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Jurnal Manajemen Indonesia

Journal homepage: journals.telkomuniversity.ac.id/ijm



The Effect Of Endorser Credibility On Purchase Intention Mediated By Brand Attitude And Brand Credibility On Online Travel Agent Traveloka

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Abstract

Online travel agencies (OTAs) in Indonesia, such as Traveloka, spend annually to endorse their brands through celebrities on TikTok to influence consumer perceptions of credibility and purchase intentions. This research explores the impact of celebrity endorsers' expertise, trustworthiness, and attractiveness on brand attitude, brand credibility, and purchase intention within the context of online travel agencies (OTA). Recognizing the significance of celebrity endorsement for enhancing the purchasing behavior of consumers towards OTA brands, the findings of this study have important implications for how OTA companies can strategically adopt celebrity endorsement to sustain their customers' intention to purchase travel-related services. The study employs Partial Least Method-Structural Equation Modeling and includes 244 respondents, and data analysis was conducted using SEM analysis with WarpPLS 7.0 software. The results indicate a significant positive effect of celebrity endorser credibility on purchase intention through brand attitude and credibility. By using credible celebrities as endorsers, OTA companies, such as Traveloka in Indonesia, have been successful in influencing consumers' brand perception and building brand credibility, which in turn positively affects their purchase intention. The research findings highlight the importance of brand attitude as the most significant factor that impacts consumers' intention to purchase. Consequently, the study provides valuable insights for OTA companies, emphasizing the necessity of employing credible endorsers to build brand credibility and positively influence consumers' attitudes and purchase intention.

Keywords— Brand attitude; Brand Credibility; Endorser Credibility; Purchase Intention; Online Travel Agencies

Abstrak

Online travel agency (OTA) di Indonesia, seperti Traveloka, memperkenalkan merek mereka melalui selebriti di TikTok. Hal ini bertujuan untuk mempengaruhi persepsi konsumen terhadap kredibilitas dan niat pembelian. Penelitian ini mengeksplorasi dampak keahlian, kepercayaan, dan daya tarik dari endorser selebriti pada sikap merek, kredibilitas merek, dan niat pembelian dalam konteks agen perjalanan daring (online travel agencies/OTA). Mengakui pentingnya dukungan selebriti dalam meningkatkan perilaku pembelian konsumen terhadap merek OTA, hasil penelitian ini memiliki implikasi penting bagi perusahaan OTA dalam mengadopsi strategi dukungan selebriti untuk mempertahankan niat pembelian layanan perjalanan mereka. Hasil penelitian menunjukkan adanya pengaruh positif dan signifikan dari kredibilitas endorser pada niat pembelian melalui sikap merek dan kredibilitas merek. Penggunaan selebriti kredibel sebagai endorser oleh Traveloka telah mempengaruhi sikap merek dan pandangan konsumen terhadap perusahaan. Hal ini menyebabkan peningkatan kepercayaan dan persepsi positif terhadap kredibilitas merek, yang pada gilirannya mempengaruhi niat pembelian konsumen. Temuan dari penelitian ini menunjukkan bahwa sikap merek adalah faktor yang paling signifikan mempengaruhi niat pembelian konsumen. Oleh karena itu, penting bagi Traveloka untuk mempertimbangkan menggunakan endorser kredibel untuk membangun kredibilitas merek dan mempengaruhi sikap dan niat pembelian konsumen secara positif. Penelitian ini memberikan wawasan yang berharga untuk strategi pemasaran Traveloka. Implikasi praktis penelitian ini adalah bahwa perusahaan OTA harus mempertimbangkan dengan cermat pemilihan endorser dan strategi dukungan selebriti untuk membangun kredibilitas merek mereka. Selain itu, penting bagi perusahaan OTA untuk memahami bahwa sikap merek sangat berpengaruh pada niat pembelian konsumen dan bahwa endorser selebriti dapat membantu mempengaruhi sikap konsumen terhadap merek mereka. Dalam dunia bisnis yang sangat kompetitif,

Article info

Received (10/11/2021)

Revised (05/05/2023)

Accepted (31/07/2023)

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DOI: 10.25124/jmi.v23i2.4295

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perusahaan harus berupaya untuk meningkatkan kredibilitas merek mereka dengan menggunakan endorser kredibel yang dapat mempengaruhi sikap dan niat pembelian konsumen.

Keywords— Sikap merek; Kredibilitas Merek; Kredibilitas Pendukung; Niat Membeli; Agen Perjalanan Online

I. INTRODUCTION

In today's highly competitive market, where consumers are presented with various options, advertising has become crucial for companies to distinguish their products (Tremblay & Polasky, 2002). Among different advertising techniques, celebrity endorsement has gained widespread popularity and is used to endorse almost every type of product or service (Doss, 2011; Erdogan et al., 2001; Mehulkumar, 2005). For example, the Spice Girls' endorsement of Pepsi contributed to a 2% increase in the company's global market share (Advertising et al., 1997). Although Michael Jackson's endorsement of Pepsi turned out to be a disaster, it still led to an 8% sales increase for the company in 1984 (Gabor et al., 1987). According to academic research (Atkin & Block, 1983; Petty et al., 1983) and corporate reports, celebrity endorsers are generally considered more effective than non-celebrity endorsers, especially when companies choose celebrities whose public image matches the product and target audience.

Tourism is a crucial sector for many countries, as it is a major source of income. However, the outbreak of the COVID-19 pandemic has had a significant impact on the tourism industry, with Indonesian tourists decreasing by 61%, as reported by Detik.com. The number of recovered tourists only reached 160 million, but with the implementation of the Large-scale social restrictions or LSSR program by the government, it is predicted that domestic tourism will gradually increase to reach 190 million tourists this year.

The pandemic has forced everyone, including tourists who want to vacation or stay at hotels, to adapt to the existing conditions. Booking tickets and hotel rooms through online travel agencies (OTAs) has become a more effective and efficient way to participate in the adjustment process. Based on a survey by Statista.com, Traveloka emerged as the most popular OTA in 2020, with consumer usage of their purchasing services increasing by 100% due to the rise of staycations as a trend during the pandemic.

In this highly competitive business environment, Traveloka continues to struggle to carry out effective marketing strategies, with one approach being the use of credible endorsers. In Indonesia, the endorsement strategy has been successful, with Traveloka collaborating with popular celebrities such as Amrista Raje, Ivana Meylanda, and other figures on TikTok social media to increase brand credibility. Indonesia is among the top five countries with the most TikTok users worldwide, representing a great opportunity for Traveloka to market its services. The selection of credible endorsers by Traveloka is a critical aspect of their marketing strategy. Endorsers with a significant following are chosen to create a positive brand attitude and inspire consumer trust and belief in Traveloka. This approach has proven effective in building brand credibility among consumers.

The primary objective of this research is to explore the effects of celebrity endorser credibility on consumers' brand attitude, brand credibility, and purchase intention towards Traveloka, a popular online travel agency in Indonesia. As celebrity endorsements become increasingly prevalent in the marketing strategies of OTAs, this study aims to provide valuable insights into the effectiveness of this technique. By scrutinizing the interrelationships between celebrity endorser credibility, brand attitude, brand credibility, and purchase intention, the research aims to enhance the current knowledge on the impact of celebrity endorsements on consumer behaviour in the context of online travel agencies. This study is adapted from previous research conducted by Wang (2017), which examined the influence of celebrity endorser credibility on consumers' brand attitude, brand credibility, and purchase intention toward airlines. The current research investigates these constructs and contributes to the existing literature on the role of celebrity endorsements in shaping consumer behaviour in the OTA industry. (Wang, 2017).

II. LITERATURE REVIEW

The utilization of celebrities in advertising is a commonly employed marketing strategy that has become popular due to its ability to improve brand perception and establish a distinction in a highly competitive market. Atkin and Block (1983) suggest that celebrities' personal qualities, such as attractiveness, likeability, reputation, and credibility, can positively affect consumers' attitudes and credibility towards the endorsed brand. Previous research by Till et al. (2008) shows that celebrity endorsement results in favorable attitudes toward the endorsed brand, while Spry et al. (2011) demonstrated its credibility. However, ensuring a perceived fit between the existing image and the new product is important to avoid damaging the brand image's asset (Aaker & Keller, 1990). This study examines the impact of three types of celebrity credibility sources on brand attitude, credibility, and purchase intention and provides empirical evidence to validate these impacts.

The effectiveness of celebrity endorsements in tourism and hospitality has been widely researched. While past studies have demonstrated the positive impact of celebrity endorsements on various aspects such as intention to purchase tourism products, attitude towards tourism destinations, and destination image, there has been a lack of

comparison between two types of celebrity endorsements: host celebrities and origin celebrities. Host celebrities refer to local celebrities from the destination being endorsed, while origin celebrities are from outside the destination. Previous research has not examined the effectiveness of each type in shaping tourists' cognition, emotions, and subsequent behavioral intentions. Despite the prevalent use of celebrity endorsements in destination marketing, most studies have lacked theoretical strength and robust research designs in tourism. (Li et al., 2022; Roy et al., 2021; Yu & Hu, 2020).

Product differentiation is a competitive strategy that involves creating a unique product or service that distinguishes it from similar products in the market. This can be achieved through location, service, physical characteristics, and subjective image differences. Tirole (1988) proposes two types of differentiation: horizontal and vertical, where the former refers to differences based on product characteristics and the latter to actual quality differences. It is essential to identify meaningful product-driven differentiators to gain and maintain a competitive edge, as no firm sells an identical product to its competitor, and substitutes are readily available (Dirisu et al., 2013).

Celebrity endorsement advertising is considered an effective product differentiation strategy that can impact consumers' perceptions of product differences. Research has shown that celebrity endorsements can create subjective image differentiation and differentiate the physical characteristics of products (Gasmi et al., 1992; Golan et al., 1996; Muris et al., 1993). The study's conceptual framework validates the impacts of celebrity credibility sources on brand attitude, credibility, and purchase intention, highlighting the importance of creating a perceived fit between the existing image and the new product to achieve effective differentiation strategies (Keller, 2003; Aaker & Keller, 1990). Examples of companies successfully using celebrity endorsements to create differentiation include Clorox's premium image and Ronald McDonald's focus on toys in children's meals (Gasmi et al., 1992; Golan et al., 1996; Muris et al., 1993).

2.1 Source of Credibility

The effectiveness of a message largely depends on the perceived level of expertise, trustworthiness, and attractiveness of the source or endorser, according to the Source Credibility Model (Hovland & Weiss, 1951; Ohanian, 1991; McGuire, 1969). The theories on source credibility and source attractiveness propose that trustworthiness, expertise, and attractiveness are important dimensions of an effective communication source. The impact of source credibility on consumer behavior can be measured using reliable tools such as the three-dimensional scale developed by Ohanian (1990) or generalizable scales containing factors such as sincerity, competence, and dynamism. The role of celebrity credibility in brand endorsements is also examined using theories such as the meaning transfer model, match-up hypothesis, and elaboration likelihood model. Trustworthiness influences consumer conviction to purchase the product, while attractiveness directly impacts the effectiveness of a communication message. As such, marketers aim to select endorsers perceived as honest, believable, dependable, and attractive to persuade consumers to purchase the product effectively.

2.2 Brand Attitude

According to various studies (Basil, 1996; Ohanian, 1991), two processes have been identified to explain the effectiveness of endorsement marketing: identification with the endorser and perceived endorser credibility. Both of these processes are crucial in explaining the effectiveness of influencer and celebrity endorsements, as consumers tend to identify with endorsers, they perceive as similar and credible.

Identification with the endorser and perceived endorser credibility are critical components in understanding the effectiveness of brand endorsements. While celebrities are mostly associated with wishful identification, consumers perceive influencers as more relatable and approachable, leading to perceived similarity and identification (Gr€ave, 2017). In the context of influencer endorsements, their credibility is associated with sharing user-oriented reviews and recommendations on their social media channels (Evans et al., 2017).

Endorser credibility is composed of trustworthiness and expertise (Erdogan, 1999), and is crucial in affecting purchase behavior (Reichelt et al., 2014; Erkan & Evans, 2016). While celebrities' perceived trustworthiness and expertise positively affect consumers' evaluation of endorsed products (Priester & Petty, 2003; Ohanian, 1991), influencers' authenticity and transparency could make consumers attribute their endorsements to a genuine belief in the product's positive attributes (Zhu & Tan, 2007). This highlights the importance of consumers' positive attitude towards the credibility of the endorser in influencing their attitude towards the endorsed online travel agent.

Brand attitude is crucial in influencing consumer behavior and purchase intentions (Spears & Singh, 2004). Building a positive attitude towards a brand can be crucial in achieving the ultimate goal of converting consumers into loyal customers. Several studies have confirmed that celebrity endorsements can positively affect brand attitude (Atkin & Block, 1983; McCracken, 1989; Till & Busler, 2000; Till & Shimp, 1998), and brand attitude, in turn, has a positive impact on consumers' purchase intentions (Lutz et al., 1983; Shah et al., 2012; Teng et al., 2007; Wu & Lo, 2009). Therefore, it is reasonable to hypothesize that consumers' positive attitude towards the endorser's credibility would positively impact their attitude towards the endorsed online travel agent.

H1: Consumers' positive attitude/preference towards the endorser's credibility has a positive impact on their attitude towards the endorsed online travel agent.

2.3 Brand Credibility

Brand credibility is crucial in determining consumers' purchasing decisions as they opt for trustworthy and reliable brands (Jeng, 2016; Wang et al., 2021). This is particularly important in influencer marketing, where credible and trustworthy influencer endorsements can enhance brand credibility and lead to positive purchase intentions (Pick, 2021; Shan et al., 2020). Both identification types, i.e., wishful identification and perceived similarity, can positively influence advertising effectiveness in terms of attitude toward the ad, attitude towards the product, and purchase intention (Sternthal et al., 1978; Ohanian, 1991; Kamins et al., 1989; Gr€ave, 2017).

Perceived endorser credibility, including trustworthiness and expertise, has significantly impacted consumers' evaluation of endorsed brands and products (Sternthal et al., 1978; Ohanian, 1991; Kamins et al., 1989; Gr€ave, 2017). In the case of celebrity endorsements, perceived trustworthiness and expertise positively affect consumers' evaluation of endorsed products (Priester & Petty, 2003; Ohanian, 1991). Similarly, influencer credibility has been identified as a crucial factor in affecting purchase behavior in eWOM (Reichelt et al., 2014; Erkan & Evans, 2016). Influencers' authenticity and transparency in promoting products in real-life settings increase perceptions of trustworthiness (Russell & Rasolofoarison, 2017). Compared to celebrities, influencers' authenticity, and transparency could make consumers attribute their endorsements to a genuine belief in the product's positive attributes, making them more credible endorsers (Zhu & Tan, 2007).

Identification and perceived endorser credibility have been found to be important factors in the effectiveness of celebrity endorsements (Sternthal et al., 1978; Ohanian, 1991; Kamins et al., 1989; Gr€ave, 2017). For influencers, credibility is associated with sharing user-oriented reviews and recommendations on their social media channels (Evans et al., 2017). Overall, the literature highlights the importance of endorser credibility in influencing consumers' evaluation of endorsed brands and products. Research has shown that consumers tend to evaluate the credibility of a brand based on the credibility of the endorser, and this evaluation can positively influence their attitude toward the endorsed product or service (Sternthal et al., 1978; Ohanian, 1991; Kamins et al., 1989; Greave, 2017). Therefore, it is reasonable to assume that consumers' attitudes or preferences toward the endorser's credibility can positively influence the credibility of the endorsed online travel agent.

H3: Consumers' attitudes or preference toward the endorser's credibility positively influences the credibility of the endorsed online travel agent.

2.4 Purchase Intention

Purchase intention is an important aspect of buyer behavior that measures the likelihood of an individual purchasing a product, and it can be influenced by various factors such as attitude towards the product (Kim et al., 2010; Lloyd & Luk, 2010). Marketers must build a positive attitude towards their brand to enhance purchase intention and drive sales.

Brand attitude can be shaped by exposure to the brand, including physical experience with the product/service or exposure to marketing design content (Keller, 1993). Social media advertising has been found to improve brand attitude and predict purchase intention (Bruhn et al., 2012; Yang, 2012). Positive evaluations of a brand's social media community postings have also been linked to positive brand attitudes and higher purchase intention (Schivinski & Dabrowski, 2016).

Brand credibility is an important factor in shaping consumers' purchase intentions, as consumers tend to choose brands that they trust and perceive as reliable (Jeng, 2016; Wang et al., 2021). Endorsements from credible and trustworthy influencers can enhance brand credibility and ultimately drive purchase intentions in the context of influencer marketing (Pick, 2021; Shan et al., 2020).

Brand credibility and brand attitude are crucial drivers of purchase intention (MacKenzie et al., 1986; Batra & Ray, 1986). A credible brand enhances consumers' perceptions of the product's quality, making them more likely to purchase it. Similarly, a positive attitude towards the brand can lead to higher purchase intentions, as consumers perceive the brand and product more favorably. Thus, marketers should invest in building a strong brand reputation and fostering positive brand attitudes to increase purchase intention and drive sales (Daneshwary & Schwer, 2000). H2: Consumers' attitude towards the endorsed Online Travel Agent positively impacts their purchase intention of the endorsed Online Travel Agent.

H4: Positive brand credibility for the endorsed online travel agent positively impacts consumers' purchase intention of the endorsed online travel agent.

The present study aims to investigate the impact of celebrity endorsement on consumers' attitudes towards and purchase intention of an online travel agent. Four hypotheses are proposed and depicted in Figure 1. H1 suggests that consumers' positive attitude/preference towards the endorser's credibility has a positive impact on their attitude towards the endorsed online travel agent. H2 proposes that consumers' attitude toward the endorsed online travel agent positively impacts their purchase intention of the endorsed online travel agent. H3 predicts that consumers' attitude or preference towards the endorser's credibility positively influences the credibility of the endorsed online travel agent. Finally, H4 suggests that positive brand credibility for the endorsed online travel agent has a positive impact on consumers' purchase intention.

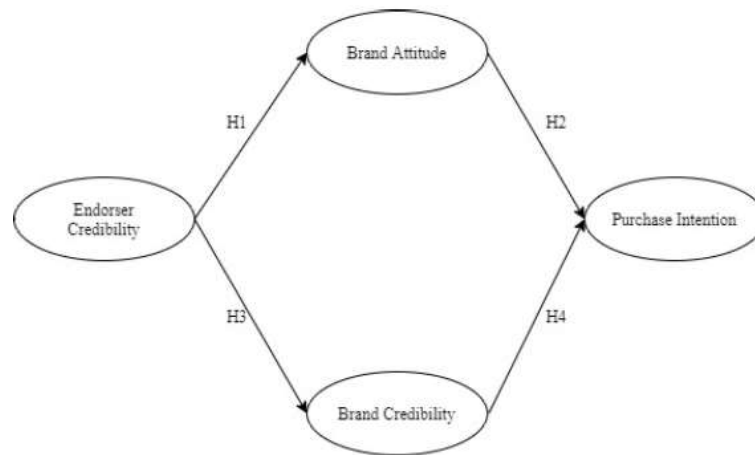


Figure 1. Research Model

III. RESEARCH METHODOLOGY

3.1 Questionnaire and Sample Size and Technique

The study utilized a research framework that incorporated the concepts of celebrity endorser credibility, brand attitude, brand credibility, and purchase intention. To measure these constructs, a survey questionnaire was utilized, which consisted of items that were adopted and slightly modified from previous consumer behavior literature studies. The credibility of the celebrity endorser was measured using four items adapted from McCracken (1989) and Ohanian (1991), which assessed the endorser's expertise, trustworthiness, and attractiveness. The brand attitude construct was measured using three items adopted from the studies of Brett et al. (2008) and Mitchell and Olson (1981). The measurement of brand credibility utilized seven items adapted from Erdem and Swait's (2004) study. Lastly, purchase intention was measured using two items adapted from Jamieson and Bass (1989) and Putrevu and Kenneth (1994), all of which were measured using a five-point Likert-type scale.

To ensure an acceptable sample size, Hair et al. (2014) recommend having at least 100 samples and a minimum of five times more samples than the number of questions being analyzed. A sample size ratio of 10:1 is considered more acceptable. Given the 18 questionnaire items used in this study, a sample size of 244 was collected. The data were collected using a self-administered questionnaire, which was based on a review of the literature and specific online travel agent contexts. The questionnaire was pre-tested and revised before use in the actual survey.

In this study, the researcher utilized WarpPLS version 7.0 to analyze data obtained from the questionnaire responses of the study participants. The choice of PLS SEM was driven by the need to test the significant relationships among multiple constructs and indicators. Partial Least Square Structural Equation Modeling (PLS SEM) is an alternative method for the structural equation model, which enables researchers to test the linear and non-linear relationships between latent constructs using multiple indicators of various types (Ghozali, 2020). PLS SEM offers a viable option for researchers who must analyze complex data involving many constructs and indicators. One software program that can be used for PLS SEM analysis is WarpPLS version 7.0. According to Ghozali (2020), PLS SEM is an appropriate method for research involving latent variables with high complexity.

IV. RESULT/FINDING

4.1 Outer Model

According to Hair et al. (2019), a measurement model's reliability and validity are critical for any research as they provide the basis for the subsequent analysis. Table 1 in this study shows that all the loading factors for the indicators are above 0.9, indicating a strong relationship between the indicators and their corresponding constructs. This suggests that the measurement model used in the study is reliable and valid, supporting the subsequent analysis's use of the constructs. The

high loading factors obtained in this study support the constructs' reliability and validity, reinforcing the study's results. Thus, the study's findings are reliable and valid, providing a strong foundation for future research in the field of marketing and consumer behavior (Hair et al., 2019).

Table 1. Loading Factor

Variable	Indicator Questioner	Loading Factor	Conclusion
	ATT	0.962	Reliable
	TRU	0.986	Reliable
	EXP	0.977	Reliable
	BA1	0.994	Reliable
	BA2	0.987	Reliable
	BA3	0.984	Reliable
	BC1	0.972	Reliable
	BC2	0.986	Reliable
	BC3	0.985	Reliable
	BC4	0.961	Reliable
	PI1	0.976	Reliable
	PI2	0.976	Reliable

4.1.1 Internal Consistency Reliability

The composite reliability test is an essential element in establishing the internal consistency reliability of the constructs. As presented in Table 2, the composite reliability value for each construct, namely Endorse Credibility, Brand Attitude, Brand Credibility, and Purchase Intention, is above the minimum requirement of 0.70. This indicates that each construct can effectively measure the value of composite reliability, making them reliable measures of their respective constructs.

According to Hair et al. (2019), composite reliability measures the internal consistency reliability of a construct by calculating the average correlation between each indicator of the construct. A value of 0.70 or higher is generally considered acceptable for composite reliability. Similarly, Ghazali (2018) noted that a composite reliability value of 0.70 or above indicates a satisfactory level of internal consistency reliability. Therefore, the findings of the study are reliable and valid, providing a strong foundation for future research in the field of marketing and consumer behavior.

Table 2. Composite Reliability

Construct	Composite Reliability	Conclusion
Endorse Credibility	0,983	Reliable
Brand Attitude	0,992	Reliable
Brand Credibility	0,988	Reliable
Purchase Intention	0,976	Reliable

4.1.2 Convergent Validity

Convergent validity is an important aspect of construct validity, as it ensures that items in a construct are correlated and measure the same underlying construct. According to Ghazali (2020), convergent validity can be assessed using the average variance extracted (AVE), with a minimum value of 0.50, indicating a valid measurement. In Table 3, the AVE value for the Endorser Credibility construct is shown, indicating that all dimensions, including Attractiveness, Trustworthiness, and Expertise, meet the minimum AVE parameter value of 0.50. This suggests that the dimensions of the Endorser Credibility construct are valid.

The convergent validity test in Table 4.6 further supports the validity of the variables, including Endorser Credibility, Brand Attitude, Brand Credibility, and Purchase Intention. All of these variables have AVE values greater than 0.50, indicating that the variance of the indicators can be explained by the items, and they are valid measures of their respective constructs. This finding reinforces the overall reliability and validity of the constructs measured in the study, providing a solid foundation for subsequent analysis and conclusions.

Table 3. Convergent Validity

Variable	AVE	Conclusion
Endorser Credibility	0.950	Valid
Brand Attitude	0.977	Valid
Brand Credibility	0.953	Valid
Purchase Intention	0.953	Valid

Discriminant Validity

According to Imam Ghozali (2020), Discriminant Validity has the aim of testing items or indicators of two constructs that should not be highly correlated. According to Imam Ghozali (2020), discriminant validity can be measured by parameters if the value of the square root of AVE is greater than other latent constructs. Table 4 will show the discriminant validity value of the Endorser Credibility dimension, which consists of Attractiveness, Trustworthiness, and Expertise as follows:

Table 4. Discriminant Validity Value

Variable	AVE	\sqrt{AVE}	Conclusion
<i>Endorse Credibility</i>	0.950	0.975	Valid
<i>Brand Attitude</i>	0.977	0.978	Valid
<i>Brand Credibility</i>	0.953	0.976	Valid
<i>Purchase Intention</i>	0.953	0.989	Valid

Based on Table 4, it can be concluded that all variables have met the discriminant validity value because the value of the square root of AVE is greater between latent constructs.

4.2 Inner Model

4.2.1 R-squared

The R-squared value, as explained by Imam Ghozali (2020), provides an indication of the predictive power of the structural model. Based on the results shown in Table 4.9, the R-squared value for each of the constructs, including Brand Attitude, Brand Credibility, and Purchase Intention, were 0.502, 0.583, and 0.666, respectively. According to Ghozali (2020), an R-squared value above 0.70 indicates a strong model, while values below 0.45 are considered moderate, and those below 0.25 indicate a weak model. Therefore, based on the results in Table 4.9, it can be concluded that the model for each construct is strong since all the R-squared values exceed the threshold of 0.70.

The R-squared values are an essential indicator of the predictive power of the structural model, and a strong R-squared value is a critical requirement for validating the model's strength. The results of the R-squared values obtained in this study, as presented in Table 5, show that the model for each construct, including Brand Attitude, Brand Credibility, and Purchase Intention, is strong. This result indicates that the structural model developed in this study has a high level of predictive power, providing a robust foundation for future studies on marketing and consumer behaviour (Ghozali, 2020).

Table 5. R-Squared Score Result

Variable	R-squared	Conclusion
<i>Brand Attitude</i>	0,502	Moderate
<i>Brand Credibility</i>	0,583	Moderate
<i>Purchase Intention</i>	0,666	Moderate

4.2.2 Fit Model

The fit model measurement is an important aspect of assessing the validity and reliability of a structural model. As stated by Imam Ghozali (2020), there are several measurements of model fit in WarpPLS 7.0, including Average Path Coefficient (APC), Average Block Variance Inflation Factor (AVIF), and Average Full Collinearity VIF (AFVIF), among others. In Table 6, all indicators in the fit model have met the criteria of the rule of thumb, such as the APC, ARS, and AARS, which have scores of <0.5. Furthermore, the GOF has a score of 0.748, which is considered large and meets the rule of thumb criteria of >0.36. The SPR, RSCR, SSR, and NLBCDR also meet the criteria of >0.7, indicating a fit model. Thus, it can be concluded that the structural model developed in this study is valid and reliable, and the data obtained from the respondents can be used to draw meaningful conclusions about the relationship between the variables.

Table 6. Fit Model

Indicator	Score	Rule of thumb	Conclusion
APC	0.579, <0.001	<0.5	Fit
ARS	0.584, <0.001	<0.5	Fit
AARS	0.582, <0.001	<0.5	Fit
AVIF	3.748	<5	Fit
AFVIF	4.218	<5	Fit
GOF	0.748	>0.36	Fit (large)
SPR	1	>0.7	Fit
RSCR	1	>0.9	Fit
SSR	1	>0.7	Fit
NLBCDR	1	>0.7	Fit

V. DISCUSSION

Hypothesis testing in this study can be seen in the path coefficient value and p-value. The path coefficient itself is used to see a relationship's positive or negative effect on a variable. Meanwhile, the p-value is used to see the significant effect between variables. The significance value used in this study is two-tailed with a p-value of 0.1 or a significance level of 10%, 0.05 or a significance level of 5%, and 0.01 or a significance level of 1% (Imam Ghazali, 2020, p. 88). Table 4.11 will explain the results of the analysis as follows:

Table 7. Hypothesis Analysis Result

Hypothesis	Variable Relation	Path Coefficient	P-Value	Description
H1	Endorser Credibility – Brand Attitude	0.709	<0.001	H0 is rejected, so H1 has a statistically significant impact.
H2	Brand Attitude – Purchase Intention	0.572	<0.001	H0 is rejected, so H2 has a statistically significant impact.
H3	Endorser Credibility – Brand Credibility	0.764	<0.001	H0 is rejected, so H3 has a statistically significant impact.
H4	Brand Credibility – Purchase Intention	0.271	<0.001	H0 is rejected, so H4 has a statistically significant impact.

Table 7 shows the path coefficients and p-values for each hypothesis. The path coefficient represents the strength and direction of the relationship between two variables, while the p-value indicates the significance of the relationship. For all four hypotheses, the path coefficients were positive and significant with p-values of less than 0.001, indicating strong and significant relationships between the variables.

For Hypothesis 1, the path coefficient between endorser credibility and brand attitude was 0.709, with a p-value of less than 0.001, indicating a strong and significant positive effect of endorser credibility on brand attitude. Hypothesis 2 found a path coefficient of 0.572 and a p-value of less than 0.001, indicating a strong and significant positive effect of brand attitude on purchase intention. Hypothesis 3 showed a path coefficient of 0.764 and a p-value of less than 0.001, indicating a strong and significant positive effect of endorser credibility on brand credibility. Finally, Hypothesis 4 found a path coefficient of 0.271 and a p-value of less than 0.001, indicating a strong and significant positive effect of brand credibility on purchase intention.

The study found that all four hypotheses were supported, with significant positive effects between the variables. Specifically, the findings suggest that consumers' positive attitude towards the credibility of the endorser positively impacts their attitude towards the endorsed online travel agent, and the credibility of the endorser positively influences the credibility of the endorsed online travel agent. Additionally, the study found that the positive attitude of consumers towards the endorsed online travel agent positively impacts their purchase intention, and the positive brand credibility of the endorsed online travel agent has a positive impact on consumers' purchase intention of the endorsed online travel agent.

The study demonstrates that both endorser credibility and brand credibility are significant factors in shaping consumers' attitudes and purchase intentions toward an online travel agent. Therefore, marketers and advertisers need to focus on building credibility for endorsers and brands to improve consumers' perceptions and intentions toward their offerings. The study also has important implications for future research in the endorsement and brand credibility domain, particularly in the online travel industry.

VI. CONCLUSION AND RECOMMENDATION

This study provides valuable insights into the importance of endorser credibility and brand credibility in shaping consumers' attitudes and purchase intentions toward an online travel agent. Previous research has also highlighted the significance of credibility in shaping consumer behavior. Erdogan's (1999) study confirmed that celebrity endorser credibility has a positive impact on consumers' attitudes toward the endorsed product or service. Similarly, Wang, Kao, and Ngamsiriudom's (2017) research revealed that endorser credibility significantly influences brand attitude and purchase intention in the airline sector. Additionally, Yoo and Donthu (2001) found that brand credibility positively affects consumers' attitudes and purchase intentions toward a brand.

The current study's findings align with these previous research results and emphasize the importance of credibility in the endorsement and branding literature. Biqiang Liu et al.'s (2022) study on celebrity endorsement in tourism also supports this conclusion and highlights the match-up hypothesis, emotional arousal, and familiarity as underlying mechanisms in the context of marketing tourism destinations.

From an academic perspective, this research contributes to the existing literature on the effectiveness of celebrity endorsements and brand credibility in shaping consumer behavior and decision-making. The study confirms that both endorser and brand credibility have a significant positive impact on consumers' attitudes toward the endorsed online travel agent and their purchase intention. Therefore, future research should continue to explore these factors' impact on consumer behavior, particularly in the context of the online travel industry.

From a practical perspective, this study provides valuable insights for marketers and advertisers. The findings highlight the importance of building credibility for endorsers and brands to improve consumers' perceptions and intentions toward their offerings. This suggests that marketers and advertisers should carefully consider the selection of endorsers and the development of brand credibility-building strategies. They should also prioritize monitoring and managing the credibility of both endorsers and brands over time.

In conclusion, the study underscores the significance of endorser and brand credibility in shaping consumers' attitudes and purchase intentions toward an online travel agent. The results demonstrate that endorser and brand credibility are crucial in influencing consumers' perceptions and intentions toward the endorsed online travel agent. Therefore, marketers and advertisers should prioritize building credibility for endorsers and brands to boost consumers' perceptions and intentions toward their offerings, leading to increased sales and revenue.

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