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The Effect of Characteristics of Celebrity Endorser on Intention to Buy Hotel Room through Destination Images (Study on Celebrity Endorser Followers on Instagram)

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Abstract---*In the development of technology provides many changes in communication patterns. One of the mass communication that is widely affected by technology in mass media with the emergence of new media. The existence of new media includes information technology and communication technology that complement each other through internet media, one way is to use social media. Social media that is widely used are blogs, Instagram and Youtube. Given that the use of celebrities in advertising campaigns often incurs high costs, advertisers hope that these qualitative benefits can turn into a positive economic impact. Nowadays many companies use celebrity or Celebgram as an endorser that usually costs less than advertising with exclusive contracts. This study aims to see how the characteristic influence of celebrity endorsers on the hotel buying interest in Indonesia through the destination image. The result shows that the characteristic of celebrity endorsers and destination image has a positive and significant impact on intention to buy.*

Keywords---*celebgram, celebrity endorser, destination image, intention to buy, tourism.*

Introduction

On Instagram, celebrity profiles are at the top of the most followed list on Instagram, the account's profile is often used to deliver marketing messages to its Instagram followers (Djafarova & Rushworth, 2017). Consumers often follow a celebrity from how to dress, communicate to the brand of a product chosen and used by the celebrity, so that with such an image, celebrities are used as endorsers to advertise a brand (Muda et al., 2014), thus comes another term namely celebrity endorser. According to Royan (2004), the use of celebrity endorsers is based on four characteristics conveyed through VisCap models (Visibility, Credibility, Attraction, and Power). Rini & Astuti (2012), suggested that the characteristics of celebrities as endorsers of a product have a great influence on consumer buying interests. In a previous study conducted by Gunawan (2014), on celebrity endorsers, the results were obtained that the criteria of celebrity endorsers used in an advertisement have a positive influence on the buying interest of a product. The study also said that endorsers not only have an influence on buying interests, but also on brand

awareness. Brand awareness is the ability of a prospective buyer to recognize, recall a brand as part of a particular product category (Octaviasari & Widiyanto, 2011). The results of this study say that brand awareness of a product has a higher influence when using celebrity endorsers. Therefore, more and more companies in the field of hospitality and tourism are using celebrity endorsers to overcome competition (Simsekoglu & Nayum, 2019; Amerta et al., 2018).

Recently, destination marketers have taken part and used celebrities to promote their destinations to domestic and international travelers. Celebrity destination brand endorsers, also known as tourism ambassadors, were chosen because of their universal appeal in the main visitor market and are often the highlight of marketing campaigns (Van Der Veen et al. 2009; Van Der Veen and Song, 2010). Celebrity endorsers can play an important role in the destination selection process by prospects and subsequent travel behaviour (Glover, 2009; Teng et al., 2020). Marketers consider celebrity support for travel destinations as an important option for increasing the return on investment (ROI) of destinations and disseminating word of mouth information about destination brands to a wider audience than regular tourism campaigns. This trend, seen both in western and eastern countries, has promoted marketing campaigns using celebrity supporters to showcase destinations to their potential customers (Colliander et al., 2018) and even tourism advocates such as airlines (Kotsi & Valek, 2018). This research is to see how the influence of characteristics (Trustworthiness, Expertise, Attractiveness, Respect and Similarity) celebrity endorser to the interest of buying a hotel through the image of the destination.

Celebrity endorser

According to Percy and Rossiter in 1980 re-stated by Royan (2004), celebrity endorser has four communication indicators delivered through VisCap model (Visibility, Credibility, Attraction, and Power). The explanation of these four indicators is as follows:

- Visibility; this characteristic shows how far the popularity and number of fans a celebrity has. This characteristic also shows how often the celebrity appears in public. The more popular a celebrity endorser is, the easier an ad will be known to consumers.
- Credibility; this characteristic is an advantage that is owned by celebrity endorsers in order to be accepted or followed by the public. These characteristics depend on consumer perception, so they can be fickle. Two factors that affect credibility are expertise and trustworthiness. Expertise is the knowledge possessed by a celebrity endorser about the product to be advertised, while trustworthiness is the ability of celebrity endorsers to give confidence to consumers about the product.
- Attraction; this characteristic is an attraction that an endorser's celebrity has to influence the interests and interests of his followers. Attraction has two characteristics, namely the first how a celebrity endorser is liked by the audience (likeability) and the second how the level of similarity of celebrity endorser with the personality desired by consumers (similarity). These two characteristics are inseparable and must be side by side, because if a consumer only likes the celebrity endorser but feels there is no desired similarity then this will not encourage the consumer's interest to buy.
- Power; this latter characteristic explains how much of a celebrity endorser's ability to attract consumers to buy each product is promoted. The celebrity's power is also done by displaying sentences such as persuasive "orders" to consumers to buy promoted products. Therefore, this characteristic will be able to play an effective role if used to determine a consumer's buying interest.

According to Shimp (2010), there are five characteristics of celebrity endorser called TEARS model, namely:

- Trustworthiness; refers to the ability to be trusted, honesty, as well as the integrity of the celebrity.
- Expertise; refers to the knowledge, experience, or skills that an endorser has.
- Attractiveness; refers to a number of physical characteristics that can be seen by the person in the celebrity, such as good looks / beauty, body thinness, and so forth.
- Respect; refers to an endorser who is admired and respected by consumers for his personal qualities and achievements.
- Similarity; is an important attribute because it is easier for consumers to connect with an endorser who has the same characteristics as the consumer.

Destination image

Image according to some researchers such as; 'is a mental connotation or representation that a person has about the thing beyond the physical perception limits. [Alessandra et al. \(2005\)](#), said 'image can be the traces remain in mind about something perceived through senses as well as a mental fiction about something that is created by a person'. [Ozmen & Okay \(2005\)](#), in [Aksoy & Kiyici \(2011\)](#), states that image is the opinion of the people about an object, an institution or person. Therefore the image is a person's assessment of an object. So that the good or bad image is very dependent on the two entities, namely the perception of a person and the object being perceived. Destination image is said to play an important role and as a key aspect for consumers or tourists in decision making ([Beerli & Martin, 2004](#)). [Echtner & Ritchie \(2003\)](#), found that there are variations in the attributes used to assess the image of a destination, this is because consumers have motivations that change all the time as well as a product or destination is a series or combination of various components so that the aspects assessed can vary as well. [Banyai et al. \(2009\)](#), suggests the Framework of destination imagery consists of three different sets of components needed in the process of establishing a destination image. This framework is based on the previous framework that has been structured by [Echtner & Ritchie \(1991\)](#), namely:

- Cognitive image, consisting of the quality of experience obtained by tourists, tourist attractions in a destination, the environment, and cultural traditions of the destination.
- Affective image, consisting of fun, evoking, relaxing, and interesting attractions when in a destination.
- Unique image, consisting of natural environment, attractiveness of a local destination and attractions in the destination.

Intention to buy

Buying Interests state that buying interest is the behavior of consumers who have a desire to choose and buy a product based on experience in choosing a product and using it. [Ferdinand et al. \(2002\)](#), said that buying interests can be identified through the following categories: Transactional interests; indicate a person's tendency to buy a product. Referential interests; indicate a person's tendency to recommend products to others. This will be done when someone has liked a product, that person will tell it to others. Preferential interests; interests that indicate the behavior of someone who has a primary preference for a product. This preference may only change or be replaced if the product encounters a problem. Explorative interests indicate the behavior of someone who is always looking for more information about the product of interest and looking for information that supports the positive properties that the product has ([González et al., 2019](#); [Sharon et al., 2018](#)).

The relationship between celebrity endorser, destination image and intention to buy

Buying interests can be influenced by product attributes, price and performance or performance of endorsers felt by consumers ([Freeman & Chen, 2015](#)). According to previous research by [Chi et al. \(2011\)](#), states that celebrities used as endorsers have a significant influence on consumer buying interests. Celebrity endorsers who have characteristics can influence the attitude and response of consumers to a product positively, so that consumers will consider purchasing the advertised product and it is expected that it can also influence the behavior of the consumer's subconscious to buy the product without coercion. In addition, attractive celebrity endorser [Hansudoh \(2012\)](#), as well as having good credibility [Darmansyah et al. \(2014\)](#), which is included in the characteristics of celebrity endorsers, is also able to grow the interest in buying an advertised product. Based on the above explanation, the first hypothesis can be formulated as follows:

- H1: Characteristics of celebrity endorsers (KSE) have a significant and positive effect on the buying interest (MB)/hotel selection.

Celebrity endorsers can play an important role in the destination selection process by prospects and subsequent travel behavior ([Glover, 2009](#); [Teng et al., 2020](#)). Marketers consider celebrity support for travel destinations as an important option for increasing the return on investment (ROI) of destinations and disseminating word of mouth information about destination brands to a wider audience than regular tourism campaigns ([Roy et al., 2021](#); [Verinita et al., 2018](#)). This trend, seen both in western and eastern countries, has promoted marketing campaigns using celebrity supporters to showcase destinations to their potential customers [Colliander et al. \(2018\)](#), and even tourism

advocates such as airlines (Kotsi & Valek, 2018). Based on this exposure, the second hypothesis was formulated as follows:

- H2: Characteristics of celebrity endorser (KSE) have a significant and positive effect on destination image (ID). Destination imagery is said to play an important role and as a key aspect for consumers or tourists in decision making (Beerli & Martin, 2004; Bigne et al., 2001; Birgit, 2001; Castro et al., 2007; Chen & Tsai, 2007; Gallarza et al., 2002; Diamond & Lee, 2011).

If the image of the destination is positive then consumers or tourists will intend to choose but on the contrary if the image of the destination is negative then they will undo their intention to make a visit (Bigne et al., 2001; Diamond & Lee, 2011). Therefore, the third hypothesis is formulated as follows:

- H3: Destination image (ID) has a significant and positive effect on the interest in buying / choosing a hotel (MB)

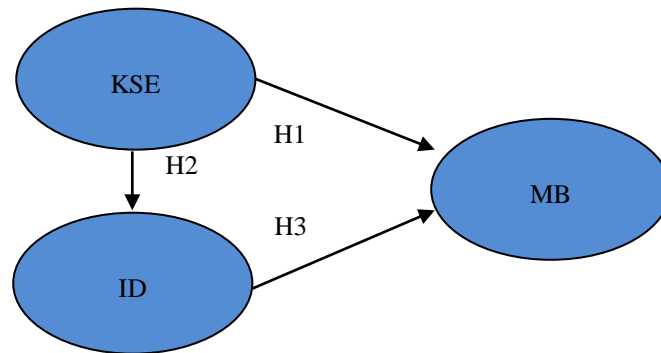


Figure 1. Research Model

Methods

The study surveyed 100 celebrity followers on Instagram. The criteria of respondents selected based on purposive sampling of respondents aged at least 17 years, using Instagram every day, having Instagram personal account and become a follower Indonesian celebrity endorser Trinity Travel or Jennifer Bachdim and Jessica Iskandar. Questionnaires are distributed through social media as well as in public places (Qu et al., 2011; Moon et al., 2008). The questionnaire used in this study consisted of 4 sections, where the first part contained the respondent's profile; the second part captures the perception of the characteristics of the celebrity endorsers that followed 5 indicators adapted from the Concept of VisCap by Royan (2004), the third section includes Destination Image 3 indicators adapted from Echtner & Ritchie (1991), and the last section on Intention to Buy questions 4 indicators adapted from Ferdinand (2002). The collected data was then analyzed using SEM (Structural Equation Model) method using Partial Least Square (PLS) model to test the influence between the variables studied (Boyland et al., 2013; Doyle et al., 2014).

Results and Discussion

A total of 150 respondents who participated in this study with detailed profile descriptions can be seen in figure.2. The majority of respondents in this study were female employee aged 31-40 years old and over with an income of range IDR 5. – 10 million per month (Bednall & Collings, 2000; Carlson et al., 2020). This is supported by data obtained from the Indonesian Internet Service Providers Association, which states that in 2016, 82% of Instagram users were aged 19-36 years. Respondents in this study can be said as respondents who are active in using Instagram because on average in one day, 33.9% of respondents spend 3 till 4 hours to open Instagram (Botti et al., 2008; Luthe & Wyss, 2014; Hosany et al., 2006). Furthermore, in the last two years (Juli 2019 – Juni 2021) the average respondent stayed at a hotel at least once at a 1 – 3 stars hotel or more. This study found that of the three celebrity endorsers that have been determined, Jessica Iskandar is the celebrity endorser that is most followed by respondents on Instagram, with a percentage of 47 %.

Description	n	%	Description	n	%
Gender			Durable of using Instagram/day		
Male	7	5%	Lower than 1 hour	3	2%
Female	143	95%	1-2 hours	5	3%
			3-4 hours	110	74%
Age			4 hours - up	32	21%
17 -21 years old	2	2%	Durable of staying hotel in last 2 years		
22-30 years old	8	5%	Never	1	2%
31 - 40 years old	123	82%	1-2 times	125	83%
More than 40 years	17	11%	3-4 kali	13	8%
			More than 4 times	11	7%
Occupation			The hotel classification which has been visited		
Student	2	2%	1 -3 stars	111	74%
Civil/Private Employee	110	74%	4 stars - up	36	24%
Entrepreneur	10	7%	homestay	2	1%
Professional (Doctor, Lecturer, etc)	28	17%	apartemen	1	1%
			Celebrity Endorser that followed		
Income			Trinity	39	26%
Lower than Rp.3.000.000	2	2%	Jessica Iskandar	70	47%
3.000.000 - 5.000.000	3	2%	Jennifer Bachdim	41	27%
5.000.001 - 10.000.000	125	83%			
More than Rp.10.000.000,-	20	13%			

Figure 2. Respondent profile

Validity and reliability test results

In this study, all research variables are said to be valid because the results of the convergent validity test calculation and the discriminant validity test that has been conducted showed a loading score value and an AVE (Average Variance Extracted) value greater than 0.5. All variables in this study are also said to be reliable. This is because the result of the composite reliability calculation has been more than 0.7 and cronbach's alpha value indicates a result of more than 0.6.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Destination Image (Y)	0,780		0,755	0,570
Characteristic Influence of Celebrity Endorser (X)	0,874		0,881	0,587
Intention to Buy (Z)	0,900		0,902	0,771

Figure 3. Construct of reliability and validity

Inner model evaluation results

The evaluation of the inner model is done by measuring the R-square and Q-square values of an indicator. The R-square value obtained in this study is 0.560 for the destination image variable and 0.476 for the buying interest variable. This means that the two variables have been well explained by the celebrity endorser characteristic variable. Then the Q-square value obtained is 0.770 which means that the structural model of the study is able to explain 77%

	R Square	R Square Adjusted
Image Destination (Y)	0,560	0,543
Intend to Buy (Z)	0,476	0,461

Figure 4. Construct of Inner Model

Hypothesis test results (t-test)

The research hypothesis can be accepted if the tcount (t-statistics) is greater than the t-table at an error rate (α) of 5%, namely 1.96 (two-tailed).

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Image Destination (Y) -> Intend to Buy (Z)	0,442	0,435	0,176	2,509	0,012
Characteristic of Celebrity Endorser (X) -> Citra Destinasi (Y)	0,526	0,573	0,202	2,602	0,010
Characteristic of Celebrity Endorser (X) -> Intend to Buy (Z)	0,362	0,354	0,146	2,480	0,013

Figure 5. T- Test

From the results of this hypothesis test it can be known that of the three hypotheses proposed in this study, all of them are acceptable because each of the influences shown has a P-Values value < 0.05 . So that it can be declared an independent variable to its dependencies has a significant influence.

Direct and indirect effect test results (f-square)

	Image Destination (Y)	Characteristic of Celebrity Endorser (X)	Intend to Buy (Z)
Image Destination (Y)			0,280
Characteristic of Celebrity endorser (X)	0,382		0,187
Intend to Buy (Z)			

Figure 6. f – Square

F-square is used to measure the strength of the relationship contained in the structural model. The f-square value is used to determine how strong the influence of the independent variable is in influencing the dependent variable directly or indirectly due to the intervening variable. F-square has a category of influence value or what is often called effect size. The category is divided into weak with an influence value of 0.020-0.140, moderate 0.150-0.350, and strong with a value of more than 0.350. (Ghozali, 2014)

	Score Effect size
Characteristic of Celebrity Endorser (X) -> Image Destination (Y) -> Intend to buy (Z)	0,232

Figure 7. Indirect effect

These results show that the power characteristics possessed by celebrity endorsers are strong enough to represent image destination, so that the influence of celebrity endorsers on direct purchase intention has a weaker value than if they had to go through image destination first. Therefore, Image Destination as an intervening variable not only acts as a partial mediating. The results of the research that have been carried out show that there is an influence between the variables of celebrity endorser characteristics on buying interest. This is supported by the results of previous research conducted by Chi et al. (2011), which states that celebrities who are used as endorsers have a significant effect on consumer buying interest. Then, the researcher found the result that the respondent's perception tendency was very high, contained in the statement where celebrity endorsers had the ability to make respondents more aware of the hotel being promoted. The results also show that the characteristics of celebrity endorsers have a positive and significant relationship to image destination.

The results of the direct and indirect influence test show that the indirect effect of celebrity endorser characteristics on buying interest through image destination as an intervening variable, shows greater results than the direct influence between celebrity endorser characteristics on buying interest. This indicates that the celebrity endorser characteristic, namely power, has been able to make followers know and remember the existence of the promoted hotel through image destination. Therefore, image destination as an intervening variable acts as a full mediator. Where, full mediator means that if the intervening variable is omitted, it will affect the existing independent and dependent variables too much.

Conclusion

The conclusions of this study are:

- The celebrity endorser character has a positive and significant influence on the purchase intention of the promoted hotel.
- Characteristics of celebrity endorsers have a positive and significant impact on destination image

- Destination Image has a strong positive and significant direct influence on buying interest.
- Characteristics of celebrity endorsers on direct purchase intention have a stronger value when compared to their indirect effect through destination image.

Based on the results of the study, the following are some suggestions that can be given:

- Based on the results of this study, the researcher suggests that the hotel party who wants to use celebrity endorsers to promote their hotel, can selectively choose celebrity endorsers who have strong power characteristics. Where, the celebrity is able to create content that can make it easy for his followers to remember the hotel being promoted.
- The results of the study show that celebrity endorsers need to improve their way of making posts that are able to provide uniqueness that can make followers remember the name of the hotel being promoted. Thus, it can increase followers' buying interest in the hotel.

Further research can develop intervening variables in the form of brand image, or other similar variables.

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