

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)

Rehan Budi Setiawan¹⁾, Reni Dyanasari, S.I.Kom., M.Si²⁾

¹⁾Student of Communication Department, Universitas Pembangunan Jaya

²⁾Lecturer of Communication Department, Universitas Pembangunan Jaya

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.

Libraries : : 53

Publication Years : 2011 - 2021

ABSTRAK

Pengaruh Kredibilitas *Celebrity Endorser* Terhadap Minat Beli Tiket Pesawat Garuda Indonesia (Survei Pada Followers Instagram @Raffinagita1717 di Masa Pandemi Covid-19)

Rehan Budi Setiawan¹⁾, Reni Dyanasari, S.I.Kom., M.Si²⁾

¹⁾Mahasiswa Program Studi Ilmu Komunikasi, Universitas Pembangunan Jaya

²⁾Dosen Program Studi Ilmu Komunikasi, Universitas Pembangunan Jaya

Di masa pandemi Covid-19 perilaku konsumen mengalami perubahan. Perilaku konsumen yang berubah yaitu salah satunya minat beli pada sektor bisnis transportasi dan pariwisata. Maskapai penerbangan Garuda Indonesia bekerja sama dengan *celebrity endorser* Raffi Ahmad dan Nagita Slavina untuk mempromosikan keamanan dan kenyamanan menggunakan Garuda Indonesia di masa pandemi Covid-19. Penelitian ini ditujukan untuk mengetahui besaran pengaruh antara kredibilitas *celebrity endorser* Raffi Ahmad dan Nagita Slavina dengan minat beli tiket pesawat Garuda Indonesia di masa pandemi Covid-19. Penelitian ini pada variabel X menggunakan konsep untuk mengevaluasi kredibilitas *celebrity endorser* yang dicetuskan oleh Ohanian (2013), di dalamnya terdapat faktor keahlian, daya tarik, dan dapat dipercaya. Sedangkan untuk variabel Y menggunakan *Theory of Planned Behavior* (TPB) dengan memiliki tiga faktor untuk mengukur kemungkinan niat individu untuk berperilaku yaitu, sikap, norma subjektif, dan kontrol perilaku. Penelitian ini menggunakan pendekatan secara kuantitatif dengan metode survei dan pengumpulan data melalui kuesioner. Hasil penelitian menunjukkan kredibilitas *celebrity endorser* memiliki pengaruh terhadap minat beli tiket pesawat Garuda Indonesia di masa pandemi Covid-19 tergolong cukup sebesar 0,464. Kesimpulannya, kredibilitas *celebrity endorser* berpengaruh positif dan signifikan yang tergolong cukup terhadap minat beli tiket pesawat Garuda Indonesia di masa pandemi Covid-19, dengan pengaruh yang diberikan sebesar 21.5%

Kata kunci: Kredibilitas *celebrity endorser*, Raffi, Nagita, Minat beli, Garuda Indonesia.

Pustaka : 53

Tahun Publikasi : 2011 - 2021