

ABSTRACT

Effect Of Credibility Celebrity Endorser Of The Interest To Buy Flight Tickets Garuda Indonesia (Survey On Instagram Followers @Raffinagita1717 In The Past Pandemics Covid-19)

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During the Covid-19 pandemic, consumer behavior has changed. Changing consumer behavior is one of them buying interest in the transportation and tourism business sector. The airline Garuda Indonesia is collaborating with celebrity endorsers Raffi Ahmad and Nagita Slavina to promote the safety and comfort of using Garuda Indonesia during the Covid-19 pandemic. This study aims to determine the magnitude of the influence between the credibility of celebrity endorsers Raffi Ahmad and Nagita Slavina with interest in buying Garuda Indonesia airline tickets during the Covid-19 pandemic. This study on variable X uses the concept to evaluate the credibility of celebrity endorsers which was coined by Ohanian (2013), in which there are factors of expertise, attractiveness, and trustworthiness. As for the Y variable, the Theory of Planned Behavior (TPB) has three factors to measure the possibility of an individual's intention to behave, namely, attitudes, subjective norms, and behavioral control. This study uses a quantitative approach with survey methods and data collection through questionnaires. The results showed that the credibility of celebrity endorsers had an influence on the interest in buying Garuda Indonesia airline tickets during the Covid-19 pandemic, which was quite 0.464. In conclusion, the credibility of celebrity endorsers has a positive and significant effect which is quite sufficient on the interest in buying Garuda Indonesia airline tickets during the Covid-19 pandemic, with the effect given by 21.5%.

Keywords: Credibility celebrity endorser, Raffi, Nagita, Buying interest, Garuda Indonesia.

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