




Analysis of the influence of social media marketing on brand awareness and brand loyalty: the mediating role of brand gestalt (study at PT AKR Land Kawanua Emerald City Manado)

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i></p> <p>Received Nov 06, 2024 Revised Nov 14, 2024 Accepted Nov 22, 2024</p>	<p>This research was conducted with the aim of knowing how far and how effective the use of social media is in marketing AKR Land Kawanua Emerald City products. And can this marketing strategy strengthen the brand of the Kawanua Emerald City project so that it can escape the shadow of the sister project when introducing it to consumers. The chosen research design is a case study qualitative research approach, which aims to understand and explain the influence of Social Media Marketing. In this case study research, the research informant is the Kawanua Emerald City Sales & Marketing team who are the primary data source and for secondary data will use company data starting from reports on the use of social media tools in marketing and implementing other strategies. Based on the hypothesis testing that has been done, it can be concluded with several results that Social Media Marketing variables have no influence on brand gestalt, but Social Media Marketing variables have an influence on brand awareness and brand loyalty. Furthermore, the variable brand gestalt has no effect on brand awareness, but has an influence on brand loyalty among employees of PT AKR Land Kawanua Emerald City Manado. Finally, the results of the study found that brand awareness had no effect on brand loyalty among PT AKR Land Kawanua Emerald City Manado employees.</p>
<p><i>Keywords:</i></p> <p>Brand Awareness; Brand gestalt; Brand loyalty; Social Media Marketing.</p>	<p><i>This is an open access article under the CC BY-NC license.</i></p> 

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1. INTRODUCTION

The shift in consumer shopping behavior in Indonesia from offline to online has increased significantly, mainly triggered by the COVID-19 pandemic. Research conducted by the Katadata Insight Center (2023) shows that consumers who shop exclusively online increased from 11% before the pandemic to 25.5% in early 2021. In addition, 74.5% of consumers who continued to shop offline and online during the pandemic shopped more online. Significant developments in the digital world have a major impact, especially in the business world such as the property industry. Digitalization, which was initially only a medium of communication or entertainment, is now used as a digital marketing tool

with a wide reach, Statista in Tuten (2023) stated that until January 2022, Facebook, which has 2.9 billion users, Facebook advertising can reach 26.7% of its users. This could be a good start to recover from the pandemic era that has ended. With social media, marketing can implement various strategies more effectively, introducing brands from the products offered to building consumer trust (Dewata & Wijaya, 2024). In the marketing concept, Gestalt is a new concept in marketing that explains customer perception of a brand as a complex system (Walean et al., 2023). Gestalt itself strongly supports digitalization when the main thing in digital marketing is visual, so the material we display must attract the attention of social media users (Mandagi & Centeno, 2024). Complicated design to be a characteristic but the content is easy to understand, the choice of colors that catch the eye but are still comfortable to look at. All designs must be aligned with what is offered, and what is needed is stated in one material that also encourages consumers to be aware that it is marketing material from a particular product brand (Mandagi et al., 2024). The concept of brand gestalt that prioritizes visuals, is in line with the development of Social Media Marketing that prioritizes visuals because they are seen first by customers (Mandagi & Centeno, 2021). One sector that prioritizes visuals in its marketing is the housing sector and the property industry. Homes as an important part of the main needs of humans have developed dynamically over time.

Deputy Chairman of DPP REI Hari Ganie explained that the decline in public interest in buying houses has had a significant impact on the housing sector. This is because the property market has been hampered since the Covid-19 pandemic which resulted in a decline of up to 50 percent in the last two years. Seeing these obstacles, digitalization of marketing is the right choice, especially through Social Media Marketing (SMM) (Firmansyah, 2023). Social media is a medium for housing business actors to interact with consumers, showcase goods, and strengthen relationships with a wider audience, without having to make physical contact.

The author identifies the problem faced by the real estate business on how social media marketing can increase brand awareness and loyalty through the use of gestalt brands as intermediaries. This study attempts to test the impact model of social media marketing using gestalt brands as mediators, focusing on brand awareness and brand loyalty in Kawanua Emerald City AKR Land. This study aims to assess the scope and efficacy of using social media in marketing AKR Land Kawanua Emerald City goods. Whether this marketing technique can improve the brand of the Kawanua Emerald City project, thereby freeing it from the influence of sister projects when introduced to customers. The results of this study will be used as a consideration so that the Marketing Department continues to formulate tactical steps in competing with competitors and even with its own sister products.

It was found in Haudi et al.'s research (2022), namely marketing through social media increases brand awareness seen from increasing the brand's social media followers, and in previous studies it was also found that marketing with social media increases brand loyalty when Marketing manages social media well (Amalina & Tiarawati, 2016).

So for this study the following hypotheses can be developed: H1: Social media marketing has a significant and positive effect on brand gestalt, H2: Social media marketing has a significant and positive effect on brand awareness, H3: Social media marketing has a significant and positive effect on brand loyalty

Gestalt theory has many implications in marketing, especially in visual design and brand communication. Toding & Mandagi (2022) identified five advantages of Gestalt theory: perceived quality serves as a significant motivator for purchasing; perceived quality influences brand consideration; perceived product quality allows companies to optimize pricing strategies; high perceived product quality is essential for retailers,

distributors, and distribution channels because of its capacity to increase distribution; and brands with strong perceived quality facilitate the introduction of new product categories, thereby increasing market share through consumer loyalty.

In previous studies, it was explained that the concept of brand gestalt is a customer's perception of the product used, where this perception also arises from the influence of social media marketing (Mandagi & Centeno, 2021). So for this study, the following hypothesis can be developed: H4: Brand gestalt has a significant and positive effect on brand awareness, H5: Brand gestalt has a significant and positive effect on brand loyalty

Brand awareness, as defined by Eliasari & Sukaatmadja (2017), refers to an individual's capacity to identify or remember that a brand belongs to a particular product category. The first phase in the purchasing process often involves selecting various brands to consider. As a result, brand recall is very important. If a brand sticks in the minds of consumers, it will be seen as a viable option in their purchasing choices. In addition, consumers consistently choose the most important brand when making purchasing decisions; however, it is clear that not all of the most important companies are preferred by customers.

According to Zia et al. (2021), brand awareness significantly influences purchasing decisions. Brands are integrated into the consideration set, allowing consumer preferences to choose brands. Consumers often choose well-known brands because of the sense of security associated with familiarity, making them believe that these brands are reliable and of guaranteed quality. Ardiansyah & Sarwoko (2020) conducted a study showing that brand awareness influences purchasing choices. The findings of the study showed that leading businesses with high brand awareness instill a sense of confidence in consumers about their purchasing choices.

Agarwal (2020) study also found that brand awareness has formed brand loyalty, so the following hypothesis can be developed: H6: Brand awareness has a significant and positive effect on brand loyalty

2. RESEARCH METHOD

This research is a quantitative research with the object of research from the Kawanua Emerald City Sales & Marketing team as many as 40 employees and consumers as many as 165 people. Data was obtained using saturated sampling for employees, namely all employees filled out the questionnaire, and simple random sampling for consumers, namely consumers who could be reached from August to September 2024. with a total of 205 respondents, the data was considered sufficient to carry out testing because there were more than 30 respondents (Sugiyono, 2017).

This study uses a questionnaire to collect primary data. A questionnaire is a data collection method that includes distributing a series of written questions to respondents, which are carried out online and offline (Sugiyono, 2017). The questionnaire in this study consists of 7 questions about Social Media Marketing towards Brand Awareness, 7 questions about Social Media Marketing towards Brand Loyalty and 5 questions about instruments in Brand gestalt.

In this study, data processing and analysis begins with entering the questionnaire results into excel then exporting them to the SSPS application, in SSPS the data is directed to the descriptive statistics menu to see the suitability of the incoming samples with the questionnaires distributed. Then the researcher will use the Partial Least Square (PLS) technique to predict the influence and explain the relationship between variables X and Y (Nurdin & Hartati, 2019), and also the Structural Equation Modeling (SEM) technique to present absolute decision results.

3. RESULTS AND DISCUSSIONS

3.1 Descriptive Statistics

Table 1 Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation
SMM	205	4	7	6.64	0.49
Brand Awareness	205	3	7	6.54	0.64
<i>Brand loyalty</i>	205	3	7	6.54	0.56
Story	205	3	7	6.49	0.60
Sensescape	205	3	7	6.56	0.50
Servicescape	205	4	7	6.15	1.35
Stakeholder	205	4	7	6.64	0.49

Based on the results in Table 1, descriptive statistics show an average value for the Social Media Marketing variable of 6.64 with minimum and maximum values of 4 and 7, and a standard deviation of 0.49. Furthermore, the Brand Awareness variable shows an average value for the Social Media Marketing variable of 6.54 with minimum and maximum values of 3 and 7, and a standard deviation of 0.64. The brand loyalty variable shows an average value for the Social Media Marketing variable of 6.54 with minimum and maximum values of 3 and 7, and a standard deviation of 0.56. The brand gestalt (story) variable shows an average value for the Social Media Marketing variable of 6.49 with minimum and maximum values of 3 and 7, and a standard deviation of 0.60. The brand gestalt (sensescape) variable shows an average value for the Social Media Marketing variable of 6.56 with minimum and maximum values of 4 and 7, and a standard deviation of 0.50. The brand gestalt variable (servicescape) shows an average value on the Social Media Marketing variable of 6.15 with minimum and maximum values of 4 and 7, and a standard deviation of 1.35. The brand gestalt variable (stakeholder) shows an average value on the Social Media Marketing variable of 6.64 with minimum and maximum values of 4 and 7, and a standard deviation of 0.49. A standard deviation lower than the mean can indicate stability or consistency in the observed data.

3.2 Measurement Model (Outer Model)

In this section, it is explained the results of the research and at the same time is given the comprehensive discussion. Results can be presented in figures, graphs, tables and others that make the reader understand easily (Ghozali & Latan, 2015). The discussion can be made in several sub-chapters. In the discussion you must outline the Research GAP with previous research, this is the scientific contribution of your research.

According to Ghozali & Latan (2015), this outer model study describes the relationship between latent variables and their indicators. Alternatively, one might say that the outer model defines the relationship between each indicator and its corresponding latent variable. Composite reliability and Cronbach's alpha were run to check consistency, while convergent validity, discriminant validity, and average variance extracted (AVE) were used to test the validity of the instrument.

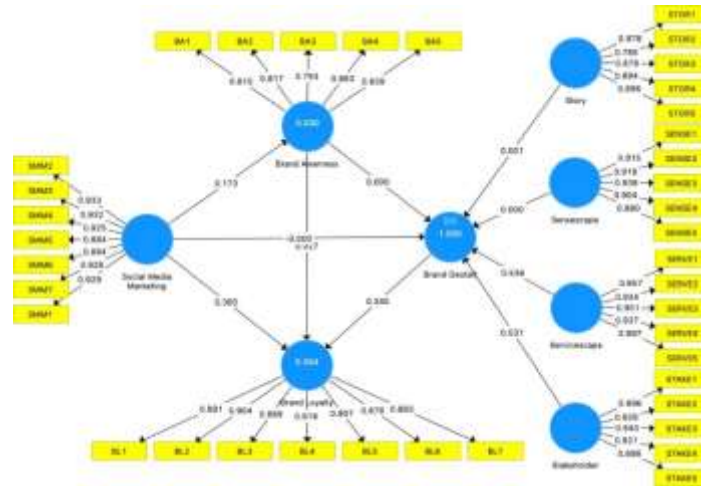


Figure 1 Measurement Model Test Results

3.3 Discriminant Validity

The cross-loading value shown in Figure 1 shows that all red markers represent latent variables recognized as valid discriminators. This is because the outer loading value of the latent variable associated with the indicator is the highest compared to other variables.

Table 2 Fornell-Larcker Criterion

	1	2	3	4	5	6	7
Brand Awareness (1)	0.83						
Brand loyalty (2)	0.16	0.90					
Sensescape (3)	0.21	0.26	0.91				
Servicescape (4)	0.20	0.40	0.55	0.92			
Social Media Marketing (5)	0.17	0.43	0.04	0.13	0.92		
Stakeholder (6)	0.16	0.37	0.61	0.75	0.19	0.92	
Story (7)	0.25	0.54	0.14	0.34	0.44	0.24	0.87

Table 2 shows that the Fornell-Larcker value for each variable in this study meets the criteria for discriminant validity, because the square root of AVE exceeds the cross-construct correlation, which is a basic requirement to confirm that the validity measure is truly discriminant. The variables and indicators in this study are considered valid according to the results of the convergent and discriminant validity assessments.

3.4 Average Variance Extracted (AVE)

Composite reliability and Cronbach's alpha value of 0.7 or more are considered acceptable to evaluate construct dependency. Composite reliability > 0.7 indicates that the questionnaire used in this study has been consistent, or the construct has high reliability if Cronbach's alpha > 0.6 for all latent variable values. The Average Variance Extracted (AVE) measurement model is assessed by looking at the extent to which each construct is correlated with other variables. According to Ghozali (2021), it is recommended that AVE be more than 0.50.

Cronbach's alpha in this study is more than 0.6 as seen in Table 3, and the composite reliability value is greater than 0.7. These figures indicate that the findings of this study are credible, because they are in accordance with the predetermined threshold. All constructs with variable parameters have AVE higher than 0.50. In conclusion, the examination of the AVE measurement model shows a high level of dependability.

3.5 Structural Model Testing (Inner Model)

To ensure that the resulting structural model is reliable and precise, an inner model analysis is needed. By comparing the sign (direction) of the predicted value and its magnitude, the route coefficient is used to determine the strength of the relationship between variables. The original sample values, which range from -1 to +1, are presented as variables whose relationships with other variables are negative to positive. To be considered statistically significant, the t-statistic value must be more than 1.96 or the p-value must be below 0.05.

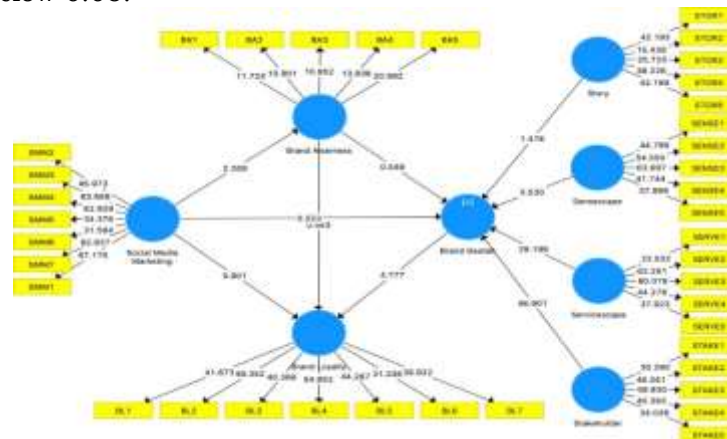


Figure 2 Structural Model Testing Results

Table 3 Structural Model Test Results

	Sample Mean	STDEV	TStatistics	P Values
SMM -> Brand Awareness	0.18	0.08	2.27	0.02
SMM -> Brand gestalt	0.00	0.00	0.55	0.58
SMM -> Brand loyalty	0.37	0.06	5.90	0.00
Brand gestalt -> Brand Awareness	0.00	0.00	0.55	0.58
Brand gestalt -> Brand loyalty	0.34	0.07	4.78	0.00
Brand Awareness -> Brand loyalty	0.03	0.06	0.46	0.64
Sensescape -> Brand gestalt	0.00	0.00	0.53	0.60
Servicescape -> Brand gestalt	0.54	0.02	29.20	0.00
Stakeholder -> Brand gestalt	0.53	0.01	46.90	0.00
Story -> Brand gestalt	0.00	0.00	1.48	0.14

Brand gestalt is not partially influenced by social media marketing, but Table 3 shows that it does affect brand awareness and brand loyalty. Although significant (p 0.05 and t 1.96), brand gestalt is not significantly related to either brand awareness or brand loyalty. With a p value of 0.64, which is more than 0.05, we also know that there is no statistically significant relationship between brand awareness and brand loyalty. The brand gestalt variable is also influenced by other construct factors, namely servicescape and stakeholders. There is no correlation between brand gestalt and the scenescape or tale variables (both have p values greater than 0.05).

3.6 Hypothesis Testing

Based on the results of the hypothesis testing in Table 3, the following test results can be concluded:

a. The Influence of Social Media Marketing on Brand Gestalt

Based on the test results, the variable of the influence of social media marketing on brand gestalt produces a t-statistic of 0.55 and a p-value of 0.58; so H1 is rejected because the t-statistic is below 1.96 and the p-value is above 0.05. Thus, it can be

concluded that the variable of social media marketing has no influence on brand gestalt among workers of PT AKR Land Kawanua Emerald City Manado. This study shows that Social Media Marketing does not affect brand gestalt among workers of PT AKR Land Kawanua Emerald City Manado. This shows that although the company uses a social media marketing plan, workers do not connect the features presented on social media with the overall impression of the brand (brand gestalt). Brand gestalt, as defined by Pasuhuk & Mandagi (2023), is the consumer's overall perception of a brand, which is formed through consistent interaction with various brand elements.

This study is in line with research from Mandagi & Aseng (2021) who in their study on visual marketing and brand aesthetics also showed that brand gestalt requires strong consistency in design elements, experiences, and communications that involve more than just social media. They argue that social media, due to its dynamic and diverse nature, is difficult to be the only platform for building a solid brand gestalt. In other words, brand interactions on social media may be too diverse and fragmented to form a unified or holistic impression.

b. The Influence of Social Media Marketing on Brand Awareness

The test results show that the social media marketing variable on brand awareness has a t-statistic of 2.27 and a p-value of 0.02; so H2 is accepted because the t-statistic exceeds 1.96 and the p-value is below 0.05. Thus, it can be concluded that the social media marketing variable affects brand awareness among PT AKR Land Kawanua Emerald City Manado workers.

This shows that the company's social media marketing approach has effectively increased brand awareness among workers, reflecting their exposure to brand materials on the platform (Sawhani & SE, 2021). Brand awareness indicates the extent to which customers or audiences identify and remember a brand, which serves as an important first phase in the consumer's development towards deeper engagement with the brand (M. Kotler et al., 2020). In this context, social media marketing allows companies to engage a wider audience interactively and dynamically, thereby strengthening the brand's presence in the consciousness of customers and employees.

This study is in line with the findings of Bilgin (2018), which asserted that proactive use of social media for marketing increases brand visibility and strengthens brand recognition among various audiences, including internal employees. Social media allows organizations to communicate their brand messages regularly and interactively, thus facilitating the development of strong brand awareness.

c. The Influence of Social Media Marketing on Brand Loyalty

Based on the test results, the social media marketing variable has an impact on brand loyalty producing a t-statistic of 5.90 and a p-value of 0.00, thus supporting the acceptance of H3, because the t-statistic exceeds 1.96 and the p-value is below 0.05. In conclusion, social media marketing has a significant impact on brand loyalty among employees of PT AKR Land Kawanua Emerald City Manado.

Marketing plans executed through social media platforms increase brand engagement and exposure while fostering employee loyalty to the business (Rondonuwu & Mandagi, 2023). Social Media Marketing (SMM) has evolved into a key strategy that allows businesses to foster closer interactions with their audiences, including their employees (Anggraini & Hananto, 2020).

Brand loyalty is characterized by a strong commitment from customers to repeatedly purchase or use goods or services from a particular brand, regardless of external factors or competitive offerings (P. Kotler et al., 2019). In this context, social media marketing serves as a medium for businesses to engage with consumers, provide relevant content, and foster lasting relationships, thereby fostering brand loyalty. Dessart

& Pitardi (2019) corroborate this conclusion by asserting that content customization and targeted communication on social media significantly impact brand loyalty. Brands that prioritize developing relevant and engaging content for their audiences on social media are more likely to retain loyalty.

d. The Influence of Brand Gestalt on Brand Awareness

The test results show that the t-statistic of the brand gestalt variable for brand awareness is 0.55, with a p-value of 0.58. As a result, H4 is rejected, because the t-statistic is below 1.96 and the p-value is above 0.05. As a result, it is determined that the brand gestalt variable does not affect brand awareness among workers at PT AKR Land Kawanua Emerald City Manado.

The research findings show that the brand gestalt variable does not significantly affect brand awareness among workers at PT AKR Land Kawanua Emerald City Manado, which can be explained through several aspects. Brand gestalt is a comprehensive impression of a brand formed by interrelated components, including visual identity, brand communication, and customer experience (Rantung et al., 2023). When brand gestalt fails to affect brand awareness, it is likely that these characteristics are not adequately assimilated or are not transferred into strong brand recognition among workers (Wulyatiningsih & Mandagi, 2023).

Several studies support the idea that brand gestalt can fail to affect brand awareness in certain situations. One of them is a study by Hou et al. (2019) who found that brand identity that is not personally relevant or does not match the personal values of employees can reduce the impact of the brand on awareness or loyalty. Likewise, Keller (2019) in the Brand Equity concept shows that brand recognition is highly dependent on personal experience and emotional involvement, so even though the brand gestalt is clear, if there is no personal attachment, the impact on brand awareness can be minimal.

e. The Influence of Brand Gestalt on Brand Loyalty

Based on the test results, the brand gestalt variable on brand loyalty has a t-statistic value of 4.78 and a p-value of 0.00, so H5 is accepted because the t-statistic is greater than 1.96 and the p-value is less than 0.05. Thus it is concluded that the brand gestalt variable has an influence on brand loyalty among employees of PT AKR Land Kawanua Emerald City Manado.

This finding is important because it shows that when employees have a clear, consistent, and unified perception of the identity and values of the Kawanua Emerald City brand, they are more likely to be loyal to the brand. Brand loyalty, or brand loyalty, in this context means employees' long-term commitment to support and engage with the brand, even outside their formal role as employees (Tarnoki & Puentes, 2019). P. Kotler et al. (2016) emphasized that consistency in identity and perceived quality of a brand is key to building brand loyalty. Brands that succeed in creating a coherent and consistent perception among their audiences, both consumers and employees, will find it easier to maintain their loyalty. This is in line with the finding that a strong brand gestalt helps employees feel more connected and loyal to the company.

f. The Influence of Brand Awareness on Brand Loyalty

Based on the test results, the brand awareness variable on brand loyalty has a t-statistic value of 0.46 and a p-value of 0.64, so H6 is rejected because the t-statistic is smaller than 1.96 and the p-value is greater than 0.05. Thus, it is concluded that the brand awareness variable has no influence on brand loyalty among employees of PT AKR Land Kawanua Emerald City Manado.

Tiep Le et al. (2023) suggest that brand loyalty requires more than just awareness. Brand loyalty develops through emotional involvement and perceived value

provided by the brand. If employees only know the brand without deep involvement, loyalty is difficult to form. Research by Chernev (2020) also states that although brand awareness is an important foundation, it does not necessarily guarantee loyalty without other elements, such as satisfaction and trust in the brand.

4. CONCLUSION

This study seeks to ascertain the influence of social media on the marketing of AKR Land Kawanua Emerald City goods. Whether this marketing approach can enhance the brand of the Kawanua Emerald City project, allowing it to differentiate itself from similar businesses after being introduced to customers. Hypothesis testing shows that social media marketing variables do not affect brand gestalt; however, it does affect brand awareness and brand loyalty. In addition, brand gestalt variables do not affect brand awareness, although they do affect brand loyalty among PT AKR Land Kawanua Emerald City Manado workers. The findings of the study indicate that brand knowledge does not affect brand loyalty among PT AKR Land Kawanua Emerald City Manado workers.

While social media marketing does not directly affect brand gestalt, e-commerce players can use social media to increase brand awareness and brand loyalty, which are important components in building long-term relationships with consumers. Focus on relevant, engaging, and interactive content to increase consumer loyalty to the brand.

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