

The Influence of Celebrity Endorsement Through Social Media Instagram on Purchase Intention at the Westin Resort Nusa Dua, Bali

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ABSTRACT

A guest's decision to stay is an important factor in the hospitality industry, and a decrease in the decision to stay can have an impact on room occupancy rates. Potential guests will consider various factors before deciding to make a purchase, and purchase intention will arise before they make a decision. One of the factors that can influence purchase intention is celebrity endorsement, which is utilizing celebrity figures. This study aims to determine how celebrity endorsement affects room purchase intention through Instagram social media at The Westin Resort Nusa Dua, Bali. The population of this study are Instagram social media users with the criteria, namely people who have an Instagram social media account and have seen The Westin Resort Nusa Dua, Bali using celebrity endorsement on Instagram social media. The sample size used in this study was 100 respondents. The questionnaire was distributed online via google form. The data analysis techniques used are classical assumption test, multiple linier regression test, t-test, F-test and coefficient of determination test. The results stated that there is a significant influence partially or simultaneously (together) between visibility, credibility, attraction and power owned by celebrity endorsement on room purchase intention through Instagram social media at The Westin Resort Nusa Dua, Bali. Overall, celebrity endorsement has a contribution to influence purchase intention by 52% in the moderate / moderate category, while the remaining 48% is influenced by other factors not examined in this study, namely online customer review and price.

INTRODUCTION

Indonesia is the largest archipelago in the world, with 16,766 islands stretching from Sabang to Merauke (Central Bureau of Statistics, 2021). Indonesia's strategic geographical location and population of various ethnic groups and different cultural backgrounds make it a country rich in natural resources and biodiversity. Being between two continents and two oceans, having a tropical climate, makes Indonesia a popular destination for foreign tourists and provides great potential for the development of the Indonesian tourism industry, where the tourism sector plays an important role as a source of foreign exchange earnings and can encourage national economic growth (Yakup & Haryanto, 2019).

Bali as an icon of Indonesian tourism has become one of the most popular tourist destinations internationally (Brata et al., 2020). The significant role of Bali tourism to the economy can be seen from the increase in the number of tourist visits to Bali every year, which causes a very rapid development of accommodation accompanied by employment by the hospitality sector. In early 2020, Indonesia was shocked by the spread of the Covid-19 outbreak. The hospitality industry, which is the backbone of tourism, is one of the hardest hit sectors and has experienced a significant decline (Purike, 2021). The decline was reflected in several hotels that had to temporarily close all operations and also experienced a drastic decrease in the number of guests (Sihotang et al., 2022) The tourism sector in 2022 began to rise after being hit by the Covid-19 pandemic.

Foreign tourists visiting Bali in 2020 in November only had 2 foreign tourists, while in 2022 there was an increase compared to the previous month during the pandemic, reaching 287,025 visits. The positive impact of foreign tourist visits on the Indonesian tourism sector can also be seen from the increase in room occupancy rates, namely in Bali Province.

In 2021, the 5-star room occupancy rate was recorded at 32.44%, a decrease of 16.9% to 15.54% compared to 2020 during the pandemic, but again experienced an increase in 2022 of 37.27%. The highest room occupancy rate is at 1 star at 45.81%, followed by 5 star at 37.27%. The Westin Resort Nusa Dua, Bali is one of the 5-star hotels that has experienced an increase in room occupancy rates. The Westin Resort Nusa Dua, Bali is one of the five-star hotels in the ITDC Tourism Area which is under the auspices of the leading brand Marriott International.

The percentage of room occupancy rates at The Westin Resort Nusa Dua, Bali has decreased due to the pandemic, namely in May 2020, namely 1.2% and every year in the same month successively increased to 15.0% in 2021 and 59.5% in 2022, although it has increased but there are still fluctuations in the room occupancy rate at The Westin Resort Nusa Dua, Bali, namely in 2022 in August with a percentage of 65.1% then decreased in September with a percentage of 61.4%, increased again in October and decreased again in November respectively 71.9% and 68.0%.

Room sales are one of the biggest sources of income from hotels (Sinambela & Hemalli Premasari Purba, 2020). Room occupancy rates are a measure of the success of a hotel, therefore a decrease in room occupancy rates will be a big problem for a hotel if not handled properly and correctly (Arnawa,

2020). The decision to stay from potential guests is important in the hotel industry, if the decision to stay decreases, it will certainly affect the room occupancy rate. Prospective guests in choosing accommodation, of course, will consider various things, before prospective guests decide to make a purchase, there will be purchase intention in the minds of these prospective guests (Putri Sari, 2020).

Purchase intention is one part of several behaviors in a consuming attitude where consumers can choose to form a choice between several brands that are already included in the choice, then finally make a purchase on an alternative that is highly preferred or also the process that consumers go through to buy a good or service based on various considerations (Anggraini & Budiarti, 2020). The factors that shape purchase intention are product quality factors, brand, package, product attributes, price, availability of goods and promotional factors (Abzari et al., 2014).

The hospitality industry in this post-pandemic era needs to innovate to get guests in order to survive and compete and not be left behind by other industries. To achieve such demands, knowledge of consumer behavior is needed, in order to meet the needs and desires of consumers and provide satisfaction to consumers (Purboyo et al., 2021). Consumer behavior is changeable and unpredictable. These changes can be seen from the increasing use of social media in 2020 to 2022 active social media users continue to increase until it reaches 191 million people in January 2022 (Putri, 2022). The most widely used social media by Indonesians is WhatsApp with the first rank getting a percentage of 88.7%. Then the second and third rank are Instagram with a percentage of 84.8% and Facebook with a percentage of 81.3%, while, the percentage of TikTok and Telegram users is 63.1% and 62.8% respectively (Putri, 2022). Instagram, as the second most used social media by Indonesians after WhatsApp, has more and interesting features than WhatsApp.

The use of social media today is widely used by industry players as a product marketing strategy. There are several forms of marketing strategies that can be used such as advertisement, endorsement, paid advertisement and so on. Marketing through endorsements previously evolved from the Word of Mouth strategy, which is communication from person to person through speech, writing, or electronic communication regarding the benefits or experience of purchasing, using products or services (Kotler and Keller in Wijaya et al., 2019). A celebrity can increase sales of marketed products or services and increase the profits of a business through word of mouth. The use of celebrities is believed to have its own charm, in addition to having the advantage of publicity and the power to get consumer attention, celebrities also have the power to be used as a tool to persuade, seduce and influence target consumers, namely by using their fame, thus the term celebrity endorsement emerged (Fajar Rosalina & Deria Erina Putri, 2022).

An endorser who is chosen must have the necessary criteria to attract and influence potential guests in accordance with the theory put forward by Percy and Rossiter (Kertamukti, 2015), namely the VisCAP model (visibility, credibility, attraction, power). Based on the results of an unstructured interview

with Asst. Social Media Manager of The Westin Resort Nusa Dua, Bali said that this hotel has implemented a celebrity endorsement marketing strategy since 2016, but in the last 2 years The Westin Resort Nusa Dua, Bali has been more intensively implementing this strategy. The implementation of the celebrity endorsement strategy is certainly not arbitrary, careful consideration is needed in choosing a suitable celebrity. The Westin Resort Nusa Dua, Bali has criteria for choosing celebrity endorsements, namely photography aesthetic, engagement rate, number of followers, content themes, and location.

The Westin Resort Nusa Dua, Bali does not only choose celebrity endorsers based on the number of social media followers, but also considers the aesthetics of photography, engagement rate, content, and location of the celebrity endorser. The Westin Resort Nusa Dua, Bali uses Instagram social media in implementing this celebrity endorsement marketing strategy.

Many studies have examined the effect of celebrity endorsement on purchase intention. Research conducted by (Mangole, 2019) and (Wiwoho, 2023) shows that celebrity endorsement has a significant effect on purchase intention, while research conducted by (Dhaefina et al., 2021) shows that the celebrity endorsement variable has a positive but insignificant effect on purchase intention. Research also conducted by (Prabowo, 2020) with independent variables of visibility, credibility, attraction, and power, shows that the variables of visibility, credibility and attraction have a significant effect on purchase intention but the power variable does not have a significant effect on purchase intention. This indicates that the celebrity endorsement marketing strategy has a significant effect on purchase intention, but there is a possibility that one of the variables does not have a significant effect on purchase intention. There are different research findings as the gaps in the literature. Therefore, this shows that research on the influence of celebrity endorsement through social media instagram on purchase intention at The Westin Resort Nusa Dua, Bali is important to conduct.

LITERATURE REVIEW

Purchase Intention

Purchase intention is part of the behavioral component in the attitude to consume. Purchase intention is the tendency to buy a brand and is generally based on the compatibility of purchasing motives with the attributes or characteristics of the brand (Elisabeth Stevina et al., 2015). Purchase intention is consumer behavior where consumers have a desire to choose and consume a product. Purchase intention will arise if a consumer has an effect on the quality and quality of a product and information on a product (Kotler & Armstrong, 2014). Purchase intention is one part of several behaviors in a consuming attitude where consumers can choose to form a choice between several brands that are already included in the choice, then finally make a purchase on a highly preferred alternative or also the process that consumers go through to buy a good or service based on various considerations (Anggraini & Budiarti, 2020). Based on the description above, it can be concluded that purchase intention is a mental statement from consumers that reflects a plan to purchase a number of products with a certain brand.

Customer Behavior

Consumer behavior is a study that includes the selection, purchase, use, and placement of goods, services, ideas, or experiences by individuals, groups, or organizations to meet their needs and wants (Ardani, 2022). Consumer behavior is the process of searching, selecting, purchasing, using, and evaluating products to meet needs or satisfy desires (Musnaini et al., 2021). Consumer behavior is behavior about individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas for satisfaction (Malau, 2017). Based on the definition presented above, it can be concluded that consumer behavior involves a process that includes the search, selection, purchase, use, placement of goods, services, or ideas, and product valuation to meet the wants and needs of individuals, groups, or organizations.

Social Media

Social media marketing is a communication medium based on the use of the internet in marketing activities, which is carried out by companies by paying attention to the influence that consumers have on products or brands and what they share with consumers (Bilgin, 2018), and becomes a platform whose marketing activities are carried out by pushing the boundaries of space and time of business interactions between companies and potential consumers to build, promote, and strengthen a sense of closeness (Jacobson et al., 2020). Social media marketing is used to strengthen brand awareness and brand engagement to increase the purchase intention of a product (Putra & Aristana, 2020). Based on the above definition, it can be concluded that social media marketing is a process carried out by companies to create and promote activities related to online marketing on social media platforms that offer value to their stakeholders.

Celebrity Endorsement

Celebrity endorsement is the use of sources as attractive or popular figures in advertising, this is a fairly creative way of conveying messages so that the messages conveyed get higher attention and can be remembered (Kotler and Keller in Pratiwiningsih, 2018). Celebrity Endorsement is an advertising strategy that has long been recognized in modern marketing features. Industries often use endorsers to promote products or services to attract consumer interest in these products or services (Deandra Vidyanata, 2019).

METHODOLOGY

Sampling

The population in this study were social media instagram users, then the sample was selected using purposive sampling technique. The criteria for respondents in this study are as follows:

- a. People who have Instagram social media accounts
- b. People who have seen The Westin Resort Nusa Dua, Bali using celebrity endorsement on Instagram social media.

Sample calculation with the Lemeshow formula approach can be used to calculate the number of samples with a total population that cannot be known with certainty (Riyanto and Hermawan, 2020). From the results of calculations using the Lemeshow formula, it can be concluded that the minimum sample size used in this study is 100 people.

Data Collection

The technique used in data collection is to use a questionnaire technique. The questionnaire used contains 5 questions about the respondent's identity, 20 statement items measured using a 5 (five) Likert scale, where 1 indicates strongly disagree and 5 indicates strongly agree. The distribution of questionnaires in this study was carried out online via google form to Instagram social media followers of The Westin Resort Nusa Dua, Bali.

Data Analysis

Data analysis techniques in this study are research instrument validation tests which include validity tests and reliability tests, classical assumption tests which include normality tests, multicollinearity tests, heteroscedasticity tests, and multiple linear regression tests.

RESEARCH RESULT

Based on data analysis and exposure to data results that have been carried out, it is proven that the constant value is 5.303 and the regression coefficient of visibility (X1) is 0.241, credibility (X2) is 0.426, attraction (X3) is -0.454 and power (X4) is 0.121. Based on the constant value and regression coefficient of the independent variables, the multiple linear regression equation is obtained, namely:

$$Y = 5.303 + 0.241 X1 + 0.426 X2 + -0.454 X3 + 0.121 X4$$

The constant value of 5.303 means that if the variables visibility (X1), credibility (X2), attraction (X3) and power (X4) are eliminated, the purchase intention is worth 5.303. If the value of the independent variables, namely visibility (X1), credibility (X2), attraction (X3) and power (X4) is held, the dependent variable (purchase intention) increases.

The regression coefficient value of the visibility variable (X1) on purchase intention is 0.241, which means that if visibility (X1) increases by one unit, while other variables remain constant, purchase intention will increase by 0.241. The visibility coefficient (X1) is positive, which means that visibility (X1) and purchase intention have a unidirectional relationship. An increase in visibility (X1) results in an increase in purchase intention.

The regression coefficient value of the credibility variable (X2) on purchase intention is 0.426, which means that if credibility (X2) increases by one unit, while other variables remain constant, purchase intention will increase by 0.426. The credibility coefficient (X2) is positive, meaning that between credibility (X2) and purchase intention has a unidirectional relationship. An increase in credibility (X2) results in an increase in purchase intention.

The regression coefficient value of the attraction variable (X3) on purchase intention is - 0.454, which means that if attraction (X3) increases by one unit, while other variables remain constant, purchase intention decreases by - 0.454. The coefficient of attraction (X3) is negative, meaning that between attraction (X3) and purchase intention has an unidirectional relationship. An increase in attraction (X3) results in a decrease in purchase intention.

The regression coefficient value of the power variable (X4) on purchase intention is 0.121, meaning that if power (X4) increases by one unit, while other variables remain constant, purchase intention increases by 0.121. The coefficient of power (X4) is positive, meaning that between power (X4) and purchase intention has a unidirectional relationship. An increase in power (X4) makes an increase in purchase intention.

Based on the F test, it is known that the sig. value is 0.000. At a significance level of 5%, these results are significant because the value of Sig. < 0,05. This shows that the variables of visibility, credibility, attraction and power celebrity endorsement have a significant effect simultaneously (together) on room purchase intention.

Based on the results of the coefficient of determination test, the R square value obtained from the analysis is 0.520, which means that the dependent variable can be explained by the independent variable as much as 52% ($0.520 \times 100\%$) and the remaining 48% ($100\% - 52\%$) is explained by other variables not used in this study. If the coefficient of determination interval is between 0.33 - 0.67, the coefficient of determination can be said to be moderate (Ely Handriyani & Putu Banu Astawa, 2022). The results of the coefficient of determination in this study state that the independent variable affects the dependent variable by 52%.

DISCUSSION

The Effect of Visibility Variables (X1) on Purchase Intention

The average value of the overall visibility variable of 4.29 means that it is in the interval 4.21 - 5.00 with a very good category. It can be said that celebrity endorsers who collaborate with The Westin Resort Nusa Dua, Bali are known by a wide audience and have a very good influence to attract consumers, in line with the theory of Percy and Rossiter (Kertamukti, 2015). Based on data analysis that has been carried out using the SPSS version 28 tool using the t test to find out how the visibility variable affects purchase intention partially. Obtained a significance value $\alpha = 0.005 < 0.05$. This shows that visibility has a significant effect on room purchase intention at The Westin Resort Nusa Dua, Bali, this is in line with research conducted by Prabowo, 2020. If there is an increase in the visibility variable (in a positive sense), there will be an increase in purchase intention.

The Effect of Credibility Variables (X2) on Purchase Intention

Overall, the average value of the credibility variable is 4.16, which is in the interval 3.41 - 4.20 with a high category. Respondents as a whole have the perception that the expertise possessed by celebrity endorsers who collaborate with The Westin Resort Nusa Dua, Bali is acceptable and can build trust with consumers. These results are in accordance with the celebrity endorsers used by

The Westin Resort Nusa Dua, Bali, namely Indra Brasco and Mona Ratuliu who have these criteria so that The Westin Resort Nusa Dua, Bali has collaborated with them 2 times. Based on data analysis that has been carried out using SPSS version 28 using the t test to find out how the credibility variable affects purchase intention partially. Obtained a significance value $< a = 0.000 < 0.05$. This shows that credibility has a significant effect on room purchase intention at The Westin Resort Nusa Dua, Bali, this is in line with research conducted by (Mangole, 2019). If there is an increase in the credibility variable (in a positive sense), there will be an increase in purchase intention.

The Effect of Variable Attraction (X3) on Purchase Intention

It can be concluded that respondents generally have the perception that the attraction possessed by celebrity endorsers who collaborate with The Westin Resort Nusa Dua, Bali can attract consumers, it can also be seen in the highest statement, namely the 2nd statement with a score of 4.59 which contains "The celebrity endorser's appearance in doing endorsements seems *family-friendly*", this is in accordance with the criteria for selecting celebrity endorsers at The Westin Resort Nusa Dua, Bali, namely working with celebrity endorsers who have a "location" or positioning themselves in accordance with The Westin Resort Nusa Dua, Bali, which leads to *family-friendly*. Based on data analysis that has been carried out using SPSS version 28 using the t test to determine how the influence of the attraction variable on the purchase intention variable partially. Obtained a significance value $< a = 0.003 < 0.05$. This shows that attraction has a significant effect on room purchase intention at The Westin Resort Nusa Dua, Bali. Although it has a significant effect, the regression coefficient value of the attraction variable on purchase intention is - 0.454, which means that if attraction increases by one unit, while other variables remain constant, purchase intention will decrease by - 0.454. The attraction coefficient is negative, meaning that attraction and purchase intention have an unidirectional relationship.

An increase in attraction will result in a decrease in purchase intention. This result is similar to research which shows that there are certain situations where celebrity attraction can have a negative effect on consumer purchase intention. The strong physical attractiveness of celebrity endorsers triggers feelings of insecurity in consumers, which reduces the interest of potential consumers in buying the endorsement product (Osei-Frimpong et al., 2019).

The Effect of Power Variables (X4) on Purchase Intention

Overall, the average value of the power variable is 4.47, which is in the interval 4.21 - 5.00 with a very high category. It can be concluded that the power variable in celebrity endorsement influences respondents to recognize, visit, and stay at The Westin Resort Nusa Dua, Bali, which is rated very high. The highest average value on this variable indicates that power in celebrity endorsement influences consumers to have an interest in visiting and finding out more about The Westin Resort Nusa Dua, Bali. Based on data analysis using SPSS version 28 using the t test to find out how the influence of the power variable on purchase intention partially, the significance value $< a = 0.000 < 0.05$ is obtained. This shows that power has a significant effect on room purchase intention at The

Westin Resort Nusa Dua, Bali. If there is an increase in the power variable (in a positive sense), there is an increase in purchase intention.

The Effect of Visibility, Credibility, Attraction and Power in Celebrity Endorsement on Purchase Intention

Based on data analysis that has been carried out using SPSS 28, it is found that the variables of visibility, credibility, attraction and power simultaneously have a significant effect on purchase intention. The results of the F test show that simultaneously visibility, credibility, attraction and power have a significant effect on purchase intention seen from the significance value $< a = < 0.000 < 0.05$. The results of this study are in line with research conducted by (Mangole, 2019) and (Wiwoho, 2023). Judging from the results of the R^2 coefficient of determination test, it shows that visibility, credibility, attraction and power together contribute 52% to purchase intention, while the remaining 48% is influenced by other factors, namely online customer reviews (Thomas et al., 2019) and price (Mirabi et al., 2015).

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study, it can be concluded that visibility, credibility, attraction, power partially affect purchase intention. Simultaneously celebrity endorsement has a significant effect on purchase intention with a significance of $< a = < 0.000 < 0.05$. The credibility variable has the highest contribution in influencing purchase intention, which is 29.57%. Overall, celebrity endorsement has a contribution to influence purchase intention by 52% in the moderate / moderate category, while the remaining 48% is influenced by other factors not examined in this study, namely online customer reviews (Thomas et al., 2019) and price (Mirabi et al., 2015).

ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

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