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**IS TRULY TRUSTWORTHINESS OF CELEBRITY ENDORSEMENT  
EFFECT ON ONLINE PURCHASE INTENTION: A STUDY ON ONLINE  
TRAVEL AGENCY CUSTOMERS**



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**Abstract**

This study aims to analyze whether the trustworthiness of celebrities used in endorsements affects online purchase intentions at Online Travel Agencies. In today's digital era, the use of celebrities as endorsers is a common marketing strategy, but its effectiveness in the context of Online Travel Agencies still needs to be studied more deeply. This study empirically examines the effect of celebrity trustworthiness on purchase intentions through an Online Travel Agency, taking into account other factors such as information usefulness, information adoption, attractiveness, and expertise. The research methodology uses quantitative, this study collects data from online travel agency customers through surveys with questionnaires distributed online to consumers who have used or plan to buy Online Travel Agency products. Data analysis was carried out using Smart PLS (PLS-SEM) to test the research hypothesis. The results of the study are expected to provide valuable insights for Online Travel Agency marketers in designing effective endorsement strategies, as well as contribute to the development of marketing theory related to celebrity endorsement and consumer behavior in the context of e-commerce, especially the travel industry.

**Keywords:** Celebrity, eWOM, Information Adoption, Information Usefulness, Online Purchase Intention

## INTRODUCTION

The rapid development of technology has transformed various industries. One sector that has experienced significant changes is the online booking industry. The emergence of online travel agencies (OTAs) has revolutionized the way consumers search for, compare, and book travel services. These platforms provide a seamless and user-friendly experience, enabling users to access a vast array of travel options with just a few clicks. With increasing competition in the industry, understanding the factors that influence consumers' online purchasing decisions has become crucial.

One significant factor influencing online purchase intention is electronic word of mouth (e-WoM). This concept refers to the spread of information and opinions about products or services through digital platforms, including social media, online forums, and review websites. Research has shown that consumers rely heavily on reviews and testimonials from other users when making purchasing decisions, as they are perceived as more credible than traditional advertisements (Cheung & Thadani, 2019). Psychologically, e-WoM enhances consumer trust by providing firsthand experiences from fellow users, which reduces uncertainty and increases confidence in purchasing decisions.

Another key factor influencing online purchase intention is celebrity endorsement. This strategy involves leveraging the popularity and credibility of well-known personalities to promote a product or service. It enhances brand awareness and trustworthiness, as consumers tend to associate endorsed products with the positive attributes of the celebrity. The effectiveness of celebrity endorsement is not always guaranteed. Factors such as the perceived authenticity of the endorsement and the relevance of the celebrity to the product play a crucial role in determining its impact on purchase intention.

The combination of e-WoM and celebrity endorsement can have a profound effect on shaping consumer behavior. Positive reviews from other consumers, reinforced by endorsements from influencers, can significantly increase brand trust and encourage potential customers to make purchases. Recent studies support this notion. Lindh et al. (2020) found that e-WoM positively influences online purchase decisions by enhancing trust. Similarly, Herjanto et al. (2020) demonstrated that celebrity endorsements improve brand awareness, which in turn impacts purchase intention.

A growing body of research on e-WoM and celebrity endorsements, and studies examining their combined influence within the online booking industry remain limited. This research aims to fill that gap by analyzing how e-WoM and influencer endorsements, particularly those from celebrities, impact purchase intention on online travel agencies. As influencer marketing continues to evolve, understanding its effectiveness in conjunction with e-WoM will provide valuable insights for online travel agencies in developing more effective marketing strategies to drive consumer engagement and increase sales.

## **REVIEW OF LITERATURE**

### **Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB) is a widely used framework in social psychology that predicts individual intentions and behavior (Pramesti, 2024). It posits that behavior is influenced by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control (Erul et al., 2020).

In the context of this study, TPB is relevant in explaining how eWOM and celebrity endorsements shape consumer attitudes and perceptions, ultimately influencing purchase intentions. Positive eWOM strengthens favorable attitudes toward a product, while endorsements from credible celebrities enhance perceived social acceptance, reinforcing the likelihood of purchase.

### **Online Purchase Intention**

Online purchase intention is a construct of consumer behavior that reflects an individual's tendency to acquire or choose a particular product, which is influenced by personal experience, product utility, and consumer desire (Kotler & Keller, 2016). This intention is closely linked to external factors such as electronic word of mouth (eWOM) and celebrity endorsements, which play a crucial role in shaping consumer trust and purchase decisions.

According to Wiścicka-Fernando (2021), increasing online transactions requires establishing trust relationships with consumers, reducing perceived risks, and ensuring a satisfying shopping experience. eWOM provides valuable product-related information, while celebrity endorsements create an emotional connection between consumers and brands.

Factors influence online purchase intention by enhancing trust and reducing uncertainty in the decision-making process.

### **Electronic Word of Mouth (eWOM)**

Electronic word of mouth (eWOM) is a digital form of interpersonal communication where individuals share their experiences, opinions, or evaluations of products or services with others via social media, virtual communities, and blogs (Mehyar et al., 2020). eWOM acts as a critical information source that significantly impacts consumer purchase decisions by shaping perceptions of product quality and reliability (Zolkepli, 2023).

Research has demonstrated that eWOM influences online purchase intention by affecting consumer attitudes and the perceived trustworthiness of a product or brand (Cheung et al., 2008). Consumers perceive eWOM as useful and credible, they are more likely to adopt the information and integrate it into their decision-making process (Akoglu & Özbek, 2024). E-WOM serves as a mediator that links information usefulness to purchase intention, reinforcing its importance in digital marketing strategies.

### **Celebrity Endorsement**

Celebrity endorsement is a marketing strategy where well-known personalities promote products, creating an emotional bond with consumers through personal testimonials (Tarigan, 2023). To maximize effectiveness, brands must carefully select celebrities whose image aligns with the product and craft authentic campaigns that resonate with target audiences (Andreini et al., 2021).

The success of celebrity endorsements depends on factors such as attractiveness, expertise, and trustworthiness. Research indicates that consumers are more likely to trust and purchase a product if it is endorsed by a credible and relatable celebrity (Majid, 2023). Distinctions between celebrity endorsements and influencer marketing must be considered. For example, if The Celebrity is used as a reference, it is essential to determine whether she fits the profile of a celebrity or an influencer. Influencer marketing theories may be more relevant in such cases.

## RESEARCH METHOD

This research focuses on examining the effects of electronic word of mouth (eWoM) and celebrity endorsement on online purchase intention using a survey method through questionnaires. The approach used is a quantitative approach, which involves measuring and analyzing variables to derive results. The dataset gathered through the survey follows Fowler Jr. (2013), who states that surveys are a widely used quantitative research method for collecting data from a large number of respondents. The primary purpose is to obtain information about the characteristics, opinions, attitudes, beliefs, or behaviors of a population represented by a randomly selected sample. The collected data is analyzed statistically to make generalizations applicable to the population. This study measures the strength of the relationships between variables and tests proposed hypotheses.

### Sample Size Justification

The study includes a sample of 205 respondents, determined based on power analysis to ensure sufficient statistical power for hypothesis testing. According to Cohen (1988), a minimum sample size of 200 is recommended for detecting medium effect sizes ( $\beta = 0.80$ ,  $\alpha = 0.05$ ) in structural equation modeling (SEM) analyses. Sample size adheres to the rule of thumb for SEM, which suggests five to ten times the number of indicators in the model (Hair et al., 2017). 22 indicators, a sample of at least 200 participants is necessary to ensure robust model estimation and reliable conclusions.

### Measurement Scale and Instrument Validation

The research employs a structured questionnaire with closed-ended questions, allowing respondents to select answers based on their preferences. The measurement scale follows a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." Before the final questionnaire distribution, a pilot study with 30 respondents was conducted to assess the clarity and reliability of the instrument. The instrument validation process included:

1. **Content Validity:** Expert reviews were conducted to ensure the questionnaire items appropriately captured the constructs being measured.
2. **Construct Validity:** Exploratory factor analysis (EFA) was used to verify that each indicator loaded significantly onto its respective construct.

3. **Reliability Testing:** The questionnaire was tested using Cronbach's Alpha and Composite Reliability (CR) to ensure internal consistency, with values above 0.7 indicating acceptable reliability (Dewi & Kuswati, 2024).

### Data Analysis Method

Data analysis employs statistical techniques such as multiple linear regression to identify the direct and indirect effects of independent variables on the dependent variable. SMARTPLS and the Partial Least Squares (PLS) method were chosen due to their robustness in handling complex models with multiple relationships, small-to-medium sample sizes, and non-normal data distributions. Compared to CB-SEM, PLS-SEM is preferable when the objective is prediction and exploration rather than confirmation.

### Model Fit and Hypothesis Testing

Model fit was assessed using various goodness-of-fit indices, including R-squared, F-square, and model fit parameters. Convergent and discriminant validity were checked through Average Variance Extracted (AVE) and the Fornell-Larcker criterion. Multicollinearity was tested using the Variance Inflation Factor (VIF), ensuring no strong correlation among independent variables. Structural model evaluation tested hypotheses and relationships between latent constructs using path coefficients and indirect effects. A p-value below 0.05 indicated statistical significance, confirming hypothesized relationships and mediation effects between independent and dependent variables.

## RESULTS AND DISCUSSION

### Respondent Profile

This study focuses on individuals who have previously purchased products through the Online Travel Agency platform. A sample of 205 participants was obtained for this research. Data collection was conducted through an online survey disseminated via Google Forms to individuals who had previously purchased Online Travel Agency products. The data from respondents are as follows:

**Table 1**  
**Respondent Characteristics (Gender, Age, Occupation, and Income)**

Category	Item	Frequency	Percentage
Gender	Male	76	37.1%
	Female	129	62.9%

Age	< 18	6	2.9%
	19 – 25	197	96.1%
	26 – 32	2	1.0%
Occupation	Teacher/Lecturer	1	0.5%
	Students	178	86.8%
	Civil Servants	3	1.5%
	Private Employee	19	9.3%
Income	Entrepreneur	4	2.0%
	< IDR 2,000,000	63	30.7%
	IDR 2,100,000 – 3,000,000	39	19.0%
	IDR 3,100,000 – 4,000,000	70	34.1%
	IDR 4,100,000 – 5,000,000	27	13.2%
	> IDR 5,100,000	6	2.9%

Source: Primary Data, 2025

This table presents the demographic characteristics of the respondents. The sample is predominantly female (62.9%) and young, with the majority aged between 19-25 years (96.1%). Students make up the largest group of respondents (86.8%), followed by individuals with various occupations. The income distribution indicates a middle-income trend, with most respondents earning between IDR 3,100,000 and IDR 4,000,000 (34.1%).

**Table 2**  
**Respondent Analysis on Information Usefulness, Adoption, Attractiveness, Expertise, and Trustworthiness**

Variable	Code	Item	Mean
Information Usefulness	IU.1	I found their (reviewers') overall opinion useful	3.99
	IU.2	Their (reviewers') overall opinions are informative	4.00
Information Adoption	IA.1	Their (reviewers') opinions increase my knowledge about the product	3.97
	IA.2	I think the opinions of them (reviewers) make it easier to make purchasing decisions	4.10
	IA.3	I think their (reviewers) opinions increase my effectiveness in making product purchase decisions	4.04
Attractiveness	ATT.1	I think it is important to have attractiveness as a characteristic for celebrity endorsers	3.71
	ATT.2	Do you know The Celebrity?	3.93
	ATT.3	I think that The Celebrity is physically attractive and can influence in making purchasing decisions	3.88
	ATT.4	I easily remember the brand promoted by The Celebrity	3.75
Expertise	EXP.1	The Celebrity is a celebrity who has expertise in introducing products of Online Travel Agency	3.87
	EXP.2	I am interested in advertisements that show The Celebrity as a supporting celebrity	3.76

	EXP.3	I believe in the product that is promoted by The Celebrity	3.99
	EXP.4	In my opinion, The Celebrity is an expert in endorsing products of Online Travel Agency	3.80
Trustworthiness	TRU.1	I think The Celebrity is a trustworthy endorser	3.86
	TRU.2	I think The Celebrity encourages remembering the advertisements and endorsed products	3.75
	TRU.3	I decided to buy if The Celebrity as a celebrity endorser is trustworthy	3.89
	TRU.4	The Online Travel Agency product supported by The Celebrity is trustworthy and desirable	4.00
Purchase Intention	OPI.1	I plan to buy the product from online travel agency platform	4.00
	OPI.2	I would like to buy ticket of transportation and hotel rooms from online travel agency platform	4.00
	OPI.3	If there is an opportunity, I intend to buy ticket of transportations and hotel rooms from online travel agency platform	3.93
	OPI.4	I can predict what I should buy from online travel agency platform in the future	3.75
	OPI.5	I will make purchase from online travel agency platform immediately	4.02

Source: Primary Data, 2025

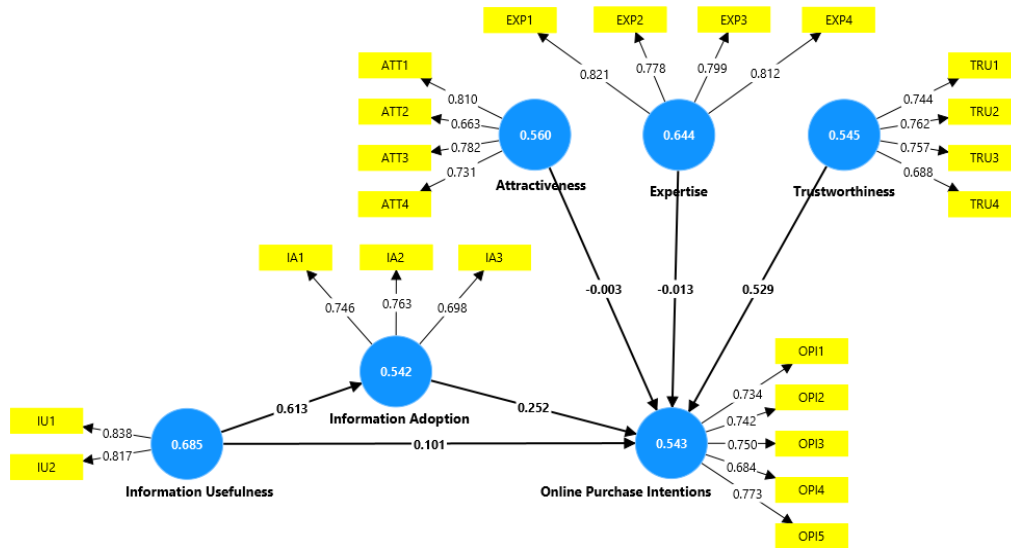
This table provides a detailed analysis of respondents' perceptions of various factors related to the celebrity endorser, Mean values indicate a generally positive perception of the information's usefulness and adoption, suggesting that respondents rely on reviewer opinions when making purchasing decisions. Attractiveness is deemed important in a celebrity endorser, with The Celebrity seen as both physically appealing and influential. Expertise and trustworthiness strengthen respondents' confidence in the promoted products. These factors collectively shape respondents' purchase intentions, which also received high mean scores, indicating a strong likelihood of purchasing from an Online Travel Agency.

### Data Analysis

The analytical software employed in this study is SEM-PLS, which utilizes partial least squares (PLS), a robust multivariate statistical approach. PLS is effective in managing a substantial number of both response and predictor variables, even in the presence of multicollinearity. One of its key strengths is its ability to process data with minimal assumptions, such as the absence of the need for multivariate normality or a large sample size. The evaluation of both the outer and inner models forms a crucial part of the PLS assessment procedure. The study sample consists of 205 Online Travel Agency users, and

various techniques will be used to validate the research instruments, including convergent validity, discriminant validity, and multicollinearity analysis. The reliability of the instruments will be gauged through composite reliability values, and the findings from these tests will serve as the foundation for subsequent data analysis.

**Outer Model**



**Figure 1**  
**Outer Model**

Source: Primary Data, 2025

**Validity Testing**

**Convergent Validity**

**Table 3**  
**Outer Loading Value**

	Indicator		Description
Information Usefulness (X1)	I found their (reviewers') overall opinion useful	0.838	Valid
	Their (reviewers') overall opinions are informative	0.817	Valid
Celebrity Attractiveness (X2)	I think it is important to have attractiveness as a characteristic for celebrity endorsers	0.810	Valid
	Do you know the celebrity?	0.663	Valid
	I think that celebrity is physically attractive and can influence in making purchasing decisions	0.782	Valid
	I easily remember the brand promoted by celebrity	0.731	Valid
Celebrity Expertise (X3)	The celebrity has expertise in introducing the products	0.821	Valid

	I am interested in advertisements that show the celebrity as a supporting celebrity	0.778	Valid
	I believe in the product promoted by the celebrity	0.799	Valid
	In my opinion, the celebrity expert in endorsing of the product	0.812	Valid
Celebrity Trustworthiness (X4)	I think the celebrity is a trustworthy endorser	0.744	Valid
	I think the celebrity encourages to remember the advertisements and endorsed product	0.762	Valid
	I decided to buy if the celebrity as a celebrity endorser is a trustworthy person	0.757	Valid
	The online travel agency product supported by the celebrity is trustworthy and desirable	0.688	Valid
Online Purchase Intention (Y)	I plan to buy the product from an online travel agency platform	0.734	Valid
	I would like to buy a ticket for transportation and hotel rooms from an online travel agency platform	0.742	Valid
	If there is an opportunity, I intend to buy tickets for transportation and hotel rooms from an online travel agency platform	0.750	Valid
	I can predict what I should buy from online travel agency platforms in the future	0.684	Valid
	I will purchase an online travel agency platform immediately	0.773	Valid
Information Adoption (Z)	Their (reviewers') opinions increase my knowledge about the product	0.746	Valid
	I think the opinions of (reviewers) make it easier to make purchasing decisions	0.763	Valid
	I think their (reviewers') opinions increase my effectiveness in making product purchase decisions	0.698	Valid

Convergent validity test can also be evaluated by examining the AVE (Average Variance Extracted). Table 3 provides the results of the variable indicator with an outer loading value  $>0,7$ , indicating that the variables have a strong relationship with the corresponding construct. The data shows that none of the indicators have an outer loading value  $>0.5$ .

Outer loadings above represent the correlation between each indicator and the respective latent construct. The extracted's average variance with a value  $>0.5$  is generally

considered an indication that the indicators have captured most of the variance of the latent construct in question. Not convergent valid if the value <0.5.

**Table 4**  
**Averaged Variance Extracted (AVE)**

	AVE
Information Usefulness	0.685
Information Adoption	0.542
Attractiveness	0.560
Expertise	0.644
Trustworthiness	0.545
Online Purchase Intention	0.543

Source: Primary Data, 2025

Based on Table 4, the Average Variance Extracted (AVE) value for each construct in the research model. The data shows value of Information Usefulness is 0.685, Information Adoption is 0.542, Attractiveness is 0.560, Expertise is 0.644, Trustworthiness is 0.545, and Online Purchase Intention is 0.543. AVE value of all indicators can be said to be valid because >0.5 or greater than 0.05.

The cross-loading value is another way to assess the discriminant validity value. Cross-loading is a condition in which an indicator has a strong relationship with more than one indicator that should be different in the research model. It can be an indication of a problem in the measurement model.

**Table 5**  
**Discriminant Validity Fornell Larcker**

	Attrac-tiveness	Experti-se	Information Adoption	Information Usefulness	Online Purchase Intentions	Trustworthiness
Attractiveness	0.748					
Expertise	0.745	0.802				
Information Adoption	0.412	0.558	0.736			
Information Usefulness	0.403	0.493	0.613	0.827		
Online Purchase Intentions	0.525	0.596	0.592	0.533	0.737	
Trustworthiness	0.744	0.796	0.542	0.539	0.707	0.738

Source: Primary Data, 2025

In Table 5, discriminant validity is assessed by comparing the diagonal elements representing the square root of AVE for each construct with the off-diagonal elements which represent the correlations between constructs. The diagonal element for Attractiveness is

0.748, Expertise is 0.802, Information Adoption is 0.736, Information Usefulness is 0.827, Online Purchase Intention is 0.737, and Trustworthiness is 0.738 and its correlations with other constructs are less than 0.738. All the greatest numbers indicate good discriminant validity.

**Table 6**  
**Cross Loading**

	IU	IA	ATT	EXP	TRU	OPI
IU.1	0.838					
IU.2	0.817					
IA.1		0.746				
IA.2		0.763				
IA.3		0.698				
ATT.1			0.810			
ATT.2			0.663			
ATT.3			0.782			
ATT.4			0.731			
EXP.1				0.821		
EXP.2				0.778		
EXP.3				0.799		
EXP.4				0.812		
TRU.1					0.744	
TRU.2					0.762	
TRU.3					0.757	
TRU.4					0.688	
OPI.1						0.734
OPI.2						0.742
OPI.3						0.750
OPI.4						0.684
OPI.5						0.773

Source; Primary Data, 2025

The data in Table 6 shows an overview of the measurement of the cross-loading variables in this study. It presents the largest cross-loading value on the variables. Based on the data obtained, the indicators of the study show strong discriminant validity.

**Reliability Test**

**Composite Reliability**

**Table 7**  
**Composite Reliability**

Composite Reliability		Description
Information Usefulness	0.835	Reliable
Information Adoption	0.879	Reliable
Attractiveness	0.780	Reliable
Expertise	0.813	Reliable

Trustworthiness	0.856	Reliable
Online Purchase Intention	0.827	Reliable

Source: Primary Data, 2025

Based on the data in Table 7 the information usefulness with the value of 0.835, the information adoption with the value of 0.879, and the attractiveness is reliable with a value of 0.780. the expertise with a value of 0.813, the trustworthiness with a value of 0.856, and the online purchase intention with a value of 0.827. So, it can be concluded that all the variables in the data above are reliable.

### Multicollinearity Test

**Table 8**  
**Multicollinearity**

	VIF
Information Usefulness -> Information Adoption	0.613
Information Adoption -> Online Purchase Intention	0.252
Information Usefulness -> Online Purchase Intention	0.101
Attractiveness -> Online Purchase Intention	-0.003
Expertise -> Online Purchase Intention	-0.013
Trustworthiness -> Online Purchase Intention	0.529

Source: Primary Data, 2025

The values in Table 8 indicate the variance inflation factors (VIF) for each predictor. Generally, VIF values below 10 suggest no serious multicollinearity issues. The negative values for Attractiveness (-0.003) and Expertise (-0.013) raise concerns, suggesting potential anomalies in the model. These unexpected values could stem from sampling variations, measurement errors, or an underlying theoretical issue where these factors do not contribute meaningfully to online purchase intention. Future research should investigate whether different measurement scales or alternative constructs could provide more accurate insights into the relationship between these factors and online purchase behavior.

### Inner Model

#### Coefficient Determination (R<sup>2</sup>)

**Table 9**  
**Coefficient Determination (R<sup>2</sup>)**

	R-square	R-square adjusted
Information Adoption	0.376	0.373
Online Purchase Intentions	0.568	0.557

Source: Primary Data, 2025

Based on the data shown in Table 16 the coefficient determination ( $R^2$ ) on Information Adoption is 0.376 and the  $R^2$  on Online Purchase Intention is 0.568. The acquisition explains that the percentage of Information Adoption is 37.6 %. This means that the information usefulness of the eWOM variable affects the Information Adoption by 37.6 %, and the remaining 62.4 % is influenced by other variables. The value of R Square for the online purchase intention variable is 0.568. These results explain that the large percentage of purchase intention is 56.8 %. This means that the variables of information usefulness, information adoption of eWOM, attractiveness, expertise, and trustworthiness of celebrity endorsement on online purchase intention of 56.8 %, and the remaining 43.2 % are influenced by other variables.

**F Square ( $F^2$ )**

**Table 10**  
**F Square ( $F^2$ )**

	F Square	Description
Information Usefulness -> Information Adoption	0.602	Significant
Information Adoption -> Online Purchase Intention	0.017	Significant
Information Usefulness -> Online Purchase Intention	0.013	Not Significant
Attractiveness -> Online Purchase Intention	0.000	Not Significant
Expertise -> Online Purchase Intention	0.000	Not Significant
Trustworthiness -> Online Purchase Intention	0.187	Significant

Source: Primary Data, 2025

Based on Table 10 F square ( $F^2$ ) above, it can be concluded that first, the Information Usefulness through Information Adoption with the value of 0.602 or greater than 0.05 which means it is significant. Second, the Information Adoption through Online Purchase Intention with a value of 0.017 or greater than 0.05 which means it is significant. Third, the Information Usefulness through Online Purchase Intention with a value of 0.013 or less than 0.05 which means it is not significant. Fourth, the Attractiveness through Online Purchase Intention with a value of 0.000 or less than 0.05 which means is not significant. Fifth, the Expertise through Online Purchase Intention with a value of 0.000 or less than 0.05 which means is not significant. Last, the Trustworthiness through Online Purchase Intention with the value of 0.187 or greater than 0.05 which meant it is significant.

**Model Fit**

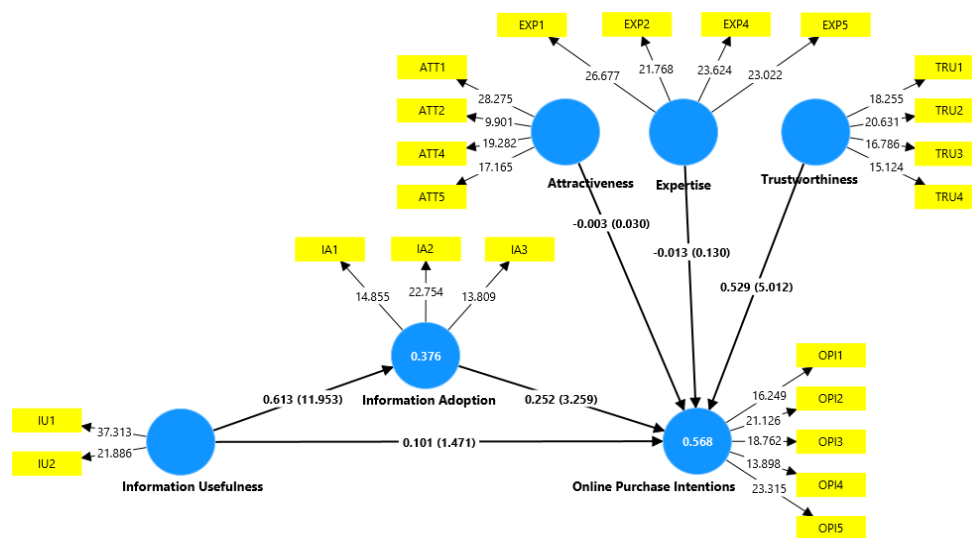
**Table 11**  
**Model Fit**

	Saturated model	Estimated model
SRMR	0.078	0.091
NFI	0.682	0.676
Chi-Square	651.339	663.714

Source: Primary Data, 2025

Table 11 shows the result of the model fit, from the data above it can concluded that the SRMR is less than 0.10 which is 0.078, it is considered to be a good fit. The NFI is greater than or equal to 0.1 which is 0.682, it is considered a better model fit. The Chi-square is greater than 0.05 which is 651.339, it is considered the model is not rejected by the data.

**Hypothesis Test**



**Figure 2**  
**Inner Model**

Source: Primary Data, 2025

**Direct Effect**

**Table 12**  
**Direct Effects**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	
IU -> IA	0.613	0.615	0.051	11.953	0.000	Significant
IA -> OPI	0.252	0.250	0.077	3.259	0.001	Significant
IU -> OPI	0.101	0.094	0.069	1.471	0.142	Not Significant
ATT -> OPI	-0.003	0.005	0.089	0.030	0.976	Not Significant
EXP -> OPI	-0.013	-0.012	0.102	0.130	0.897	Not Significant

TRU -> OPI	0.529	0.533	0.106	5.012	0.000	Significant
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Source: Primary Data, 2025

The findings in Table 12 show that Information Usefulness significantly influences Information Adoption, and Information Adoption significantly impacts Online Purchase Intention. Information Usefulness does not directly affect Online Purchase Intention. Attractiveness and Expertise have no significant impact on Online Purchase Intention. One possible reason for this is that consumers may prioritize other factors, such as trustworthiness and social proof, over attractiveness or expertise when making purchasing decisions online. These results suggest that celebrity endorsements should focus on building credibility rather than merely leveraging visual appeal or professional expertise.

**Indirect Effects**

**Table 13**  
**Specific Indirect Effects**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	
IU -> IA -> OPI	0.154	0.155	0.052	2.968	0.003	Significant

Source: Primary Data, 2025

The data above shows Information Adoption mediates Information Usefulness toward Online Purchase Intention. The P value from the data above is 0.003 or it is less than 0.05 (<0.5). So, it can be concluded that Information Adoption mediates Information Usefulness through Online Purchase Intention has a positively significant effect which means the hypothesis is accepted.

**The Influence of Information Usefulness on Information Adoption**

The analysis reveals a significant positive impact of information usefulness on information adoption, with a P-value of less than 0.05. This supports the hypothesis that information usefulness plays a substantial role in influencing the adoption of information. Abedi (2020) emphasized that the perceived usefulness of information significantly determines the rate at which information is adopted in online purchasing behavior, particularly in the context of sports products. Phung (2020) highlighted that consumer perceptions of information utility are key predictors of information adoption, which, in turn, affects purchase decisions. This study’s findings indicate that enhancing the perceived

usefulness of information by 0.613 increases the likelihood of its adoption, reinforcing the importance of useful information in improving its adaptability.

From a practical perspective, companies like Online Travel Agency should focus on optimizing the usefulness of the information presented on their platforms. This includes clear, well-structured, and reliable product descriptions, customer reviews, and expert opinions that enhance consumer confidence in adopting information before making purchasing decisions.

### **The Effect of Information Adoption on Online Purchase Intention**

The path coefficient analysis indicates that information adoption significantly and positively influences online purchase intention, with a P-value of 0.001. This substantiates the hypothesis that information adoption directly affects consumers' intentions to purchase online. Previous research, such as Zoelkelpi (2023), found that electronic word-of-mouth (eWoM) plays a critical role in boosting consumer interest and purchase intention by enhancing trust in promoted products. Verma et al. (2021) identified that social media reshapes how consumers access information, impacting their buying behavior. This study corroborates these findings, showing that the adoption of information enhances online purchase intentions by influencing attitudes, social norms, and behavioral control.

For businesses, ensuring that customers can easily adopt information means providing engaging and credible sources of information, such as customer testimonials, expert reviews, and interactive content. Online Travel Agencies, for example, can enhance their marketing strategy by integrating more user-generated content and verified customer feedback to facilitate better information adoption.

### **The Impact of Information Usefulness on Online Purchase Intention**

Contrary to previous studies, this analysis reveals a negative and insignificant relationship between information usefulness and online purchase intention, with a P-value of 0.142. Thus, the hypothesis is rejected. Subekti & Susilo Nugroho (2023) found that perceived usefulness positively correlates with both information adoption and purchase intention, while Zollo et al. (2021) highlighted that consumers' receptivity to product information significantly affects their purchasing decisions. In this study, consumers did not perceive the information as credible or relevant enough to impact their online purchase decisions.

This suggests that while useful information contributes to its adoption, other factors such as trust and perceived credibility play a more significant role in direct purchase decisions. For Online Travel Agencies, enhancing the credibility and reliability of information through verified ratings, expert insights, and influencer endorsements can strengthen the link between information usefulness and purchase intention.

### **The Role of Information Adoption in Mediating Information Usefulness to Online Purchase Intention**

The study reveals that information adoption mediates the effect of information usefulness on online purchase intention with a significant positive influence, as indicated by a P-value of 0.003. This validates the hypothesis. Abedi (2020) pointed out that the perceived usefulness of information positively affects information adoption, which, in turn, influences purchase intentions. Similarly, Akoglu & Özbek (2024) showed a significant relationship between information adoption and purchase intent in the context of sports products. This study confirms that effective information adoption can enhance the usefulness of information, thereby boosting online purchase intentions.

For businesses, this underscores the need to improve the presentation and accessibility of useful information to ensure higher adoption rates. Online Travel agencies can benefit by employing AI-driven personalized recommendations and dynamic content delivery to tailor information to individual consumer preferences.

### **The Effect of Celebrity Attractiveness on Online Purchase Intention**

The results indicate a negative and insignificant relationship between celebrity attractiveness and online purchase intention, with a P-value of 0.976, leading to the rejection of the hypothesis. Atirah Sufian et al. (2021) found that celebrity attractiveness influences purchase intentions in online advertisements, and prior research demonstrated a direct link between celebrity attractiveness and sports consumer behavior. This study suggests that consumers do not perceive celebrities as a credible source of information for making purchasing decisions.

Instead of focusing on celebrity attractiveness, Online Travel agencies and other businesses should emphasize authenticity and expertise when selecting endorsers for promotional campaigns.

### **The Impact of Celebrity Expertise on Online Purchase Intention**

The analysis reveals a negative and insignificant effect of celebrity expertise on online purchase intention, with a P-value of 0.897, leading to the rejection of the hypothesis. Research by Weismueller (2020) highlighted that sports consumers in Turkey are more influenced by celebrity status rather than expertise in promoting products. Similarly, AlFarraj et al. (2021) found that the credibility and relevance of the information provided by celebrities can vary, impacting their effectiveness in influencing purchase intentions.

For Online Travel Agencies, this suggests that hiring celebrities based solely on their expertise in a particular domain may not significantly impact purchase intention. Instead, selecting trusted influencers with genuine engagement and credibility among their audience could be a more effective strategy.

### **The Role of Celebrity Trustworthiness in Online Purchase Intention**

The study shows a significant positive effect of celebrity trustworthiness on online purchase intention, with a P-value of 0.003, confirming the hypothesis. This aligns with previous findings by Kusumasondjaja & Tjiptono (2019), which showed that consumer trust in celebrity endorsers significantly influences purchase intentions, especially on social media platforms. Atirah Sufian et al. (2021) also highlighted that increased trust in endorsers boosts purchase intentions.

For Online Travel Agency, investing in trusted and relatable brand ambassadors who genuinely align with the company's values can enhance purchase intentions more effectively than relying on mere attractiveness or expertise.

## **CONCLUSION**

Recent research demonstrates the impact of celebrity endorsements and electronic word of mouth (eWoM) on consumer purchase intentions through the Online Travel Agency app. Findings reveal that consumer interest and trust are crucial to online purchasing behavior, with positive eWoM and celebrity recommendations enhancing confidence and engagement. The study highlights the importance of information adoption in mediating the relationship between perceived usefulness and purchase intentions. Influencer content that is engaging and authentic strengthens emotional connections, encouraging purchases. Research

has limitations, including sample bias, unconsidered factors like product quality and user experience, and subjective data. The study enriches the Theory of Planned Behavior (TPB), emphasizing the role of social factors in shaping consumer behavior. Practically, companies can use eWoM and celebrity endorsements to boost sales, while digital platforms can enhance review-sharing features and collaborate with influencers. Effective reputation management is key to maintaining trust and increasing purchase intentions.

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