

The Influence Brand Gestalt on Revisit Intention at Hombo Batu Tourist Attraction, South Nias Regency

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Abstract—The purpose of this study is to determine the effect of Brand Gestalt on Revisit Intention at the Hombo Batu tourist attraction in South Nias Regency. This research employs a quantitative approach, with the population consisting of all visitors who have visited the Hombo Batu tourist attraction in South Nias Regency. A total of 100 respondents were selected using the purposive sampling method. The data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 3.0 software. The results of the study show that the Servicescape (X1) variable has a positive and significant effect, with an original sample value of 0.121, and is significantly related to revisit intention with a p-value of $0.008 < 0.05$ ($\alpha = 5\%$). The Sensescape (X2) variable also shows a positive effect, with an original sample value of 0.354, and is significantly related to revisit intention with a p-value of $0.000 < 0.05$ ($\alpha = 5\%$). Furthermore, the Stakeholder (X3) variable demonstrates a positive effect, with an original sample value of 0.233, and is significantly related to revisit intention with a p-value of $0.007 < 0.05$ ($\alpha = 5\%$). Therefore, it can be concluded that Servicescape, Sensescape, and Stakeholder variables each have a positive and significant influence on Revisit Intention. These findings provide important implications for tourism marketing strategies, particularly in enhancing revisit intention activities.

Keywords: Servicescape; Sensescape; Stakeholder; Revisit Intention

1. INTRODUCTION

Tourism is one of the leading sectors in global economic development, contributing significantly to job creation and foreign exchange circulation. The WTO (2023) reports that the tourism sector accounts for more than 10% of total global GDP. In Indonesia, this sector has become a development priority, particularly in the context of post-pandemic recovery (BPS, 2024). One of the regions currently developing in this sector is North Sumatra Province, especially South Nias Regency.

South Nias Regency is known as the home of the iconic cultural attraction Hombo Batu, or the traditional stone jumping ritual, which has become a world-class cultural tourism attraction (South Nias Tourism Office, 2024). This attraction, which symbolizes the bravery and physical agility of the Nias people, draws thousands of visitors each year. Official data show that more than 63,000 tourists visited Hombo Batu in 2023, a significant increase compared to the previous two years.

However, based on a preliminary survey of 30 Hombo Batu visitors, it was found that supporting facilities such as area cleanliness, environmental comfort, and staff service remain suboptimal. Overall, 60% of respondents stated that they were hesitant to revisit due to an unsatisfactory experience. This indicates the need for greater attention to the quality of the tourist experience in order to increase revisit intention.

In the study of tourist behavior, revisit intention refers to an individual's willingness to return to a destination based on previous positive experiences (Prayag & Ryan, 2016). The factors shaping such experiences are described through the concept of Brand Gestalt, which represents the holistic perception visitors form toward a destination (Sarstedt et al., 2020).

The Brand Gestalt concept consists of three main elements: servicescape, sensescape, and stakeholder (Chan et al., 2019). Servicescape includes the physical elements of a destination, such as cleanliness, aesthetics, and environmental comfort. Sensescape focuses on the sensory experiences perceived by tourists, such as colors, smells, sounds, and textures of the environment. Meanwhile, stakeholder refers to the parties involved in destination management, including local communities, government, and tourism practitioners.

Previous studies have examined the relationship between these elements and revisit intention, but the findings remain inconsistent. Some studies indicate that servicescape significantly influences satisfaction and revisit intention (Bitner, 2014), while others suggest a weaker influence in the context of cultural destinations (Zhang & Xu, 2021). This situation creates a relevant research gap for further analysis, particularly in cultural destinations in Indonesia such as Hombo Batu.

This study aims to analyze the influence of servicescape, sensescape, and stakeholder on revisit intention at the Hombo Batu tourist attraction. A quantitative approach is employed by involving 100 visitors who have previously visited Hombo Batu. The analysis is conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method, with the SmartPLS software.

The results of this research are expected to provide practical contributions for tourism managers in South Nias Regency to enhance memorable tourist experiences and build a superior brand image for cultural destinations. In addition,

this study contributes academically by extending the application of the Brand Gestalt concept within the context of cultural tourism destinations.

2. RESEARCH METHODS

2.1 Basic Research Framework

This study adopts a quantitative method to assess the extent to which independent variables influence the dependent variable. The quantitative approach is a scientific method that focuses on the systematic collection and analysis of numerical data, aiming to map relationships between variables, predict phenomena, or control specific factors within the research.

Table 1. Variable Operational Definition

Variabel	Defenisi	Variable Indicators	Scale
Servicescape (X ₁)	The physical elements that shape the service environment and influence customers' perceptions of their experiences (Li, G., & Wei, R., 2022)..	Layout and spatial design Visual aesthetics Cleanliness and physical comfort Ambience (atmosphere)	Likert
Sensescape (X ₂)	Sensory stimuli such as color, sound, aroma, and temperature provided by the brand to create an emotional experience (Hultén, 2011).	Functional characteristics Psychological characteristics Unique image	Likert
Stakeholder(X ₃)	The involvement of related parties (both internal and external) that shapes customers' perceptions of the brand's identity and values (Voyer, P. A., et al., 2016).	Community involvement Corporate Social Responsibility (CSR) programs Transparent communication Relationships with employees/partners	Likert
Revisit Intention(Y)	Customers' intention to revisit or reuse a service based on their previous experience (Hellier et al., 2003).	Desire to return Intention to use the service repeatedly Recommendation to others Desire to return	Likert

This research was conducted at the Hombo Batu tourist attraction in South Nias Regency. In this study, the population, based on data from the South Nias Ecotourism Information Center, consists of all visitors who visited the Hombo Batu tourist attraction in South Nias Regency in 2024, totaling 63,230 tourists. In determining the sample size, the author applied Slovin's formula, as the total population in this study exceeds 100 respondents. The Slovin formula is as follows:

$$n = \frac{N}{1+(N \times e^2)}$$

So:

$$n = \frac{63.230}{1+(63.230 \times [0.1]^2)}$$

$$n = 99,842$$

$$n \approx 100$$

It can thus be concluded that the total sample size in this study was rounded to 100 respondents, representing visitors who had previously visited the Hombo Batu tourist attraction in South Nias Regency. Data analysis in this study employed the PLS (Partial Least Squares) method using the SmartPLS software, which analyzes both the direct and indirect effects of the independent variables on the dependent variable.

3. RESULTS AND DISCUSSION

3.1 Data Analysis Results

3.1.1 PLS Model Analysis

The first or initial model proposed in this study was developed using all indicators for each construct. The initial model was analyzed based on the reference framework illustrated in Figure 1 below:

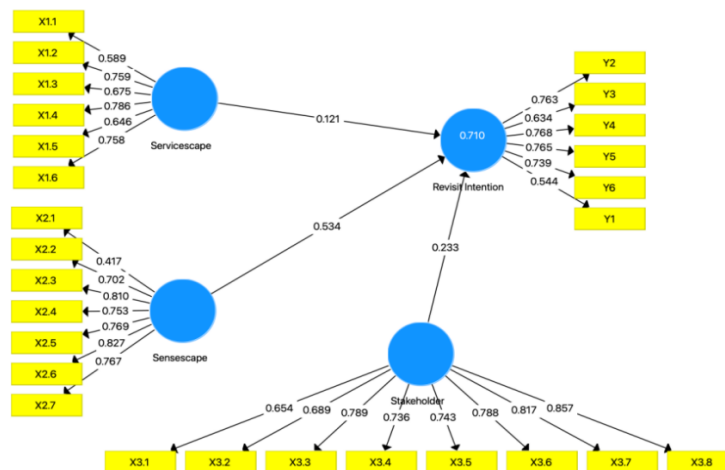


Figure. 1 First Model Frame

Figure 1 illustrates the application of First-Order analysis to all research variables. This process aims to evaluate the degree of fit of the indicators within each dimension that serves as the basis for constructing the research indicators. If the indicators in each dimension meet the criteria of reliability and accuracy in measuring their respective dimensions, the predictive accuracy of the relationships between variables in the study can be improved.

3.1.2 Evaluation of Measurement Models (*Outer Model*)

Outer models or measurement models aim to analyze the validity and reliability of constructs in research. For indicators that are reflective, the assessment is carried out through convergent validity tests (the ability of the indicator to measure related constructs), discriminant validity (the ability to distinguish between constructs), and the measurement of composite reliability and Cronbach's alpha in the indicator group (Ghozali, 2018).

In reflective constructs, the reliability of the indicator is tested using a loading factor. Each indicator should have a loading factor value that shows the strength of its relationship to the constructed being measured. Ideally, this value should exceed 0.7, but in exploratory research, a minimum value of 0.5 is still acceptable (Ghozali, 2018). The process of calculating the loading factor of each indicator to the construct is carried out through an algorithm available in the SmartPLS software.

Table 2 Loading Factors Test Results

	<i>Revisit Intention</i>	<i>Sensescape</i>	<i>Servicescape</i>	<i>Stakeholder</i>
X1.1			0,589	
X1.2			0,759	
X1.3			0,675	
X1.4			0,786	
X1.5			0,646	
X1.6			0,758	
X2.1		0,647		
X2.2		0,702		
X2.3		0,810		
X2.4		0,753		
X2.5		0,769		
X2.6		0,827		
X2.7		0,767		
X3.1				0,654
X3.2				0,689
X3.3				0,789
X3.4				0,736
X3.5				0,743
X3.6				0,788
X3.7				0,817
X3.8				0,857
Y2	0,763			
Y3	0,634			
Y4	0,768			
Y5	0,765			
Y6	0,739			
Y1	0,544			

Table 2 reveals that all indicators of the research variables have a value of *outer loading* exceeds the limit of 0.5. Ghozali (2018) explains that the value *outer loading* In the range of 0.5 to 0.6 it has met the minimum criteria of convergent validity. These findings prove that all research indicators meet the validity requirements so that they are suitable for use in the next stage of the analysis process.

Reliability testing using *composite reliability* requires a minimum value of 0.7 for each construct. However, in exploratory studies like this, the value of ≥ 0.6 is still tolerable according to the opinion of Bagozzi and Yi (1998). The results of the *composite reliability calculation* through the SmartPLS algorithm for each construct can be observed in Table 3, which shows the internal consistency of the research instrument.

Tabel 3. Composite Reliability

Composite Reliability	
<i>Revisit Intention</i>	0,856
<i>Sensescape</i>	0,887
<i>Servicescape</i>	0,855
<i>Stakeholder</i>	0,917

Source: PLS Output, (2025)

Based on Table 3, all constructs have achieved the minimum requirement of *outer model* reliability with a *composite reliability* value above 0.7. These results are the basis for the feasibility to continue the *analysis of the outer model* to the validity testing stage.

Convergent validity as part of the evaluation *outer model* measured using the *Average Variance Extracted (AVE)*. According to Hair *et al.* (2021), an adequate AVE value on each construct must exceed a minimum threshold of 0.5. SmartPLS computation of the AVE value of the entire research construct in detail can be seen in Table 4.

Tabel 4. Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
Revisit Intention	0,627
Sensescape	0,672
Servicescape	0,621
Stakeholder	0,686

Source: PLS Output, (2025)

Table 4 shows that the AVE value in each final model construct reaches a value of > 0.5 . As a result, the calculated structural equation model meets *the convergent validity* criteria.

3.1.3 Structural Model Evaluation (*Inner Model*)

After the estimation model meets the *Outer Model criteria*, the measurement stage continues with the evaluation of the structural model (*Inner Model*) through the analysis of the determination coefficient (R^2) on the dependent variable. The results of the calculation of the R^2 value for each variable are presented in full in Table 5.

Table 5. R Square

R Square	
<i>Revisit Intention</i>	0,710

Source: PLS Output, (2025)

Based on the computation results shown in Table 4, the R^2 value for the revisit intention variable reached 0.710. This figure indicates that the combination of the variables *servicescape*, *sensescape*, and *stakeholder* is able to explain 71% of the variance in revisit intention, while the remaining 29% is influenced by external factors not included in the design of this study.

3.1.4 Direct Effect Test

Hypothesis testing was carried out through a T-statistics test (t-test) at a significance level of α 5%. Based on the test criteria, the *p-value* below 0.05 indicates a statistically significant relationship, while the *p-value* above 0.05 indicates the insignificance of the relationship between variables. The results of the analysis of the direct influence between variables are comprehensively presented in Table 6.

Tabel 6. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Sensescape</i> -> <i>Revisit Intention</i>	0,534	0,532	0,129	4,133	0,000

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Sensescape</i> -> <i>Revisit Intention</i>	0,421	0,420	0,114	3,289	0,008
<i>Stakeholder</i> -> <i>Revisit Intention</i>	0,353	0,343	0,145	2,614	0,007

Source: PLS Output, (2025)

Based on Table 6, the following results were obtained:

Based on Table 5, the results are as follows:

a. The Effect of Sensescape on Revisit Intention

Referring to Table 4.13, the relationship between *Sensescape* and *Revisit Intention* shows a significance value of ($p = 0.000 < 0.05$), indicating that H_0 is rejected and H_1 is accepted, meaning that *Sensescape* has a significant effect on *Revisit Intention*. Furthermore, the original sample shows a coefficient value of 0.534, which indicates a positive relationship between *Sensescape* and *Revisit Intention*.

b. The Effect of Servicescape on Revisit Intention

Referring to Table 4.13, the relationship between *Servicescape* and *Revisit Intention* shows a significance value of ($p = 0.008 < 0.05$), indicating that H_0 is rejected and H_1 is accepted, meaning that *Servicescape* has a significant effect on *Revisit Intention*. The original sample shows a coefficient value of 0.421, indicating a positive relationship between *Servicescape* and *Revisit Intention*.

c. The Effect of Stakeholder on Revisit Intention

Referring to Table 4.13, the relationship between *Stakeholder* and *Revisit Intention* shows a significance value of ($p = 0.007 < 0.05$), indicating that H_0 is rejected and H_1 is accepted, meaning that *Stakeholder* has a significant effect on *Revisit Intention*. The original sample shows a coefficient value of 0.353, indicating a positive relationship between *Stakeholder* and *Revisit Intention*.

3.2 Discussion

3.2.1 The Effect of Servicescape on Revisit Intention

Based on the data analysis conducted, Servicescape has a positive and significant effect on Revisit Intention. The results of this study indicate that Servicescape has a path coefficient (original sample) value of 0.421, which is positive, showing a direct influence on Revisit Intention. Furthermore, Servicescape also has a significant effect, as the test results show that the P-value (0.008) is smaller than the probability value of 0.05. These positive findings indicate that the better visitors perceive the Servicescape at Hombo Batu, the higher their likelihood of having a revisit intention.

Based on the response distribution, the highest positive result was found in the statement: “The natural scenery at the Hombo Batu tourist attraction is very beautiful and appealing” (Mean = 4.27). This indicates that the natural landscape surrounding the Hombo Batu tourist site is highly appreciated. The second-highest statement according to respondents’ answers was: “The layout of the Hombo Batu tourist area makes it easy for me to move around and explore the site” (Mean = 4.13). This suggests that the layout—such as the proximity of traditional houses to the Hombo Batu photo spots—facilitates visitor movement and exploration within the site.

However, the analysis also revealed that some respondents gave lower ratings on other functional aspects. This was due to perceptions that the existing servicescape at Hombo Batu was inadequate. One of the most criticized aspects was the placement of facilities, which were considered poorly maintained and strategically located—for instance, toilets that were dirty, damaged, and insufficient. Additionally, the scenery was perceived as monotonous, causing first-time visitors and returning tourists to feel bored. Therefore, servicescape plays a crucial role in encouraging tourists to develop the desire for revisit intention.

These findings are consistent with those of Kurniawan (2024) and Cahyuni & Ritonga (2023), who also found that servicescape has a positive and significant effect on revisit intention.

3.2.2 The Effect of Sensescape on Revisit Intention

Based on the distribution of responses, it is evident that Sensescape has a positive and significant effect on Revisit Intention. The quantitative results show that Sensescape has a path coefficient (original sample) value of 0.534, which is positive and the highest among all independent variables. The significance of this effect is strongly confirmed by a P-value of 0.000, which is far smaller than the 0.05 probability threshold. These positive and significant results indicate that the better the Sensescape including what visitors see, hear, and feel at Hombo Batu, the higher their likelihood to revisit the destination.

The highest positive response was found in the statement: “The facilities available at the Hombo Batu tourist attraction are adequate to meet tourists’ needs” (Mean = 4.17). This indicates that the availability of well-functioning facilities is a key factor in visitor satisfaction. Adequate facilities (such as comfortable seating areas and attractive photo spots) serve as supporting elements that allow visitors to fully enjoy the sensescape experience, thereby increasing their comfort level at the destination. However, it is worth noting that some respondents rated lower on the aspects of uniqueness and cleanliness. Cleanliness is a fundamental Sensescape element that greatly affects comfort. Negative perceptions of cleanliness—such as “scattered litter, bird droppings on seats and shaded areas, and a lack of distinctive uniqueness compared to other tourist sites”—can reduce the

comfort level of visitors at Hombo Batu. Therefore, maintaining and enhancing the sensescape is essential, as neglecting it would result in visitors lacking strong motivation for revisit intention. These findings align with the results of Hendrawan (2023) and Sari & Prasetyo (2024), who reported that Sensescape has a positive influence on visitor satisfaction.

3.2.3 The Effect of Stakeholder on Revisit Intention

Based on the distribution of responses, Stakeholder has a positive and significant effect on Revisit Intention. The results show that Stakeholder has a path coefficient (original sample) value of 0.353, which is positive, indicating a direct influence on Revisit Intention. Furthermore, the variable is significant, as the test results show that the P-value (0.007) is smaller than the 0.05 probability value. This finding suggests that the better visitors perceive stakeholder management (including local communities, managers, and employees), the higher their likelihood of developing a revisit intention.

According to the response distribution (Table 4.7), the highest positive score was found in the statement: "Hombo Batu tourism actively involves local communities in tourism management" (Mean = 4.39). This indicates that visitors highly appreciate and recognize the involvement of surrounding communities. They perceive that their visits contribute to local welfare, thereby building a strong positive image of the destination.

Moreover, the statement "Tourism managers listen to and accommodate the aspirations of the surrounding community" also received a very high positive response (Mean = 4.24). This demonstrates that the relationship among stakeholders in managing Hombo Batu tourism is well established. It conveys the impression that the management maintains harmonious relationships with local communities and business partners, creating a responsible and professional management image. Such positive social relationships can be felt by visitors and contribute to an overall pleasant experience.

However, it should be noted that some respondents expressed doubt regarding internal stakeholders. The statement "Hombo Batu tourism employees appear satisfied with their work" received the lowest mean score (Mean = 4.08) among the Stakeholder variables. This is important because employee satisfaction directly affects the quality of service provided. Unsatisfied employees may deliver less friendly service, which can diminish visitors' positive experiences and reduce the level of revisit intention.

4. CONCLUSION

Based on the results of the research, the suggestions to the researcher are as follows, Based on the results of the study, it can be seen that *Servicescape* has a positive and significant effect on *Revisit Intention* at the *Hombo Batu* tourist attraction. The majority of respondents assessed that the environmental aspects and layout of the tourist area were already good, with beautiful natural scenery and well-organized facilities. However, some visitors still considered that public facilities such as toilets, seating areas, and direction signs need improvement, as some are still dirty, damaged, and inadequate. Therefore, it is expected that the local government and tourism management collaborate actively to repair and add public facilities, provide informative direction signs, and maintain the cleanliness of the tourist area so that visitors feel comfortable and are encouraged to revisit. Based on the results of the study, it is also evident that *Sensescape* has a positive and significant effect on *Revisit Intention* at the *Hombo Batu* tourist attraction. The majority of respondents felt calm and happy while at the tourist site and stated that the atmosphere and natural beauty created a pleasant impression. However, some visitors complained about the lack of cleanliness and uniqueness compared to other tourist destinations. Therefore, it is expected that the management can improve environmental cleanliness, add more diverse and attractive tourism activities, and strengthen the unique cultural identity of Nias so that visitors have a more memorable experience and a greater intention to return. Based on the research findings, it is known that *Stakeholder* has a positive and significant effect on *Revisit Intention*. Respondents perceived that local community involvement and management's concern for the environment were good. However, there were still complaints related to the satisfaction of tourism staff, which affects visitor service quality. Therefore, management is expected to pay more attention to the welfare and work motivation of tourism staff, strengthen collaboration programs with local communities, and maintain good relationships with local business partners. This is essential for maintaining service quality and building a positive image of the *Hombo Batu* tourist attraction. For future researchers, it is recommended to expand this study by adding other variables that may influence *Revisit Intention*, such as *Storyscape* (narrative) and *Tourist Satisfaction*, among others, at the *Hombo Batu* tourist attraction. Furthermore, future studies may employ a qualitative approach to explore more deeply tourists' experiences in assessing satisfaction and loyalty toward the *Hombo Batu* tourist destination.

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