating significance values of path coefficients as the first step and assessing the goodness-of-fit of the model as the second step, which aimed to evaluate the overall measurement model.

4. Results and discussion

4.1 Respondents demography

Respondents who participated in this study were 232 people. Based on table 1 which contains demographic information from respondents, it can be seen that the criteria for participating respondents are divided into the following; for gender dominated by female respondents as many as 142 people (61.2%) then male respondents as many as 90 people (38.8%), for the age group that dominates the sample of this study, namely 21-30 years old as many as 182 people (78.3%), based on the city of domicile, most of the respondents of this study live in the Jakarta area, namely 89 people (38.5%). Respondents of this study have various occupations but the most dominant is private employees as many as 148 people (63.8%) followed by students with a total of 31 people (13.4%).

Tabel 1. Respondents demography

Variable	Level	n	%
Gender	Male	90	38.8
	Female	142	61.2
Age	<20	14	6.4
	21-30	182	78.3
	31-40	24	10.3
	41-50	7	3
	>50	5	2
City of domicile	Jakarta	89	38.5
	Jawa Barat	61	26.5
	Jawa Timur	8	3.7
	Sulawesi Utara	51	21.9
	Jawa Tengah	5	2.1
	Bali	5	2.1
	Others	12	5.2
Occupation	Government employee	4	1.7
	Unemployed	5	2.2
	Physician	3	1.3
	Freelance	8	3.4
	Teacher	5	2.1
	Private employee	148	63.8
	Student	31	13.4
	Entrepreneur	19	8.2
	Other	9	3.9

Source: Results of the SPSS Analysis

4.2 Descriptive statistic

Table 2 shows that the number of respondents collected is 232 respondents with answers to each variable from a scale of 1-7. It can also be seen that the servicescape and stakeholder variables have the highest average scores of 6.37 and 6.08 which indicate that respondents perceive positive involvement in these variables. Moreover, the PMS, story and sensescape variables have a value of 5.72, 5.28 and 5.24 respectively, which shows that respondents have a fairly positive perception of the social media marketing efforts, stories and experiences provided by Starbuck Indonesia. Meanwhile, the brand personality variable has the lowest average value score of 5.07, which indicates that respondents have perceptions that tend to be neutral. The results of the standard deviation of the research variables range from 0.916-1.55, indicating that the answers given to each variable tend to vary.

Table 2. Descriptive statistic

Variables	N	Minimum	Maximum	Mean	Std. Deviation
PMS	232	1	7	5.72	1.264
Story	232	1	7	5.28	1.378
Sensescape	232	1	7	5.24	1.333
Servicescape	232	1	7	6.37	0.916
Stakeholder	232	1	7	6.08	1.021
Brand Personality	232	1	7	5.07	1.55

Source: Results of the SPSS Analysis

4.3 Measurement Model

The figure below illustrates the results of the measurement model assessment, demonstrating the relationships and effects among social media marketing (SMM), brand gestalt, and brand personality. The measurement model was tested to evaluate the validity and reliability of the research model. This assessment was conducted using the SmartPLS software, and the findings are presented in Figure 2.

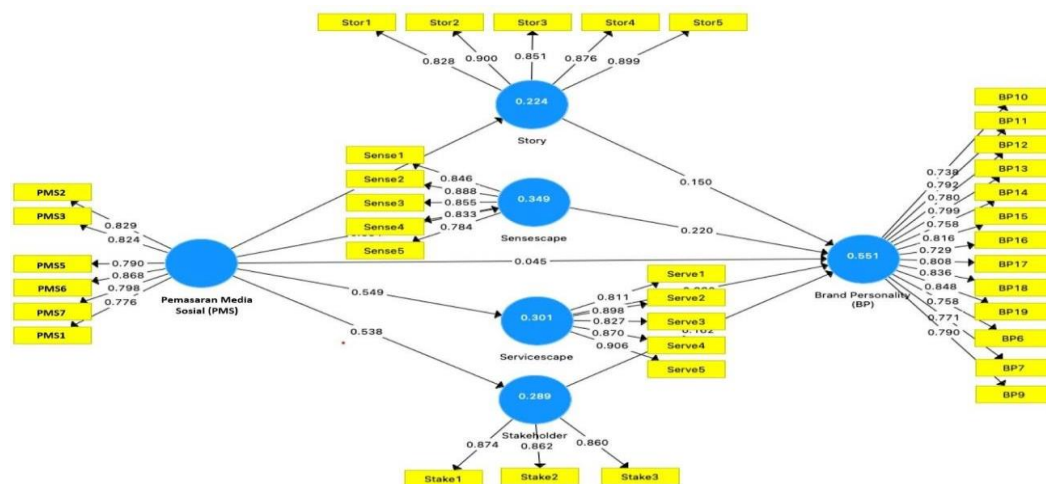


Figure 2. Measurement model
Source: Results of the SmartPLS Analysis

Table 3. Loading factor measurement model

Variable	Indicator	Factor Loading
PMS	PMS1	0.78
	PMS2	0.83
	PMS3	0.83
	PMS5	0.79
	PMS6	0.87
	PMS7	0.80
	Stor1	0.83
Story	Stor2	0.90
	Stor3	0.85
	Stor4	0.88
	Stor5	0.90

<i>Sensescape</i>	Sense1	0.85
	Sense2	0.89
	Sense3	0.86
	Sense4	0.83
	Sense5	0.78
<i>Servicescape</i>	Serve1	0.81
	Serve2	0.90
	Serve3	0.83
	Serve4	0.87
	Serve5	0.91
<i>Stakeholder</i>	Stake1	0.87
	Stake2	0.86
	Stake3	0.86
<i>Brand Personality</i>	BP6	0.76
	BP7	0.77
	BP9	0.79
	BP10	0.74
	BP11	0.79
	BP12	0.78
	BP13	0.80
	BP14	0.76
	BP15	0.82
	BP16	0.73
	BP17	0.81
	BP18	0.84
	BP19	0.85

Source: Results of the SmartPLS Analysis

Table 3 presents the results of the loading factor analysis, which is used to assess the strength of the relationships between indicators and their respective variables. For the Social Media Marketing (SMM) variable, out of the seven indicators, six remain, with SMM4 being excluded due to a loading factor value below 0.5. In contrast, for the variables of story, sensescape, and servicescape, all five indicators exhibit loading factor values above 0.5, indicating a strong influence of each indicator on the respective variables. For the stakeholder variable, three out of five indicators are included in the model, with loading factor values ranging from 0.86 to 0.87; indicators Stake4 and Stake5, which have loading factor values below 0.5, were excluded. Similarly, for the brand personality variable, 14 out of 19 indicators are included in the model, with loading factor values ranging from 0.73 to 0.85. However, indicators BP1-BP5 and BP8 were excluded due to loading factor values lower than 0.5. As shown in Table 3, all remaining indicators have loading factor values exceeding 0.5, validating their role as effective measures for the variables in this study.

Table 4 displays the results of the Fornell-Larcker Criterion test, which assesses the discriminant validity of each variable by comparing the square root of the Average Variance Extracted (AVE) to the correlation values between variables within each model of the study. The Fornell-Larcker Criterion results, presented in a diagonal table format, indicate that the correlation of each variable with itself (represented diagonally) should be greater than its correlation with other variables in the table (Henseler, Ringle, & Sarstedt, 2015). As observed diagonally in Table 4, each variable demonstrates a higher

correlation with itself compared to its correlation with other variables, confirming that the variables in this study possess good discriminant validity.

Table 4. *Fornell-larcker criterion*

	BP	<i>Sensescape</i>	<i>Servicescape</i>	PMS	<i>Stakeholder</i>	<i>Story</i>
BP	0.79					
<i>Sensescape</i>	0.62	0.84				
<i>Servicescape</i>	0.64	0.55	0.86			
PMS	0.51	0.59	0.55	0.82		
<i>Stakeholder</i>	0.62	0.57	0.70	0.54	0.87	
<i>Story</i>	0.52	0.66	0.36	0.47	0.53	0.87

Source: Results of the SmartPLS Analysis

Following the Fornell-Larcker criterion, validity testing was conducted by examining the cross-loadings. According to Ghozali (2016), discriminant validity is considered satisfactory if the correlation values between a variable and its measurement items are higher than the correlations between the variable and items from other variables. As shown in Table 5, discriminant validity is confirmed to be robust, as the results of the cross-loading analysis indicate that all measurement items for each variable exhibit higher values compared to the measurements of other variables.

Table 5. *Cross loading*

	BP	<i>Sensescape</i>	<i>Servicescape</i>	PMS	<i>Stakeholder</i>	<i>Story</i>
BP10	0.74	0.50	0.50	0.43	0.42	0.40
BP11	0.79	0.45	0.56	0.39	0.54	0.46
BP12	0.78	0.47	0.55	0.37	0.58	0.44
BP13	0.80	0.47	0.52	0.39	0.46	0.45
BP14	0.76	0.57	0.45	0.41	0.45	0.51
BP15	0.82	0.51	0.50	0.38	0.55	0.46
BP16	0.73	0.34	0.41	0.31	0.41	0.24
BP17	0.81	0.47	0.44	0.37	0.46	0.36
BP18	0.84	0.57	0.52	0.48	0.53	0.40
BP19	0.85	0.57	0.58	0.45	0.52	0.42
BP6	0.76	0.47	0.53	0.46	0.50	0.38
BP7	0.77	0.46	0.50	0.42	0.45	0.39
BP9	0.79	0.44	0.51	0.39	0.46	0.38
PMS1	0.34	0.45	0.33	0.78	0.40	0.36
PMS2	0.44	0.48	0.48	0.83	0.40	0.37
PMS3	0.36	0.51	0.41	0.83	0.45	0.37
PMS5	0.38	0.38	0.50	0.79	0.44	0.27
PMS6	0.47	0.45	0.51	0.87	0.45	0.37
PMS7	0.50	0.59	0.44	0.80	0.48	0.54
Sense1	0.57	0.85	0.44	0.56	0.55	0.69
Sense2	0.55	0.89	0.45	0.49	0.47	0.56
Sense3	0.50	0.86	0.44	0.52	0.47	0.53
Sense4	0.45	0.83	0.43	0.51	0.42	0.55
Sense5	0.54	0.78	0.56	0.41	0.47	0.45
Serve1	0.44	0.40	0.81	0.42	0.52	0.24
Serve2	0.56	0.51	0.90	0.52	0.60	0.32
Serve3	0.51	0.39	0.83	0.45	0.57	0.24
Serve4	0.58	0.53	0.87	0.50	0.66	0.36
Serve5	0.67	0.52	0.91	0.48	0.67	0.37
Stake1	0.59	0.47	0.69	0.45	0.87	0.33
Stake2	0.54	0.54	0.51	0.48	0.86	0.53
Stake3	0.47	0.46	0.63	0.46	0.86	0.51

Stor1	0.43	0.50	0.40	0.49	0.51	0.83
Stor2	0.50	0.61	0.32	0.45	0.49	0.90
Stor3	0.47	0.57	0.37	0.36	0.51	0.85
Stor4	0.43	0.59	0.23	0.35	0.36	0.88
Stor5	0.43	0.63	0.24	0.39	0.40	0.90

Source: Results of the SmartPLS Analysis

Subsequently, the discriminant validity was assessed by examining the Average Variance Extracted (AVE) values listed in the fifth column of Table 6. According to Fornell and Larcker in 1981, a variable is considered reliable if its AVE ≥ 0.5 . As shown by the data in Table 6, all variables show AVE values exceeding 0.5, thus meeting the criteria for discriminant validity based on AVE.

The subsequent step involves testing reliability, which assesses the extent to which different items consistently measure the same variable (Ghozali, 2016). This is evaluated using Cronbach's Alpha (CA), rho_A, Composite Reliability (CR), and AVE. The recommended minimum values are 0.7 for CA, rho_A, and CR, and 0.5 for AVE. Table 8 shows that all variables have CA, rho_A, and CR values exceeding 0.7, as well as AVE values greater than 0.5.

Table 6. Reliability test result

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	AVE
BP	0.95	0.95	0.96	0.62
Sensescape	0.90	0.90	0.92	0.71
Servicescape	0.91	0.92	0.94	0.75
PMS	0.90	0.90	0.92	0.66
Stakeholder	0.83	0.84	0.90	0.75
Story	0.92	0.92	0.94	0.76

Source: Results of the SmartPLS Analysis

4.4 Model structural (Inner model)

After testing the measurement model and confirming that the indicators are reliable and valid, the next step involves evaluating the structural model. This evaluation is conducted using the PLS Bootstrapping feature in SmartPLS, with a focus on the significance levels of the path coefficients. The results of this assessment are presented in Figure 3 and Table 7.

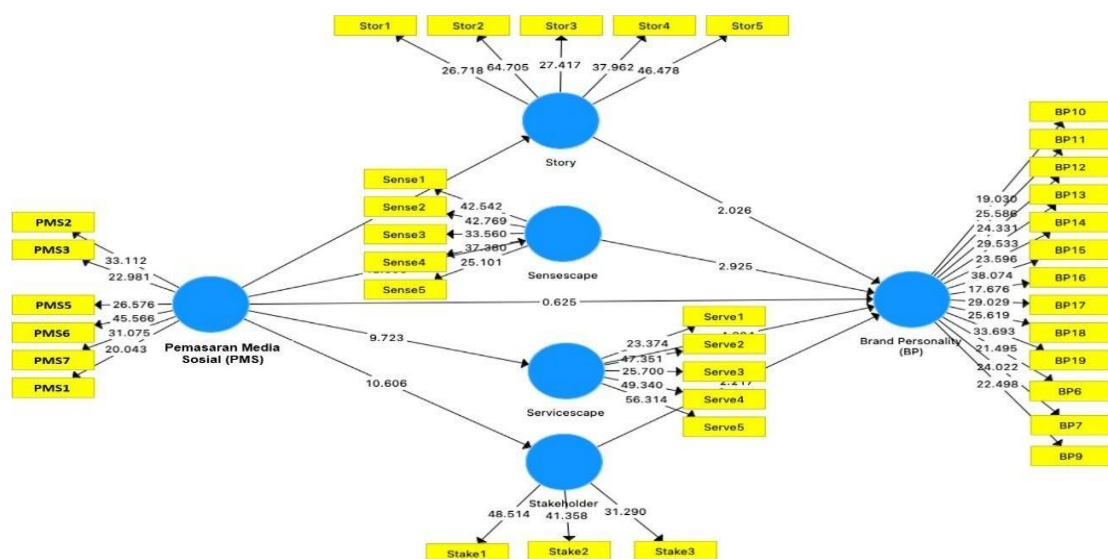


Figure 3. Structural model PLS *Boothstrapping*

Source: Results of the SmartPLS Analysis

Table 7. Hypotheses testing results

	Sample Mean (M)	STDEV	T Statistics	P Values	Significant?
Sensescape -> BP	0.22	0.08	2.93	0.004	Yes
Servicescape -> BP	0.33	0.07	4.62	0.000	Yes
PMS -> BP	0.05	0.07	0.63	0.533	No
PMS -> Sensescape	0.60	0.05	12.39	0.000	Yes
PMS -> Servicescape	0.56	0.06	9.72	0.000	Yes
PMS -> Stakeholder	0.54	0.05	10.61	0.000	Yes
PMS -> Story	0.48	0.06	8.61	0.000	Yes
Stakeholder -> BP	0.16	0.07	2.22	0.027	Yes
Story -> BP	0.14	0.07	2.03	0.043	Yes

Source: Results of the SmartPLS Analysis

The results indicate a significant influence and a positive relationship, as evidenced by T statistics greater than 1.96 and p-values less than 0.05. The structural model testing confirms that all hypotheses in this study are accepted and exhibit significant positive effects, except for hypothesis H2 (T statistics = 0.63 < 1.96, p-value = 0.533 > 0.05), which predicts the relationship between social media marketing (SMM) and brand personality. This suggests that information provided through social media marketing does not have a direct, positive, and significant impact on a product's brand personality.

The results for hypotheses H1a through H1d are accepted, demonstrating that social media marketing has a positive and significant effect on the dimensions of brand gestalt. Specifically, hypothesis H1a, which examines the relationship between SMM and the story dimension (T statistics = 8.61 > 1.96, p-value = 0.000 < 0.05), hypothesis H1b, which examines the relationship between SMM and the sensescape dimension (T statistics = 12.39 > 1.96, p-value = 0.000 < 0.05), hypothesis H1c, which examines the relationship between SMM and the servicescape dimension (T statistics = 9.72 > 1.96, p-value = 0.000 < 0.05), and hypothesis H1d, which examines the relationship between SMM and the stakeholder dimension (T statistics = 10.61 > 1.96, p-value = 0.000 < 0.05), all indicate that the information received through social media marketing—whether in the form of text, images, audio, or video—affects the dimensions of brand gestalt (sensescape, servicescape, stakeholder, and story) that are perceived holistically by consumers. Therefore, it is crucial for companies to provide informative and engaging content, as positive responses to social media marketing can positively impact the dimensions of brand gestalt perceived by consumers. This finding aligns with the theories of Mandagi and Centeno (2021) and Ibrahim and Aljarah (2023), which suggest that social media marketing serves as a means of shaping brand image or perception in the minds of consumers. Consequently, positive responses to social media marketing are likely to result in positive perceptions of brand gestalt dimensions.

Furthermore, the results for hypotheses H3a through H3d are accepted, indicating that the dimensions of brand gestalt have a positive and significant impact on brand personality. Specifically, hypothesis H3a, which examines the relationship between the story dimension and brand personality (T statistics = 2.03 > 1.96, p-value = 0.043 < 0.05), hypothesis H3b, which examines the relationship between the sensescape dimension and brand personality (T statistics = 2.93 > 1.96, p-value = 0.004 < 0.05), hypothesis H3c, which examines the relationship between the servicescape dimension and brand personality (T statistics = 4.62 > 1.96, p-value = 0.000 < 0.05), and hypothesis H3d, which examines the relationship between the stakeholder dimension and brand personality (T statistics = 2.22 > 1.96, p-value = 0.027 < 0.05), all demonstrate that the dimensions of brand gestalt—stakeholder, story, sensescape, and servicescape—affect the formation of a product's image or, in this study, brand personality by integrating these dimensions into a cohesive whole. These findings support the theory

that the dimensions of brand gestalt can influence a product's brand personality (Mandagi, 2023; Omar, 2020).

Table 8. Indirect effect test result

Sample Mean (M)		STDEV	T Statistics	P Values
PMS -> Sensescape -> BP	0.132	0.044	2.939	0.003
PMS -> Servicescape ->BP	0.185	0.046	3.935	0.000
PMS -> Stakeholder -> BP	0.086	0.039	2.237	0.026
PMS -> Story -> BP	0.069	0.036	1.979	0.048

Source: Results of the SmartPLS Analysis

Lastly, Table 8 presents the results of the hypotheses tests for hypotheses H4a through H4d, which assert that Social Media Marketing (SMM) mediated by the dimensions of brand gestalt exerts a positive and significant influence on brand personality. Specifically, H4a indicates that the dimension of "story" mediates the relationship between SMM and brand personality (T statistic = 1.979 > 1.96, p-value = 0.048 < 0.05), H4b shows that the "sensescape" dimension mediates the relationship between SMM and brand personality (T statistic = 2.939 > 1.96, p-value = 0.003 < 0.05), H4c demonstrates that the "servicescape" dimension mediates the relationship between SMM and brand personality (T statistic = 3.935 > 1.96, p-value = 0.000 < 0.05), and finally, H4d reveals that the "stakeholder" dimension mediates the relationship between SMM and brand personality (T statistic = 2.237 > 1.96, p-value = 0.026 < 0.05). These findings align with the theories of Diamond et al. (2009) and Peco-Torres et al. (2021), which state that brand gestalt represents the elements that collectively shape consumer perceptions. Social media marketing influences consumer perceptions of brand personality; thus, the information garnered from social media marketing shapes consumer perceptions through these gestalt dimensions, ultimately forming the brand personality in the minds and thoughts of consumers. Therefore, it is evident that brand gestalt acts as a bridge between social media marketing and brand personality. Through brand gestalt, the information provided by social media marketing can be interpreted in a cohesive and integrated manner, thereby forming a consumer perception that aligns with the brand's personality.

The results of the goodness-of-fit model test are shown in Table 9. According to Ghazali (2016), the goodness-of-fit test measures how accurately the data distribution statistically estimates the actual values. Haik et al. (2018) state that the indicators for goodness of fit are as follows: the SRMR value should not exceed 0.08, d_ULS should not exceed 2, d_G should not be less than 0.90, chi-square should be below 5, and NFI should also be below 0.9. Most of the indicators fall within the specified ranges, indicating that the structural model maintains a high level of fit when compared to the sample data in the study.

Table 9. Goodness of fit model

Saturated Model		Estimated Model
SRMR	0.069	0.129
d_ULS	3.383	11.735
d_G	1.87	2.31
Chi-Square	2187.984	2416.18
NFI	0.728	0.7

Source: Results of the SmartPLS Analysis

5. Conclusion

This study aims to examine the impact of social media marketing on brand personality, with brand gestalt serving as a mediating variable, focusing on Starbucks consumers in Indonesia. The research finds that social media marketing, through the dimensions of brand gestalt—namely, sensescape, story,

stakeholder, and servicescape—can significantly positively influence brand personality. Consequently, social media marketing proves to be an effective tool for shaping brand personality, with brand gestalt being a crucial factor. The findings of this study contribute to the literature by enhancing the understanding of the relationship between social media marketing, brand personality, and brand gestalt. Practically, this research can assist entrepreneurs, especially in the food and beverage industry, in leveraging social media marketing to develop their own brand personality.

Despite these contributions, the study has several limitations. It focuses solely on one brand in a specific location, thereby restricting the generalizability of the results. Additionally, data were collected using only one instrument—questionnaires—which may introduce response bias influenced by factors such as the respondent's condition, timing, and honesty. Furthermore, the cross-sectional analysis employed limits causal inference among the variables, as it only captures relationships within a single time period. To address these limitations in future research, researchers could consider expanding the population to include various brands or different contexts to gain a broader understanding of the effects of social media marketing on brand personality, with brand gestalt as a mediating variable. Additionally, future studies could integrate quantitative and qualitative data to provide a more comprehensive understanding of the research variables. Employing experimental or longitudinal research designs could also facilitate the exploration of causal relationships among the variables.

Limitations

The study is limited by its focus on Starbucks Indonesia customers, which may affect the generalizability of the findings to other brands or regions.

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