Design Social Media Marketing and Customer Loyalty of High Desert Intl. Products: Mediating Role of Brand Gestalt

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ARTICLE DETAILS	ABSTRACTS
	Research on social media marketing and customer loyalty has often been carried out by previous researchers. And the mediating role of brand gestalt is that currently several researchers are also interested in looking at this role. This research aims to determine the influence of Design Social Media Marketing on Customer Loyalty and the mediating role of brand gestalt. This survey data was collected using purposive sampling from 102 HDI member. The collected data was then analysed using SPSS and SmartPLS statistical software. The research results show that SMM has a positive and significant effect on customer loyalty. Additionally, brand gestalt mediates the relationship between customer loyalty. ©2024 STIM Lasharan Jaya Makassar

Introduction

In this decade, the using of social media to offer the product is popular to everyone. According to (Meliawati et al., 2023) Desain social media marketing (SMM) encompasses digital endeavors, such as those on platforms like YouTube, Instagram, and Facebook. (Ebrahim, 2020) this rapidly growing social media marketing platform, which connects with a global audience of 2.77 billion internet users, has revolutionized the methods through which businesses can connect, communicate, and involve their clientele. Further, in 2018 datareportal.com presented a statistic data, number of internet users. Total population of Indonesia: 7.593 billion, internet users 4.021 billion, active social media users 3.196, unique mobile users 5.135 billion, active mobile social users 2.958 billion.
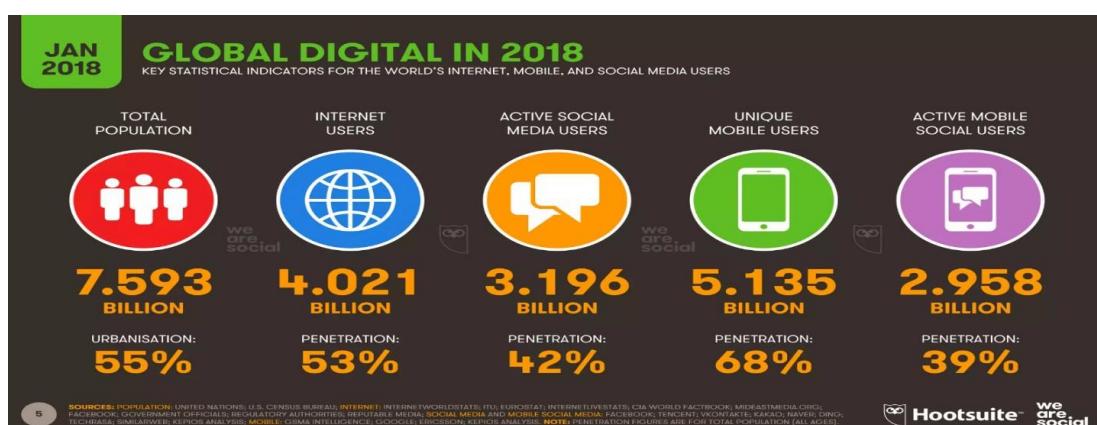

Figure 1 Datareportal.com (Kemp, 2018)

Due to the widespread use of the internet, mobile technologies, and the prevalent dependence on social media for brand preferences, the sharing of consumer experiences and brand-related information has an indirect influence on improving brand equity through the intermediary factor of the brand (Ebrahim, 2020). To support of customers, need for product and brands information the company provides an attractive website. In order to achieve success on Amazon, businesses need to craft web pages that deliver the optimal customer experience for their products or brands.

High Desert International products are bee products for human consumption in the form of liquids, tablets and capsules. Bees represent a promising forest asset that can be nurtured and harnessed (I Gusti Ayu Widari & Gusti Ngurah, 2022). This product is used to support our vitality and health. Honey is a premium natural bee product of exceptional quality. Utami (2022) contended that he vital role of bee-derived products is to enhance human well-being and also make a valuable economic contribution.

Brand gestalt suggests that a brand is a complex entity, with its various elements constantly interlinked to function as a unified system, surpassing the mere sum of its individual components (Mandagi et al., 2021).

This study seeks to answers to the following research questions:

1. Does Social Media Marketing (SMM) affect Customer Loyalty (CL)?

2. Does Social Media Marketing (SMM) affect Brand Gestalt (BG)?

3. Does Brand Gestalt (BG) affect Customer Loyalty (CL)?

4. Does Social Media Marketing (SMM) have an indirect positive affect on Customer Loyalty (CL) mediated by Brand Gestalt (BG)?

The study has three primary objectives. First, it seeks to offer practical insights to High Desert International product marketers regarding the impact of marketing activities on social media platforms for effective communication. Additionally, this research aims to guide HDI company members in selecting appropriate social media marketing strategies. Finally, the study aims to elucidate the influence of social media on brand gestalt and customer loyalty.

Social Media Marketing

In the midst of the widespread use of social media today, entrepreneurs are leveraging this platform to enhance the efficiency of their product sales (Saravanakumar & Suganthalakshmi, 2012). Traditional methods of business development and marketing are evolving rapidly due to advancements in communication technology. Entrepreneurs now view social media as a vital tool for communication with customers and brand promotion. In the past, businesses primarily relied on advertising and word-of-mouth promotions to engage with customers.

However, contemporary entrepreneurs utilize more sophisticated communication tools, such as social media platforms, to interact with their audience and increase brand awareness (Biaga, 2018). Social media not only facilitates interaction among users but also transforms the dynamics of business-customer engagement, allowing for mutual influence (Larimo & Leonidou, 2021). It has become a two-way street where businesses can directly communicate with their target audience, gather feedback, and tailor their offerings accordingly. This real-time interaction fosters a sense of community and trust, which is invaluable for brand loyalty and customer retention.

However, amidst the benefits of social media marketing, there are also challenges. One significant concern is the proliferation of false information, commonly referred to as 'Fake News,' through social media channels (Domenico et al., 2021). This misinformation not only affects consumer perceptions but also poses reputational risks for businesses. Therefore, there

is a growing need for platforms and businesses alike to implement measures to combat the spread of fake news and ensure the dissemination of accurate and reliable information.

While social media marketing is widely embraced by business owners, effective communication goes beyond merely broadcasting messages. It requires careful consideration of design elements to enhance readability and engagement. By incorporating formatting techniques such as bullet points, headers, or visual aids like graphs or images, writers can illustrate key points effectively and capture the reader's attention. Additionally, providing clear explanations and transitions between ideas ensures coherence and comprehension for the reader.

In conclusion, social media has revolutionized the way businesses communicate and market their products. However, to harness its full potential, businesses must navigate the challenges of misinformation and prioritize effective communication strategies. Incorporating thoughtful design elements into written content not only enhances its visual appeal but also improves its effectiveness in conveying information to the audience. Thus, in the digital age, mastering the art of communication and design is essential for business success in the ever-evolving landscape of social media marketing. With the advent of newer technologies and platforms, businesses must continue to adapt and innovate their communication strategies to stay relevant and competitive in the dynamic digital landscape.

Brand Loyalty

When a customer makes purchases over and over from one brand and do not pay attention about other brands in spite of there are better offers it is called a loyal to that brand. Brand loyalty is analysed using different approaches, including behaviour, attitudinal, and multidimensional approaches. In the behaviour approach, brand loyalty is measured by repeat transactions, while in the attitudinal approach, it is measured by consumer preferences, commitment, or purchase intentions. The multidimensional approach distinguishes brand loyalty from simple repeat purchases and defines it in terms of six cumulative conditions involving the decision-making and evaluation processes of the consumer. Brand loyalty can also be defined as a positive emotional, evaluative, or behaviour response towards a specific brand (Górska-Warsewicz & Kulykovets, 2020). Researchers have been fascinated by brand loyalty for many years, as it is characterized by a positive attitude and a strong dedication to a specific brand. This loyalty is nurtured by consumer contentment and results in ongoing support and purchase of the brand (Permata Sari et al., 2023).

Loyalty is a strong feeling and relationship of a person to one particular object. Businesses are expected the customers be loyal to the products. The relationship between customer loyalty and various aspects of consumer behaviour and business outcomes is influenced by social norms and situational factors. This can manifest as consumer word of mouth, intention to support, and satisfaction. One important aspect of loyalty is that loyal customers are less price-sensitive, which can result in marketing benefits such as reduced marketing costs, new customer acquisition, and a stronger market position (Górska-Warsewicz & Kulykovets, 2020). Brand loyalty offers several significant strategic advantages for firms, including the ability to increase market share, attract new customers, maintain brand expansions, reduce advertising costs, and protect the brand from competitive threats (Zia et al., 2021).

Brand Gestalt

Brand gestalt refers to the holistic perception of a brand that is formed by the combination of its various elements, such as its name, logo, packaging, and advertising. A recent study aimed to develop and validate a multidimensional measurement scale for brand gestalt (Mandagi et al., 2021). Another study investigated the impacts of 4S brand gestalt dimensions, namely story, sensescape, servicescape, and stakeholder, on tourists' revisit intention (Mandagi, 2023b). Additionally, an investigation of the American Girl brand provided a more complete

and holistic understanding of sociocultural branding, shedding light on the significance of brand gestalt (Diamond et al., 2009). Understanding brand gestalt is crucial for creating a cohesive and effective brand identity, as it influences consumers' perceptions and behaviours.

In the context of small and medium enterprises (SMEs), brand gestalt has been found to be a key driver of customer satisfaction and repurchase intention (Rantung et al., 2023). Furthermore, brand gestalt has been found to be a key determinant of tourist satisfaction and loyalty, with the stakeholder dimension having a significant effect on tourist satisfaction (Mandagi, 2023). These findings highlight the importance of considering brand gestalt in different business contexts to influence customer and tourist perceptions and behaviours effectively.

Figure 2 provides a visual summary of the between the research variables and the pairs hypothesized in the study.
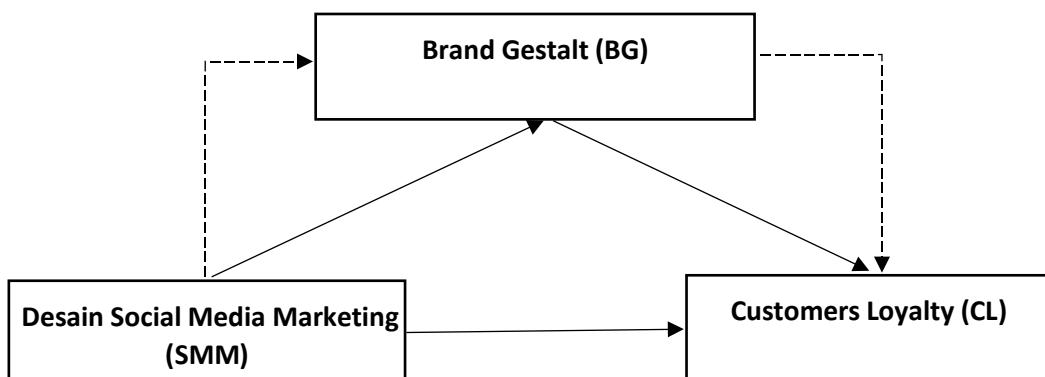
Figure 2 Research Conceptual Framework

Research Method

This chapter explains the research design, data analysis, population and sample, research instruments, data collection process, location and time of research, ethical considerations in research, and research limitations.

This research uses a quantitative research design with descriptive correlation research methods. This research aims to see a description of the relationship between High Desert International product offerings through social media marketing and customer loyalty. This research intends to explore the effect between components of social media marketing (SMM) actions and customer loyalty to a brand of HDI products.

According to Shukla (2020) "Population refers to the set or group of all the units on which the findings of the research are to be applied, we can say that it consists of all the units on which the findings of research can be applied". In other words, population is a set of all the units which possess variable characteristic under study and for which findings of research can be generalised." The population in this study is members of High Desert International company. The sample was chosen to accurately reflect the population by employing purposive sampling, which involves selecting the sample with specific, deliberate criteria in mind (Sugioyo, 2010).

The tool used to analyze data, measure a phenomenon, and collect data that is appropriate to the problem of the subject or sample that the researcher is observing is the definition of a research instrument (Kurniawan, 2021). To measure social media marketing variables, researchers used a questionnaire from Fajar Mahardika which consisted of 5 questions. To measure social media marketing variables, researchers used a questionnaire from Fajar Mahardika which consisted of 5 questions. The brand loyalty variable will be measured using

a questionnaire from Andi Khalishah Nuddin which consists of 12 questions. Brand gestalt variables will be measured using a brand gestalt questionnaire consisting of 5 questions.

The present study will collect primary data through a questionnaire that will be shared with the targeted population via a Google Form link. Google Forms is a popular data collection tool that can be used to collect contact information, gather inventory data, collect votes, obtain feedback, evaluate a product, or conduct online surveys. The data collection process will take two weeks, from mid-November to December 2023. The questionnaire will include questions related to the research objectives, and the responses will be automatically recorded. The collected data will be exported to a Microsoft Excel file and processed using SPSS and SmartPLS.

Analysis in this research begin with descriptive analysis using descriptive statistics menu on the SPSS tools.

Results

Tabel 1

Demographic Profile of the Respondent

Variable	Level	n	%
Gender	Female	76	74.5
	Male	26	25.5
Age	<18	5	4.9
	18-25	34	33.3
	25-35	11	10.8
	35-45	17	16.7
	45-60	35	34.3
Residence	Manado	30	29.4
	Minahasa	18	17.6
	Minahasa Utara	32	31.4
	Other	22	21.5

Table 2

Descriptive Statistic

	N	Min	Max	Mean	Std. Dev
SMM	102	2	5	4.17	0.809
Brand Loyalty	102	1	5	3.99	1.058
Brand Gestalt	102	2	5	4.24	0.798
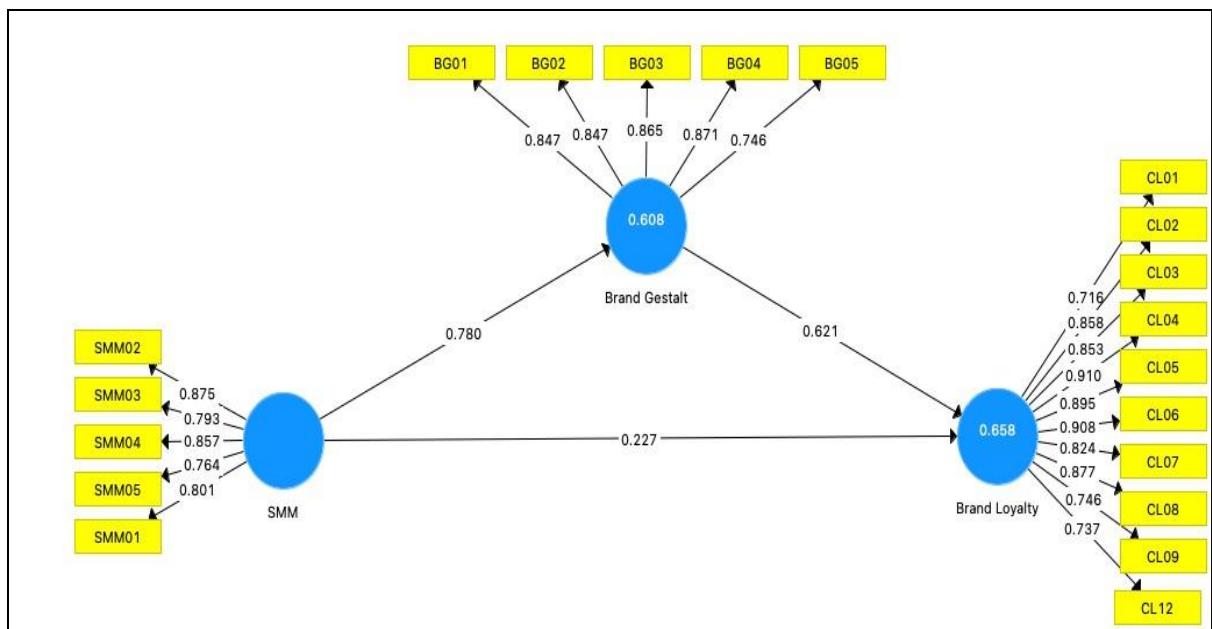
Figure 3 Measurement Model

Tabel 3

Measurement Model Test Result (Factor Loading)

Variables	Indicators	Factor Loading
Brand gestalt	BG01	0.847
	BG02	0.847
	BG03	0.865
	BG04	0.871
	BG05	0.746
Brand Loyalty	CL01	0.716
	CL02	0.858
	CL03	0.853
	CL04	0.91
	CL05	0.895
	CL06	0.908
	CL07	0.824
	CL08	0.877
	CL09	0.746
	CL12	0.737
	CL06	0.908
SMM	SMM01	0.801
	SMM02	0.875
	SMM03	0.793
	SMM04	0.857
	SMM05	0.764

Tabel 4

Fornell-Larcker Criterion

	Brand Gestalt	Brand Loyalty	SMM
Brand Gestalt	0.84		
Brand Loyalty	0.80	0.84	
SMM	0.78	0.71	0.82

Tabel 5

Result of The Reability Testing

|	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Gestalt	0.892	0.896	0.921	0.7
Brand Loyalty	0.951	0.954	0.958	0.698
SMM	0.877	0.881	0.911	0.671
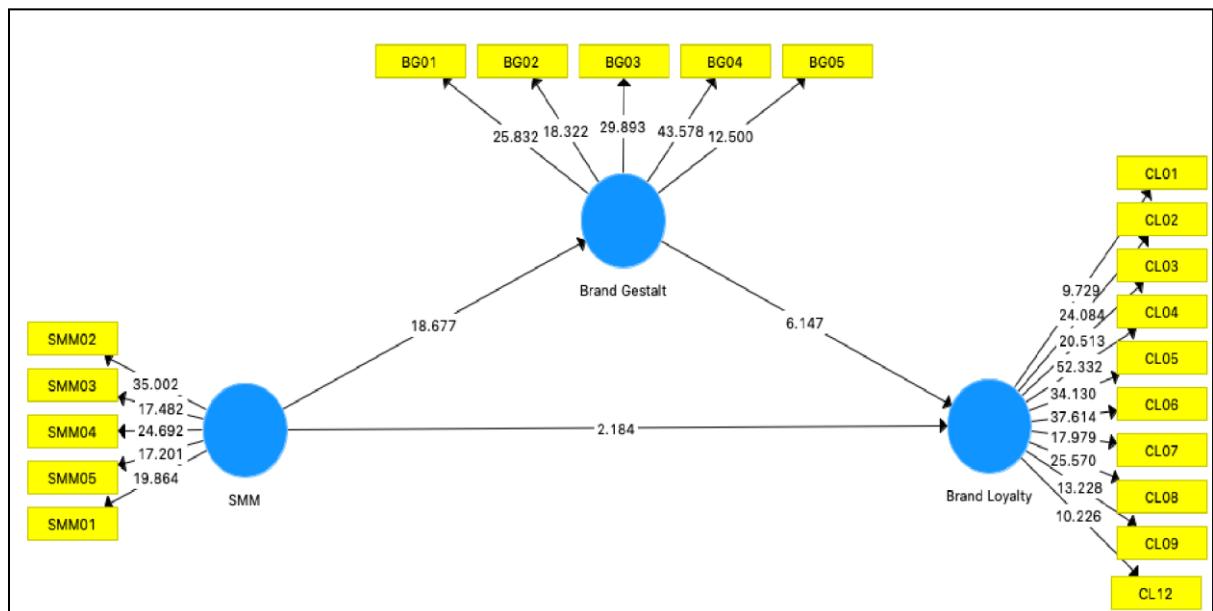
Figure 4 Result of the Structural Model PLS Bootstrapping

Tabel 6

Result of the Hypothesis Testing Structural Models

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Gestalt -> Brand Loyalty	0.621	0.622	0.101	6.147	0
SMM -> Brand Gestalt	0.78	0.782	0.042	18.677	0
SMM -> Brand Loyalty	0.227	0.232	0.104	2.184	0.029

Conclusion

This study aims to analyse the influence of Desain social media marketing on customer loyalty and the mediating role of brand gestalt. To achieve this goal, research hypotheses H1 and H2 have been developed. To test these hypotheses and to answer the questions in the problem formulation, data collection has been conducted through a survey and has been analysed with the help of the statistical software SPSS and SmartPLS. The results of the data analysis show positive and significant results on:

1. Desain social media marketing has a significant and positive influence on customer loyalty. This result is in line with previous research that states that social media marketing activities positively influence brand loyalty. For example (Sharawneh, 2020), a study in the telecommunication industry found that social media marketing activities positively influence brand loyalty.

2. The sensecape dimension of brand gestalt has a significant and positive influence on customer loyalty to HDI products. According to (Hwang et al., 2021), sensecape is closely related to how customers respond to a brand. Furthermore, when the physical environment around a product or service is perceived positively by customers, they are more likely to be satisfied with the product or service.

In addition, this study only uses some theories that explain the influence between variables, but there are still many other theories that provide different views on the researched topic with various variables that influence. Further research is expected to develop the model tested in this study on the influence of brand gestalt by including other variables that potentially have a connection with brand gestalt. Based on the analysed data, the brand gestalt dimension has a very significant influence on loyalty with the presence of the sensecape element. This empirical result can also be used as a consideration and reference for further research in building hypotheses on the relationship between the same variables as in this study.

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