

NORMATIVE FORMAT OF MODEL EQUATION: THE ADVANTAGES OF CELEBRITY ENDORSEMENT AND WORD OF MOUTH IN CREATING PERCEIVED LUXURY VALUE

Jubery MARWAN^{1*}, Zahera Mega UTAMA², Franky FRANKY³, Yohana SURYANTO⁴
^{1,2,3,4}*Universitas Prof. Dr. Moestopo (Beragama), Jakarta*
^{*}*juberymarwan@dsn.moestopo.ac.id*

ABSTRACT

We have surveyed 160 people to consumers, customers, and culinary tourism actors in Serang City. However, of the 160 questionnaires distributed, 28 respondents did not return. Of 132 respondents, after being identified, only 120 respondents met the requirements. The return rate for the questionnaire is only 80%. Characteristics of respondents based on gender and age in the period of this survey were dominated by women as many as 65% between the ages of 26-45 years. The level of education is dominated by the strata 1 level, for women it is 48.72%. And men by 47.61%. What is more interesting from this survey is that visitors who come to culinary tourism are dominated by ordinary consumers from the mothers' and mothers' circles by 72.58%, and men by 65.78%. Furthermore, male customers are 26.31% and women 17.74%. The dominance of the arrival of regular consumer/customer visitors is a reflection of there is still a lot of homework to be done so that customers continue to grow. Primary data was obtained by distributing questionnaires using a Likert scale as an alternative to respondents' answers. The purpose of this study is to analyze the superiority of the role of celebrity endorsement and word of mouth in creating perceived luxury value through consumer satisfaction. Analysis of the model equation using path analysis. The results of the analysis show that; The role of celebrity endorsement and word of mouth variables in realizing perceived luxury value is proven to be positive, either directly or indirectly through consumer satisfaction.

Keyword: celebrity endorsement, consumer satisfaction, perceived luxury value word of mouth

1. INTRODUCTION

According to data from the Creative Economy Agency of the Republic of Indonesia, the culinary sub-sector contributed 41.4 percent of the total creative economy contribution of Rp. 922 trillion in 2016. This number is the highest compared to 16 other sub-sectors in the Creative Economy Agency of the Republic of Indonesia. The culinary industry continues to grow every year, from 8.2 million units of creative industry players, 68% are engaged in culinary tourism (Agmasari, 2018). Meanwhile, on the other hand, culinary tourism has good prospects for development, although many face problems that hinder its development (Besra, 2012). The development of traditional food contributes to the sustainability of tourism (Araujo, 2016). One of the factors underlying this growth is the current lifestyle trend. Consumers are not only looking for places to eat that have a high taste but also pay attention to other factors including; natural feel, fun atmosphere, entertainment, selfie photo spots, and so on.

Contemporary consumer behavior tends to fulfill a luxurious lifestyle by adapting the perception of value that is adjusted to luxury product/service components such as quality, hedonism, uniqueness, and status, as compensation for the high price (Kang, 2017). This phenomenon encourages the growth of new culinary businesses that offer various concepts. Culinary tourism is strongly influenced by the desire of consumers to visit places where food is made, food/beverage festivals, and restaurants to try food (Hall et al, 2003). One of the determining factors for the success of managing a culinary tourism marketing strategy is the fulfillment of professional and experienced marketing personnel, aiming to touch customer satisfaction and can create customer loyalty to give positive feelings towards the product/service or service (Kartajaya, 2010).

Customers tend to be more interested in buying, using, and feeling goods/services if their perception of the goods or services is higher (Amin & Tarun, 2019). The thing that attracts customers is that not all product/service attributes are seen as equally important to them, there is a linear relationship between the quality of goods and overall customer satisfaction (Lin et al, 2010). Service providers must understand the effect of different quality attributes in allocating resources to increase customer satisfaction to at least minimize dissatisfaction (Fynes & De Burca, 2005). Because consumers after buying products and services will evaluate which have two possibilities, namely satisfaction with results and dissatisfaction with products/services (Lupioyadi and Hamdani, 2013). The fulfillment of product/service satisfaction results in repurchase in the future. Meanwhile, dissatisfaction causes customers to switch to another place or not buy products/services (Farida, 2014). Consumers who come back several times to buy are loyal customers. But customer defection is the opposite, customer loyalty feels unfulfilled due to several reasons such as menu availability and lack of choice, unfulfilled representative place, and lack of customer service. Because customer satisfaction is the key to the relationship between the company and its customers (Sallam, 2015).

The role of celebrity endorsements and word of mouth is very much needed in promoting culinary tourism products/services or services. Celebrity endorsement is someone who gets public recognition and uses his popularity to influence consumers by advertising (Mc Cracken, 1989). To meet the need for communication with the public, the owners of restaurants or culinary places to eat/beverage take advantage of the popularity of celebrities or figures to recommend the products/services they sponsor (Clemente, 2002). The use of celebrities or figures in promoting products/services can be said to be not optimal, even though there is a match between the attributes of celebrities or figures and the products/services to be promoted. The use of celebrities or figures in advertisements is expected to be able to attract viewers, which in turn can attract higher buying interest.

The findings of Syed Rameez ul Hassan, et al (2014) are on the contrary people will be loyal to a product/service, their tastes and preferences are not due to the attributes of celebrities or figures, but because of their previous experience with the products or services provided. This contradicts the existing literature, but it is very realistic in the context of people in Pakistan. Companies must maintain the quality of their products/services or services by implementing good service policies to strengthen and create their preferred preferences. Indeed, celebrities or figures have an impact on promotion, but there is no need to hire the services of celebrities or figures that are too expensive for promotion. Therefore, to get a cost-effective market share, it requires the introduction of a good product/service or service if the company considers it to still exist in the market share in the long term.

Customer loyalty is measured using several indicators, one of which is that consumers can recommend products/services or services to others by word of mouth (WOM) [(Zeithaml and Bitner (1996); Griffin (2005); and Baloglu (2009)]. Due to personally or non-personally conveying the benefits of goods/services to other people and customers (Tjiptono, 2014). There are five factors to create customer satisfaction, namely product quality, service quality, price, emotionality, and feasibility (Irawan, 2009). , the level of satisfaction will provide many benefits for the company. Satisfied customers will share positive experiences through word of mouth (positive WOM) and will glide like running and talking advertisements for the company (Lovelock & Lauren W, 2007).

Customer satisfaction is a key factor in encouraging product/service or service performance when it exceeds expectations because post-purchase consumer thoughts reflect how much consumers like or dislike the product/service or service after the transaction occurs (Woodside et al., 1989). The physical environment such as atmosphere, dining facilities, and interactions between humans such as friendliness and professionalism of culinary waiters are important components in adding to the consumer experience as an added value. Consumers' preference for products/services is growing when these products/services provide a luxury value that is felt to have the characteristics and functions that consumers want (Shukla and Purani, 2012). Consuming one's culinary products consumers feel emotionally benefited, as well as the extent to which the product can create a pleasant experience for consumers (Yang & Mattila, 2016). Consuming culinary products is usually a choice for hedonism and consumer emotion. Many consumers consume culinary products for reasons of feeling pampering themselves. Consumers' perception of buying the product to fill their experience. Consumers tend to seek emotional satisfaction and pleasure (Wu & Yang, 2018). Therefore, many companies switch and focus on creating that feeling of pleasure when visiting (Yang & Mattila, 2016).

2. THEORITICAL FRAMEWORK

Celebrity Endorsement

According to McCracken, (1989, p. 310) a celebrity endorsement is someone who gets the status or nickname of public recognition and uses his popularity to influence consumers with advertising. Celebrity endorsement is one of the communication channels used by celebrities to express their words to promote brands based on their popularity and personality (Kotler et al, 2009). Celebrities have the ability as individuals who have reached a level of fame that makes them known in the community. The development of the existing culture causes people to have curiosity about the celebrity's personality. A person who is known in the community, then celebrities are often used to support an advertisement. It is estimated that about one in six advertisements in the world uses a celebrity feature (Young & Pinsky, 2006). The use of celebrities in advertising aims to recommend the use of sponsored products (Clemente, 2002). Celebrities in advertising are individuals who are icons or symbols that are popular in society and can transfer their symbolic meaning to the products they advertise. The use of celebrities in promoting products/services should be adjusted to the attributes possessed by celebrities and the products/services to be advertised.

Referring to the research conducted by Rini and Astuti (2012) who have adopted the theory (Percy & Rossiter, 1987 that the endorser characteristics in communicating the VisCAP model are measured by; visibility, credibility, attraction, and power). However, the researcher included the education dimension as an additional intention. The reason is that if an endorser communicates, in addition to having visibility, credibility, attraction, and power, he must also provide a good example in learning to the public about the benefits and knowledge of the products/services he has promoted. An endorser must have sufficient character to be noticed by the audience. 1) An endorser is selected based on a character that is well known and influential among the wider community so that public attention can be

diverted to the brand advertised by the endorser (Visibility); 2) An endorser must have high credibility, must have advantages in communicating so that it is accepted or followed by the audience.

The credibility of the endorser plays a major role in the promotion of goods/services. Two factors that play a role in determining the credibility of an endorser include: (a) An endorser must have high skills and abilities. Factors that influence high skills and abilities are; intelligence, ability, expertise, knowing a lot of things, experienced, and trained. can show how much knowledge the endorser has. Expertise is the impression formed by the communicator's ability to talk about the topic being discussed; (b) An endorser can be seen as a carrier of honesty. An endorser is honest in delivering an advertisement; 3) An endorser must have the characteristics of attraction. Where attraction has two characteristics that are owned by an endorser, namely; charm and similarity; (a) Characteristics of the endorser in terms of physical appearance and personality (charm). Through the attractiveness of the endorser, it is hoped that it will have a positive influence on the promotion it carries; (b) Similarity is a description of the audience's emotional feelings towards the advertisement. Similarity facilitates decoding, namely translating symbols so that signs become ideas. Similarity can make audiences attracted to communicators. Commonality fosters respect and trust in communicators; 4) An endorser must have power and have a big name because thanks to the rank or position he has, his words can be trusted (power). Power relates to the power possessed by celebrities to instruct the target audience to buy the products/services they recommend (Rini & Astuti, 2012). The power possessed by celebrities can shape the image of the product according to the character of the celebrity. This character can support the success of communicators in advertising; 5) An endorser must be able to provide examples of good behavior and have the knowledge to provide examples of the benefits and uses of the products/services he promotes.

Word Of Mouth

According to Kotler and Keller (2009;512), that word of mouth is a marketing activity through person-to-person intermediaries either orally, in writing, or electronic communication tools connected to the internet based on consumer experience on the benefits of the goods/services that have been provided. The indicators used by word of mouth are; 1) The willingness of consumers to talk about positive things about the quality of services and products to others; 2) Can provide recommendations on the benefits of products/services to others; 3) Encouraging friends and relations to purchase the company's products/services. Everyone can talk and exchange information about a product with others. Information about a product/service is passed on from one individual to another by word of mouth at any time (Solomon, 2002).

Adopt and elaborate on several opinions such as (Sernovitz, 2009:31; Kotler and Keller: 2009: 512 and Sutisna, 2012:185) word of mouth is measured by five indicators known as 5T as follows: Talkers, topics, tools, taking part, and tracking. Where: 1) Talkers; is a target group where those who will talk about a brand are also called influencers. These talkers can be anyone from friends, neighbors, family, work relatives, and other closest relatives. There is always someone eager to talk. They are the ones who are most excited to share their experiences; 2) Topics; Topics relate to what the Talkers are talking about. This topic relates to what a brand has to offer. Such as special offers, discounts, new products, or satisfactory service. A good topic is simple, easy to carry, and natural. The whole Word Of Mouth does start from an exciting topic to talk about; 3) tools; is a dissemination tool of topics and talkers. Existing topics also need a helpful tool to make the topic or message work. This tool makes it easy for people to talk about or transmit the company's products/services to others; 4) Talking parts; the need for the participation of other people who take part in the conversation so that word of mouth can continue to run; 5) Tracking; a company action to monitor and monitor consumer response. This is done so that companies can learn positive or negative feedback from consumers so that companies can learn from these inputs for better progress. This is in line with the findings of Carolus Indra (2018) that word of mouth is an important aspect of marketing a product/service. The findings prove that word of mouth has an effect on brand image and perceived service quality where this variable plays an important role as an intervening variable in creating purchase intention.

Consumer Satisfaction

Consumer satisfaction is defined as a good or bad customer feeling like an effective and emotional customer response that arises from his mind after feeling the service experience a product or service. Customers will be very satisfied if their expectations are exceeded. This satisfaction is interpreted as an emotional response and evaluation of the online shopping experience (Chiu et al.; 2009). This good evaluation has consequences for psychologically pleasing responses to the online buying experience and vice versa (Zhao, 2010). Customer satisfaction is an emotional evaluation that reflects the extent to which customers trust the service provider in generating positive feelings (Cronin et al; 2000). The consumer's post-purchase state of mind reflects how much the consumer likes the product or service after it occurs. There are two dimensions of customer satisfaction; 1) Satisfaction of special transactions; where the satisfaction of this transaction relates to those resulting from a purchase of a product or service in providing benefits in its use; 2) Cumulative satisfaction; This satisfaction is related to overall satisfaction with the product or service after several purchases and experiences over time, which leads to consumer loyalty (Woodside et al; 1989). Why is

that, because consumer satisfaction is the consumer's response to the evaluation of the perceived difference between previous expectations and the actual performance of the product or service after consumption (Tse & Peter, 1988).

According to Irawan (2004: 37) that customer satisfaction is measured through five main dimensions, namely: 1) Price; For sensitive customers, usually low prices are an important source of satisfaction because they will get high value for money. This price component is relatively unimportant for those who are not priced sensitive; 2) Service quality; service quality is highly dependent on three things, namely; systems, technology, and people. Customer satisfaction with service quality is usually difficult to imitate because the formation of attitude and behavior that is in line with the company's wishes is not an easy job. Improvements must be made starting from the recruitment process, training, and work culture; 3) Product quality; Customers feel satisfied after buying and using the product if the quality of the product or service is considered good; 4) Emotional factors; characterized by consumer satisfaction in using the product/service so that it creates a sense of pride and confidence; 5) Efficiency; The ease of obtaining the product or service and the ease of payment can make customers more satisfied if it is relatively easy, comfortable and efficient to obtain a product/service or service.

Perceived Luxury Value

Perceived luxury value can be interpreted as the value that consumers want to get when consuming luxury. Perceived luxury value is a variation of customer perceived value that studies consumer behavior towards luxury products/services (Peng & Chen, 2019). This is done by including luxury product/service components, such as; quality, hedonism, uniqueness, and status as compensation for the high price (Kang, 2017). In line with this opinion by Tynan et al (2010) that when compared non-luxury luxury products/services tend to have premium quality, contemporary style, high hedonic value, and much more expensive prices.

According to Wu and Yang (2018) that there are five comprehensive dimensions in shaping perceived luxury value, namely utilitarian, symbolic, hedonic, relational, and financial values. Where; 1) Utilitarian values emphasize the quality and function of luxury products/services. In the context of a luxury restaurant/drink itself, such as; the comfort of the physical environment, namely the atmosphere and culinary tourism facilities, interaction between humans, and the friendliness of service professionalism in enjoying food that is considered luxurious; 2) Symbolic value; consider luxury products/services to cause consumers to feel better and comfortable with themselves because it provides social status and as a symbol of wealth (Shukla & Purani, 2012; Peng & Chen, 2019). Luxury consumption is considered an effective way to climb the social ladder in society (Wu & Yang, 2018). Consuming luxury products/services will usually be more satisfied with the symbolic value than the functional value. With a striking appearance, consumers will be able to indirectly show their power, wealth, social class image, and high prestige in their social environment. Next 3) hedonic value; This value leads to emotional gain, as well as the extent to which the product can create a pleasant experience for consumers (Yang & Mattila, 2016).

Luxury consumption is usually the consumption of hedonism and consumer emotion (Wu & Yang, 2018). This is in line with the opinion of Peng and Chen (2019) that many consumers buy luxury products/services because of the feeling of self-indulgence brought by these consumers. Hedonic value refers to the emotional gain and the extent to which the product/service can create a pleasant experience for consumers (Yang & Mattila, 2016). Luxury consumption is usually the consumption of hedonism and emotion for consumers (Wu & Yang, 2018). This is in line with the opinion of Peng and Chen (2019) that many consumers buy luxury products or services because of the feeling of self-indulgence brought by these consumers; 4) relational value; This value comes from the perspective of value co-creation which first included the dimension of perceived luxury value by Tynan et al (2010). Value co-creation means that consumers and companies both have an active role in the buying process (Wu & Yang, 2018). The emphasis on value co-creation is in the hospitality industry because consumers are at the place where the purchase occurs, so interactions can occur which will then form value. Value can be formed when both parties, in this case, buyers and sellers, can interact with each other so that there is no barrier between production and consumption (Tynan et al, 2010). Relational value relates to the ability of consumers to be actively involved in consumption by learning the history of the brand, forming a community for a brand, or being able to build a relationship between consumers and the brand (Wu & Yang, 2018). Furthermore, 5) Financial Value; This value relates to the comparison between the costs incurred and the benefits that consumers get when purchasing luxury (Wu & Yang, 2018). High prices are synonymous with high quality and uniqueness which is what luxury consumers are looking for. However, even though luxury consumers are willing to pay more, balanced benefits and experiences are prioritized and become an important attribute in the context of luxury in culinary tourism (Yang & Mattila, 2016; Wu & Yang, 2018).

Research Method

This study uses a quantitative approach, including the type of explanatory research with hypothesis testing. Primary data was obtained by distributing questionnaires using a likert scale. The sampling technique uses the entire population

as a sample (census). Data quality analysis has been carried out by testing the validity, reliability, and normality of the data. Analysis of the model equation using path analysis.

3. DATA ANALYSIS

In addition to the validity test used to measure the validity of a questionnaire, the reliability test is used to determine the extent to which the measurement results remain consistent. A scale or instrument returns the same value every time a measurement is made. A construct is said to be reliable if it gives Cronbach's alpha value greater than 0.70 (Nunnally, J Bernstein, IH. 1994). The results of the validity and reliability tests can be seen in the following table:

Table 1. Validity and Reliability Test Results

Variable	Validity	Reliability		Decision	
	All Items Larger or Smaller Than 0.1801	Cronbach Alpha	N of Item	Valid	Reliable
Celebrity Endorsement	Bigger	0,934	16	Valid	Reliable
Word Of Mouth	Bigger	0,886	11	Valid	Reliable
Consumer Satisfaction	Bigger	0,878	8	Valid	Reliable
Perceived Luxury Value	Bigger	0,846	16	Valid	Reliable

Source: Processed Primary Data, 2022.

Furthermore, to prove that all variables are normally distributed, we use the skewness and kurtosis normality test which is calculated by the equation:

$$Z_{skew} = \frac{S-0}{\sqrt{6}/N} \quad \text{dan} \quad Z_{kurt} = \frac{K-0}{\sqrt{24}/N}$$

Dimana: S = Skewness Score, N = Number of Case, K = Kurtosis Score

All of the variables involved in the equation of this research model can be said to be normally distributed, due to the comparison results of both the Zskewness and Zkurtosis values, all of which are smaller than the critical value of 5%, which is 1.96.

Table 2. Normality Test Results Data Z skewness and Z kurtosis

Variabel	Descriptive Statistics					Z Skewness Calculation Results	Z Kurtosis Calculation Results	Comparison Results of Zskew with its Critical Value (5% = 1.96)	Comparison Results of Zkurt with its Critical Value (5% = 1.96)	Results Decision
	N	Skewness		Kurtosis						
	Statistic	Statistic	Std. Error	Statistic	Std. Error					
Celebrity Endorsement	120	-.222	.221	-.667	.438	-0,9823	-0,2982	-0,9823 < 1,96	-0,2982 < 1,96	Normal
Word Of Mouth	120	.056	.221	-1.065	.438	0,2504	-2,3814	0,2504 < 1,96	-2,3814 < 1,96	Normal
Consumer Satisfaction	120	.027	.221	-1.023	.438	0,1207	-2,2875	0,1207 < 1,96	-2,2875 < 1,96	Normal
Perceived Luxury Value	120	-.026	.221	-.888	.438	-0,1162	-1,9856	-0,1162 < 1,96	-1,9856 < 1,96	Normal
Valid N (listwise)	120									

Source: Processed Primary Data, 2022.

4. RESULTS

Celebrity Endorsement Affects Consumer Satisfaction

The statistical results show that the t-count value of 4.744 is greater than the t-table value of 1.9803, the significance level is less than 5% (0.000 < 0.05). These results indicate that the celebrity endorsement variable has an effect on consumer satisfaction. These results are in line with the findings of Ohanian (1991), Walker (1992), Renton (2006), and Chi & Tsai (2011) that the role of celebrity endorsements as product/service information provides knowledge, persuades consumers, communicates benefits, and represents the product/service image. Services can shape the perception of value for consumers towards the brand. The consumer's perception of value is the perception of the sacrifices that have been issued equal to the benefits received (Zeithaml, 1996), then the benefits and uses of the products that have been purchased can satisfy consumers (Snoj, Korda, and Mumel, 2004).

Word of Mouth Affects Consumer Satisfaction

The statistical results show that the t-count value of 22.204 is greater than the t-table value of 1.9803, and the significance level is less than 5% ($0.000 < 0.05$). These results indicate that the word of mouth variable affects consumer satisfaction. These findings are in line with Carolus Indra (2018) that the role of positive word of mouth will have a positive impact on brand image and perceived service quality. Where these two variables play an important role as moderators in creating purchase intention in prospective customers. Word of mouth is communication that produces a good conversation. Someone will ask others about the quality of an item or service before they decide to buy or consume it. Therefore, word of mouth can influence a person's purchase decision on a product/service (Sernovitz, 2009:19). The creation of positive word of mouth for the company has the potential to create consumer buying interest in the future, then potential consumers can form a good perception of value among potential consumers. The consumer's perception of value is the perception of the sacrifices that have been issued equal to the benefits received (Zeithaml, 1996), then the benefits and uses of the products/services that have been purchased can satisfy consumers (Snoj, Korda, and Mumel, 2004).

Celebrity Endorsement Affects Perceived Luxury Value

The statistical results show that the t-count value of 4.743 is greater than the t-table value of 1.9803, the significance level is less than 5% ($0.001 < 0.05$). These results indicate that the celebrity endorsement variable has an effect on the perceived luxury value. These findings are in line with the findings of Islahuddin Daud and M. Eko Fitrianto (2015) that celebrity endorsement plays a role in shaping the perception of value, as well as its impact on the perceived value of luxury. The role of celebrity endorsement as product information, providing knowledge about products/services, persuading consumers, communicating the benefits of products/services and representing product/service images can shape consumer perceptions of brand value [(Ohanian (1991), Walker (1992), Renton (2006)) and Chi (2011)] The consumer's perception of value is the perception of a sacrifice equal to the benefit received (Zeithaml, 1996).

The logic of thinking is that with the proven role of celebrity endorsement in shaping the perception of value, consumers will have a positive perception of value for the brand. By consuming goods/services the impact on the perceived luxury value for consumers. However, companies must also ensure that endorsers do not cause negative impacts, such as declining popularity, being overly exposed, or changing their image (Kaikati, 1987). Another thing that must be considered is evaluating the suitability of the endorser with the advertised product, because the endorser will be more effective when it matches the advertised product/service (Kamins M. A., 1990). The determinants of the fit between celebrities and brands depend on the perceived degree of fit between the brand (brand name and attributes) and the celebrity image (Misra & Beatty, 1990).

Word Of Mouth Affects Perceived Luxury Value

The statistical results show that the t-count value of 4.946 is greater than the value of t-table $df = n - k - 1$ of 1.9803, and the significance level is less than 5% ($0.000 < 0.05$). These results indicate that the word of mouth variable affects the perceived luxury value. These findings can confirm the findings of Carolus Indra (2018) that word of mouth does not affect purchasing intention. The main reason is that increasing the buying interest of prospective customers requires good guidance between potential customers and the company and perceptions that are built in the minds of potential customers. Word of Mouth alone has not been able to present this, so it needs the influence of other variables such as Brand Image and Perceived Service Quality.

The logic of thinking is marketing activities through person-to-person intermediaries either orally, in writing, or through electronic communication tools connected to the internet based on experience with products or services with the willingness of consumers to talk about positive things about the quality of services and products to others. Furthermore, consumers can recommend good experiences about culinary products/services to other friends or relatives to make purchases of culinary company products and services. By consuming the recommended culinary tourism company products/services will create customer satisfaction, the impact on the perceived luxury value.

Consumer Satisfaction Affects Perceived Luxury Value

The statistical results show that the t-count value of 12,197 is greater than the value of t table $df = n - k - 1$ of 1.9803, the significance level is less than 5% ($0.000 < 0.05$). These results indicate that the consumer satisfaction variable has an effect on the perceived luxury value. The results of this study are relevant to the findings of Phuong Nguyen Ngoc Duy, and Tran Thi Dai Trang (2018) that customer satisfaction has a significant positive effect on repurchase intentions. The intention to repurchase is driven by the experience of fulfilling the need for the benefits of goods/services and good service. Customer behavior for repurchase is driven by an assessment of the benefits and costs that have been incurred in accordance with the value received by the customer. With the fulfillment of the need for the value of the benefits of goods/services and good services that they feel in accordance with their wishes, then the impact on the value of perceived luxury (perceived luxury value).

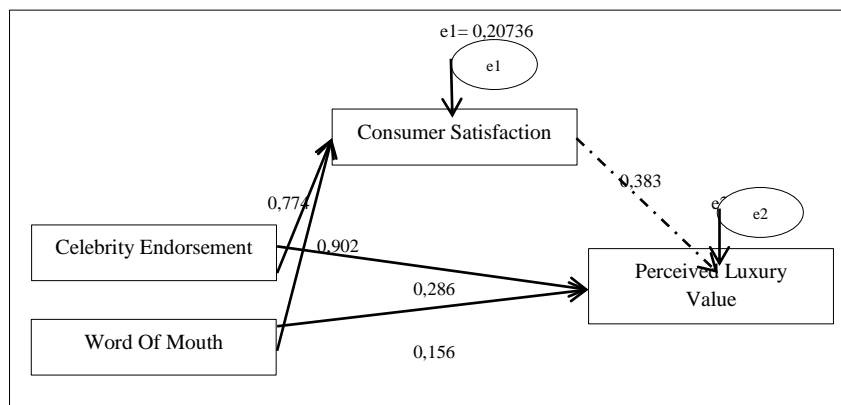


Figure 1. Indirect Effect Path Coefficients in Equation Model
 Source: Processed Primary Data, 2022.

Celebrity Endorsements Can Create Perceived Luxury Value Through Consumer Satisfaction

The statistical results show that the path coefficient of the direct influence of the celebrity endorsement variable on the perceived luxury value is 0.286 when compared to the indirect effect of 0.29644, which is smaller ($0.286 < 0.29644$). These results indicate that the celebrity endorsement variable can create perceived luxury value through the consumer satisfaction variable. This is in line with the theory of mass communication by Denis McQuail (1987) that as a telematic medium, it is a different electronic technology device with different uses. This new electronic media device is often used by celebrities in promoting a product/service by a company, which specifically includes several technology systems, storage systems and information retrieval related to the promotion of a product/service.

The logic of thinking is that an endorser is chosen from a reference group who is considered a role model in meeting the target market, so that in addition to acting as an information provider, the endorser also plays a role in persuading consumers, especially in making purchases (Kanuk, 1997). By making a purchase, consumers can feel the satisfaction of its own impact on the perceived luxury value.

Word Of Mouth Can Create Perceived Luxury Value Through Consumer Satisfaction

The statistical results show that the path coefficient of the direct influence of the word of mouth variable on the perceived luxury value is 0.156 when compared to the indirect effect of 0.34546, which is smaller ($0.156 < 0.34546$). These results indicate that the word of mouth variable can create perceived luxury value through the consumer satisfaction variable. This is in line with the findings of Nugraha (2015) that word of mouth allows the formation of consumer attitudes effectively because it has an important role in influencing other consumers. Then consumers are encouraged to form their own opinion (buzzer) and feel connected in a group to talk about a product/service or service that has been provided. Consumers feel emotionally happy when they can share the perceived value of luxury with other groups who share the same view. With this experience, consumers can share information (word of mouth) through electronic media that are connected with the internet network about their satisfaction with colleagues and the surrounding environment for the products/services or services that have been provided by culinary tourism managers, so that consumers feel the value of perceived luxury.

The logic of thinking is that word of mouth more often leads to good consumer experiences about emotional feelings in consuming products/services or services that have been provided. Consumers are satisfied with the product/service or service so that consumers can feel the value of luxury that has been felt.

5. CONCLUSIONS

The importance of the role of celebrity endorsement and word of mouth in advertising to build product/service introductions in understanding the functions and characteristics of products/services. An endorser is selected from a reference group who is considered to have the ability to serve as a role model for the target market so that apart from acting as an information provider, he communicates the value features of the product/service benefits through the application of media technology but can also persuade consumers to make a purchase. On the other hand is the role of word of mouth in disseminating product/service information massively through social media such as youtube, WhatsApp, Line, Google, Facebook, and other applications on devices connected to other internet connections, and forming a network (buzzer). Believed to create buying interest. Word of mouth activities is created based on a person's experience in consuming a pleasant product/service or service. With this experience, they are interested in forming opinions and talking about the benefits of products or services to others.

Furthermore, the role of celebrity endorsement and word of mouth in realizing perceived luxury value is largely determined by consumer satisfaction. This is because customers with a higher level of prosperity tend to require recognition of social class strata in society in consuming good products and services. Consumers tend to be more interested in buying, using, and feeling goods or services if their perceptions of these goods or services have a higher unique value. Consumed luxury products and services tend to have premium quality, contemporary style, high hedonic value, and much more expensive prices. Interest in premium goods/services that have a high value is caused by the experience of consuming goods/services so that they can satisfy them. The role that creates emotional feelings for a product for consumers in creating a pleasant experience is celebrity endorsement. To support the endorser's role in the formation of positive value perceptions, it is very important because it will influence consumers to make decisions. The role to form positive value opinions for products or services is word of mouth by utilizing buzzers and social media technology.

REFERENCES

- Agmasari, S. (2018). *Culinary Industry, The Highest Supporter of the Badan Ekonomi Kreatif Republik Indonesia*. Retrieved from <https://travel.kompas.com/read/2018/02/06/185000027/industri-kulinerpenopang-tertinggi-perekonomian-kreatif-di-indonesia>.
- Amin, S. & Tarun, M. T. (2019). Enhancing green hotel visit intention: role of green perceived value, perceived consumer effectiveness and environmental knowledge. *International Business Research*, 12(5), 123-132.
- Araujo, E. B. (2016). Development of Local Culinary as a Tourist Attraction in Dili, Timor Leste. *Master's Journal of Tourism*, 3(1), 15-27.
- Badan Ekonomi Kreatif Republik Indonesia. (2018). *Culinary Industry, The Highest Supporter of the Badan Ekonomi Kreatif Republik Indonesia*. <https://travel.kompas.com/read/2018/02/06/185000027/industri-kulinerpenopang-tertinggi-perekonomian-kreatif-di-indonesia>.
- Baloglu, S. (2009). Dimensions of Customer Loyalty: Separating Friends from Well Wishers. *Journal the Cornell Hotel and Restaurant Administration Quarterly*, 43(1), 47-59.
- Besra, E. (2012). Culinary Tourism Potential in Supporting Tourism in Padang City. *Journal of Accounting and Business Research*, 12(1), 74-101.
- Carolus Indra. (2018). The Effect of Word of Mouth on Purchase Intention with Brand Image and Perceived Service Quality as Intervening Variables in the Subsidized Mortgage Program in Surabaya. *Journal of Marketing Management*, 12(1), 1-9. doi: 10.9744/marketing.12.1.1-9.
- Chi, H., Yeh, H. R., & Tsai, Y. C. (2011). The Influence of Perceived Value on Consumer Purchase Intention: The Moderating Effect of Advertising Endorser. *Journal of International Management Studies*, 6(1), 1-6.
- Chiu, C.M., Linb, H.Y., Sunc, S.Y. and Hsu, M.H. (2009). Understanding customers' loyalty intentions towards online shopping: an integration of technology acceptance model and fairness theory. *Behaviour & Information Technology*, 28(4), 347-60.
- Clemente, Mark N. (2002). *"The marketing glossar: Key terms, Concepts and Applications"*. New Jersey. Clemente Communication Group Press.
- Cronin, J. J., Brady, M. K., & Hult, G.T. (2000). Assessing the effects of quality, value and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76, 193-218.
- Denis McQuail. (1987). *Mass Communication Theory*. Jakarta. Publisher: Erlangga.
- Farida, N. (2014). Analysis of the Satisfaction Model on Repurchase. *Journal of Management Dynamics*, 5(2), 200-208.
- Fynes B. & De Búrca S. (2005). The effects of design quality on quality performance. *International Journal of Production Economics*, 96, 1-14.
- Griffin, J. (2005). *Customer Loyalty: Growing and Maintaining Customer Loyalty*. Revised and Latest Edition. Jakarta. Publisher: Erlangga.
- Hall, C. M., Sharples, L., Mitchell, R., Macionis, N., dan Cambourne, B. (2003). *"Food Tourism Around the World": Development, Management, and Markets*. Burlington: Butterworth-Heinemann.
- Irawan, Handi. (2004). *"Dissecting Customer Satisfaction Strategy"*. First printing: Jakarta: PT Gramedia Pustaka Utama.
- Islahuddin Daud and M. Eko Fitrianto. (2015). The Role of Celebrity Endorsers In Shaping Perceive Value And Purchasing Intention. *Sriwijaya Journal of Management and Business*, 13(3).
- Kaikati, J. G. (1987). Celebrity Advertising; A Review and Synthesis. *International Journal of Advertising*, 6(2), 93-105.
- Kamins, M. A. (1990). An Investigation into The 'Match-Up' Hypothesis In Celebrity Advertising: When Beauty May be Only Skin Deep. *Journal of Advertising*, 19(1), 4-13.
- Kang, J. (2017). Finding desirable post-consumption behaviors an investigation of luxury value & romantic brand love relationship. *International Journal of Contemporary Hospitality Management*, 30(9), 2984-3003.

- Kanuk, S. (1997). *Consumer Behavior*. New York. Prentice Hall.
- Kertajaya, Hermawan, (2004). *“Marketing in Venus”*. Jakarta. Publisher: Markplus & Co.
- , (2010). *“Hermawan Kartajaya on Marketing”*. Jakarta. Publisher: PT Gramedia Pustaka Utama.
- Kotler, Phillip & Kevin Lane Keller. (2009). *“Marketing Insight: Experiential Marketing”*, Marketing Management, 12th edition. New Jersey: Publisher; Pearson Education, Inc.
- Lin S., Yang C., Chan Y. & Shen C. (2010). Refining Kano’s quality attribute satisfaction model: A moderated regression approach. *International Journal of Production Economics*, 126, 255-263.
- Lovelock, C. H. & Lauren K. W. (2007). *“Service Marketing Management”*. Jakarta. Publisher: PT Index.
- Lupiyoadi, R. & Hamdani, A. (2013). *“Service Marketing Management”*. Third edition. Jakarta. Publisher: Salemba Empat.
- Marshall, Mc Luhan. Fiore, Quentin. (1968). *“The medium is the message”* United Kingdom. Publisher: Penguin.
- McCracken, G. (1989). “Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process”, *Journal of Cons.*, 130.
- Misra, S., & Beatty, S. (1990). Celebrity spokesperson and brand congruence: An assessment of recall and affect. *Journal of Bussiness Research*, 21, 159-173.
- Nugraha, Finnan Aditya Ajie. (2015). The Effect of Word of Mouth Marketing on Purchase Decisions and Consumer Satisfaction. *Journal of Business Administration*. 22 (1).
- Nunnally, J, and Bernstein, (1994). *“Psychometric Theory”* New York. USA. Published; McGraw-Hill.
- Ohanian, R. (1991). The Impact of Celebrity Spokespersons Perceived Image on Consumers Intention to Purchase. *Journal of Advertising Research*, 31(1), 46-54.
- Peng, N., & Chen, A. (2019). Examining consumers’ luxury hotel stay repurchase intentions-incorporating a luxury hotel brand attachment variable into a luxury consumption value model. *International Journal of Contemporary Hospitality Management*, 31(3), 1348-1366.
- Percy, L., and Rossiter, J. R. (1987). *“Advertising and Promotion Management”*, Singapore; McGraw-Hill.
- Phuong, N.N.C., & Trang, T.T.D. (2018). Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam. *Marketing and Branding Research* 5, 78-91.
- Renton, K. J. (2006). *The Relationship of Celebrity Advertisements to Consumers Attitudes and Purchases Intentions*. Florida: Florida State University, World Press.
- Rini. E.S., Astuti. D.W. (2012). The influence of Agnes Monica as a celebrity endorser on the formation of the Honda Vario brand image. *Journal of Business and Management*, 6(1), p.1-12.
- Sallam, M. A. (2015). The Effects of Brand Credibility on Customers’ WOM Communication: The Mediating Role of Brand Commitment. *European Journal of Business and Social Sciences*, 4(9), 164-176.
- Sernovitz. (2009). *Word Of Mouth Marketing*. Jakarta: Gramedia Pustaka Utama.
- Shukla, P. & Purani, K. (2012). Comparing the importance of luxury value perceptions in cross-national contexts. *Journal of Business Research*, 65(2012), 1417-1424.
- Snoj, B., Korda, A. P., & Mumel, D. (2004). The Relationships Among Perceived Quality, Perceived Risk and Perceived Product Value. *The Journal of Product and Brand Management*, 13(3), 156- 167.
- Solomon, M. R. (2002). *Consumer Behavior*. USA: Prentice Hall International, Inc.
- Sutisna, (2012). *“Consumer Behavior and Marketing Communications”*. Second edition. Bandung; Publisher; Alpha Beta.
- Syed Rameez ul Hassan, Raja Ahmed Jamil. (2014), “Influence of celebrity endorsement on consumer purchase intention for existing products: A comparative study” Department of Management Sciences, University of Haripur, Pakistan. *Journal of Management Info (JMI)*, 1(4), 1-8.
- Tse, David K., Peter, C. Wilton, (1988). Models of Consumer Satisfaction: an Extension. *Journal Mark. Res.* 2(5), p. 204–212.
- Tynan, C, McKechnie, S, & Chhuon, C. (2010). “Co-creating value for luxury brands”. *Journal of Business Research*, 63, 1156-1163.
- Walker, M., Langmeyer, L., & Langmeyer, D. (1992). Commentary: Celebrity Endorsers: Do You Get What You Pay for? *Journal of Services Marketing*, 6(4), 35-42.
- Woodside, A.G., Frey, L.L., Daly, R.T. (1989). Linking service quality, customer satisfaction, and behavioral intention. *Journal Health Care Mark*, 9(4), p. 5–17.
- Wu, B. & Yang, W. (2018). “What do Chinese Consumers want? A value framework for Luxury hotels in China. *International Journal of Contemporary Hospitality Management*, 30(4), 2037-2055.
- Yang, W. & Mattila, A. S. (2016). Why do we buy luxury experiences? Measuring value perceptions of luxury hospitality services. *International Journal of Contemporary Hospitality Management*, 28(9), 1848-1867.
- Young, Mark, S., Pinsky, Drew. (2006). Narcissism and celebrity. *Journal of Research in Personality*, 1-9.
- Zeithaml, V. (1996). Consumer Perception of Price, Quality and Value: A Means-end Model and Synthesis of Evidence. *Journal of Marketing*, 52, 2-22.