

The Influence of Celebrity Ambassador, Company Image and Service Quality on Rental Interest in Bassura City Apartments on Travelio.com

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ABSTRACT

This study aims to determine the effect of Celebrity Ambassador, Company Image and Service Quality on Rental Interest in Bassura City Apartments on Travelio.com. The research design used is an explanative research design, the type of research is descriptive quantitative research using a questionnaire. The sample technique uses probability sampling (simple random sampling) with 100 respondents. The analysis used is the correlation test, multiple linear regression, the coefficient of determination, and hypothesis testing. The results showed that: (1) Celebrity Ambassador has a significant effect on Rental Interest and has the smallest effect; (2) Corporate Image has a significant effect on Apartment Rental Interest and has the greatest influence (3) Service Quality has a significant effect on Apartment Rental Interest and has a greater influence on the Celebrity Ambassador variable and less than the Corporate Image variable. The F test shows if the regression model is considered feasible to predict the independent variable on the dependent variable. The R test shows that the independent variable is able to explain the dependent variable of rental interest by 58.6%.

Keywords: Celebrity Ambassador, Company Image, Service Quality, Rental Interest

INTRODUCTION

The Business competition in the industrial revolution of 4.0 requires the company management to have a special strategy for its sustainability. The industrial revolution 4.0 is a phase of a technological revolution that changes the way human activities in scale, scope, complexity, and transformation of previous life experiences. The basic principle of the industrial revolution 4.0 was to combine machinery, workflow, and systems by integrate intelligent issue along the business chain (Rishna Maulina, 2019). The high pace growing of start-up company particularly those in Indonesia, especially in lodging services has brought its own benefits to consumers to consider those most desirable from various options. This can be a motivation for business actors to compete in promoting corporate advantages to attract customers. Travelio.com is one of the start-up rental accommodation for apartment that also makes use of internet technology to market the services offered.

There are factors might cause of consumer purchase interest which is in this research will be interpreted as rental interest. There are product quality, brand image, service, promotion, price, uniqueness, influencer and so on. According to research by Nurvita (2016), ambassadors as a symbol of products and services offered by a company have a significant impact on consumer purchase interest. A similar opinion was proposed by Kofi (2019) if a celebrity endorser has its own charm to affect consumer trust and intimacy with a product, the research claims if a celebrity endorser has a significant influence over interest in purchase of services and products. However the difference opinion by Ernie (2018) if a brand ambassador has a negative correlation to consumer purchase interests, but it has a positive impact on corporate image. Research conducted by Nava and Ariadi (2019) that the company's image has a significant positive impact on customer interest. Other studies have been suggested by aprilia and Zanky (2018) that corporate image has significant positive effects to encourage consumer purchase interests. Another study use the variable service quality for consumer purchase interest is suggested by Alharthey (2019) if service quality is significant to consumer purchase interests. Similarly goes to Evans hypothesis (2015) that the quality of services simultaneously have a positive effect on purchasing interests. However, the contradictory test results presented by the Erni (2017) if the quality of services has no significant affect on consumer interest. Based on the phenomena that have been described, the researchers are interested in discussing the factors that are suspected might have strong influence on the customer interest to lease apartment at a property management company

LITERATURE REVIEWS

Atika (2019), an ambassador is a person hired by a company to positively represent the brand and also increase product sales, by guaranteeing the company's marketing and communication strategies. Lea-Greenwood (2014: 34) Ambassador is a tool used by companies to communicate and relate to the public, with the hope that they can increase sales. Usman (2019) Ambassador is a public figure who is involved in the marketing process of a company through social media, pamphlets, television, and others. Celebrity Ambassador, is a public figure who is connected either with a product or celebrity or public figure who is used to promote and advertise a product. product. The popularity of a celebrity as a brand ambassador is expected to increase awareness of a

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brand and brand image of a product, as well as capture and maintain market share. (Luh Putu, 2019). Wiratni (2018) Celebrity Ambassadors are actors & actresses, or athletes who are known by the public because of their hopes in certain fields that are able to stimulate our products to. Minh Ha and Hung Lam (2017), celebrities are individuals who have a level of fame in society so that they have a role to easily attract public attention and create values that exist in these individuals. The dimensions or sizes for Ambassadors proposed by Shimp A Terance (2014: 127) are as follows: Visibility, Trust worthiness, Expertise, Attractiveness, Respect

Bozkurt (2015: 40) image can be the strongest indicator of a company's company. Cetin (2015) company image is assessed by consumers on the basis of a combined analysis of all assumptions related to the way the company is recognized and perceived by the public. Ates (2016: 27) company image can be defined as the result of thoughts that arise after customers make comparisons with various company qualities. Ates (2016: 27) company image can be defined as the result of thoughts that arise after customers make comparisons with various company qualities. Alifia & Aditya (2018) the factors that influence the company's image are the appearance of physical facilities, employee services and guarantees for quality services, product quality, prices offered, organizational commitment. There are 4 (four) elements regarding the company image of Shintya Annisa & Olivia Tjandra (2017), namely: personality, performance, reputation, corporate identity

Service quality has been widely discussed since the 20th century and the idea is still relevant to assist today's organizations in creating differentiation and gaining competitive advantage in the era of a borderless global world. Azman (2016). Another understanding of service quality, Rambat Lupiyoadi (2013: 88) states, to serve customers excellently, we are required to provide services that are definitely reliable, fast and complete with additional empathy and attractive appearance. In order to improve the service quality of a company, there are many factors that must be considered among (2017), including: Identifying the main determinations of service quality, managing customer expectations, managing evidence of service quality, customer expectations The dimensions of service quality are grouped into five. The five dimensions of service quality by Kotler and Keller (2018: 147) are Tangibles, Reliability, Responsiveness, Assurance, Empathy.

Buying interest is a process that exists between the evaluation of alternatives and the purchase decision. After consumers evaluate existing alternatives, consumers have an interest in consuming a product or service offered. Davidson (2015; 140) consumer rental interest can be interpreted as the desire and desire of consumers to buy a product. Abzari, (2014) indicators that determine buying interest are transactional interest, referential interest, preferential interest, and exploratory interest. Shahnaz (2016), buying interest can be identified through the following indicators: transactional interest, referential interest, preferential interest, exploratory interest.

Previous Research

Researcher	Title	Research Results
Nurvita Septya Ningrum (2016)	Pengaruh <i>Brand Ambassador</i> , Harga dan Promosi Terhadap Minat Beli Konsumen MD CLINIC By Lazeta	the ambassador as a symbol of the products and services offered by a company has a significant effect on consumer buying interest.

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Erni Widajanti dan Suprayitno (2017)	Analisis Pengaruh Harga, Kualitas Pelayanan dan Kepuasan Konsumen Terhadap Minat Beli (Studi kasus Pada Konsumen STEAK MOEN MOEN Di Surakarta)	price and consumer satisfaction have a significant effect on buying interest, but the quality of service does not significantly affect buying interest. The results of the R2 test obtained an adjusted R Square value of 36.6%, this means that the contribution of the variable price, service quality and customer satisfaction is 36.6%
Evans Mambu (2015)	<i>The Influence of Brand Image and Service Quality Toward Consumer Purchase Intention of Blue Bird Taxi Manado.</i>	company's image and service quality have a simultaneous positive effect on consumer buying interest.
Farida Aprilia Rahayu, Fitriana, Mokhammad Nurruddin Zanky (2018)	<i>The Effects Of Corporate Image, User Image, and Product Image Towards Purchasing Interest Suzuki Motorcycle</i>	company image, user image, and product image have a simultaneous positive effect on consumer buying interest.
Kofi Osei Frimpong (2019)	<i>The Impact Of Celebrity Endorsement on Consumer Purchase Intention In Emerging Market Perspective.</i>	celebrity endorsement which has attributes such as attractiveness, trust and familiarity has a positive effect on purchase intention and consumer loyalty. However, the negative popularity of celebrities has no effect on consumers' purchase intentions.
Dr. Bandar Khalaf Alharthey (2019)	<i>Impact of Service Quality On Customer Trust and Purchase Intention With Mediating Role Of Customers Satisfaction</i>	service quality has a positive effect on consumer buying interest and brand image has an effect on consumer loyalty.
Nava Prasetya, Ariadi Santoso, Siti Wahyuni (2019)	Pengaruh <i>Corporate Image</i> dan <i>Word of Mouth</i> Terhadap Minat Beli Produk Pada Madani Skincare Kediri	variable corporate image (corporate image) and word of mouth have a significant positive effect on customer buying interest.
Ernie Larasari dan Dr. Lutfi, S.E., M.M (2018)	<i>Pengaruh Brand Ambassador dan Event Sponsorship Terhadap Purchase Intention dengan Brand Image Sebagai Variabel Intervening</i>	Brand ambassador has no significant effect on purchase intention, Event sponsorship has a negative and insignificant effect on purchase intention, Brand ambassador has a positive and significant effect on brand image. Event sponsorship has a positive and significant effect on brand image.

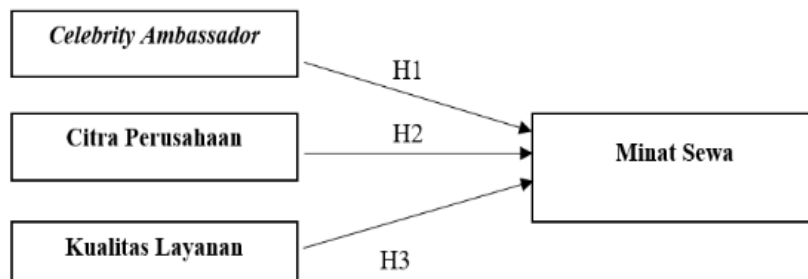
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Nida Tariq, Ayesha Imtiaz, Qalb E Abbas (2018)	<i>Impact Of Celebrity Endorsement On Brand Image and Customer's Purchase Intention (A Case of Pakistani Customer)</i>	brand image and buying interest are not influenced by celebrity endorsement. However, brand image affects buying interest.
Minh Ha, Hung Lam (2017)	<i>The Effect of Celebrity Ambassador On Customer Attitude Toward Brand and Purchase Intention</i>	Celebrity ambassadors on consumer attitudes and buying interest have a positive effect based on a brand with factors: the suitability of the product used by the celebrity, celebrity trust and celebrity expertise
P. Venkata Subbiah, A. S. Sathish (2020)	<i>Exploring The Influence Of Celebrity Endorsement On Purchase Intention and Brand Loyalty Among Rural Youth</i>	Positive significant celebrity endorsement has an important role in forming brand loyalty based on buying interest.

METHODOLOGY

The study uses a quantitative research approach with a data collection technique using a questionnaire. The dependent variable is the Rental Interest (Y), while the independent variable are The Celebrity Ambassador (X₁), Company Image (X₂), and the Service Quality (X₃).

► Gambar 1
Bagan Kerangka Pemikiran



According to a study by Safi and Azouri (2019) and the P.Venkata Subbiah and A.S. Sathish (2020) in his study about "The Influence Of Celebrity Ambassador/Endorser To Purchase Interest" was found that the celebrity ambassador have a positive influence on purchase decisions. Therefore, the hypothesis can be formulated :

H₁: Celebrity Ambassador Affects the Rental interest in Bassura City Apartments on Travelio.com

Company image is related to the attributes of an organization or company. According to Nava Prasetya (2019), Company image helps consumers get a better understanding of the products offered by company and further resolves their uncertainty in product purchasing decisions. Farida Aprilia (2018) states that aspects that build a company image can be categorized into two aspects, there are aspects that can be manageable by the company and the unmanageable aspects. The results of the research by Nava Prasetya (2019) and Farida Aprilia (2018) in their research on "company image impact

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on consumer interest" have found that company image or corporate image has a positive impact on purchasing decisions. Therefore, the hypothesis can be formulated :

H₂: Company Image Affects Bassura City Apartment Rental Interest on Travelio.com

The service quality is the expected level of excellence and according to the customer desires. Service quality is the most important basic dimensions for customer satisfaction. The service quality is affected by 2 (two) things that are (perceived value) and (expected value). If the service quality meets even beyond expectations and is perceived as good and satisfying, it becomes the ideal service (Evans Mambu, 2015). Service quality will only succeed if they meet customer standards and expectations (Alharthey, 2019). The interactions that occurs in a service are the most indications for building consumer trust in a product. The study result by the two researchers (Evans Mambu, 2015) and (Alharthey, 2019). The research about "The Impact of Service quality on Purchase Interest" found that the service quality has a positive influence on purchase decision.

Therefore, the hypothesis can be formulated :

H₃: Service Quality Affects Bassura City Apartment Rental Interest on Travelio.com

The population in this research are the former guest and the guest who still living in Bassura City's Apartments on Travelio in the last 6 months (January 2020 - June 2020) and at least 2 (two) times or more experiences living in Bassura City through Travelio.

The sample will be taken using a questionnaire consisting of 56 questions from all variables with a 5 (five) rating scale. The questionnaires are individually filled out using Google form and distributed via whatsapp messages and electronic messages (e-mail). In multivariate research, the sample size is determined as much as 25 times the number of independent variables. (Ferdinand, 2006:225). Since there are 3 (three) independent variables, the minimum amount of sample is 75. However to anticipate the failure of a questionnaire, the researcher decide the number of respondents to be 100.

The validity tests result are all the statements in the variable are declared valid. According to the test results which indicate if the value of the Cronbach alpha of each variable is greater than 0.6 (0.6), then the entire research instrument tested can be declared reliable.

Hasil Uji Reliabilitas Keseluruhan Variabel Penelitian

Variabel	Cronbach Alpha (α)	Keterangan
Celebrity Ambassador	0,854	Reliabel
Citra Perusahaan	0,794	Reliabel
Kualitas Layanan	0,888	Reliabel
Minat Sewa	0,733	Reliabel

Sumber : Pengelolaan data SPSS

In performing data analysis and hypothetical testing, researcher use regression analysis to determine the worthiness of regression model. According to Nadya Oktaviani and Ligia Stephani (2015).

Discussion of Research Results

The results of the normality test based on the normal output of the P-P Plot, it can be seen that the majority of the plots spread along the linear line, so it can be concluded that

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the residuals are normally distributed. Then the assumption of normality is fulfilled. The results of the Heteroscedasticity test have residuals that spread randomly and not showed a regular pattern so that it can be concluded that the independent variable no have experience heteroscedasticity disorders or is homoscedasticity so that the residuals of the independent variables have the same variance and the linear regression model is feasible to use in the research model. The Multicollinearity Test Results based on the output, it was obtained that the three independent variables had a VIF value < 10 . For the celebrity ambassador variable ($1,261 < 10$), the corporate image variable ($1,770 < 10$), and the service quality variable ($1,708 < 10$) so, it can be concluded that in the regression model shows no any multicollinearity problems or the assumptions were fulfilled.

The results of the autocorrelation test obtained the value of Durbin Watson (d) = 2.038, the value of the D-W table with $n = 100$ and k (number of independent variables) = 3 is $dL = 1.6131$ and $dU = 1.7364$, $4-dL = 2.3869$, $4-dU = 2.2636$. The value of d is in the interval $dU < d < 4-dU$, namely $1.7364 < 2.038 < 2.2636$, so it can be concluded that there is no positive/negative autocorrelation or the assumption is fulfilled.

Correlation Coefficient Analysis: :



Analisis Koefisien Korelasi

		Correlations			
		CELEBRITY_ AMBASSAD OR	CITRA_PER USAHAAN	KUALITAS_P ELAYANAN	MINAT_SE WA
CELEBRITY_ AMBASSAD OR	Pearson Correlation	1	.427**	.391**	.466**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
CITRA_PER USAHAAN	Pearson Correlation	.427**	1	.630**	.716**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
KUALITAS_P ELAYANAN	Pearson Correlation	.391**	.630**	1	.653**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
MINAT_SE WA	Pearson Correlation	.466**	.716**	.653**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

1. The correlation coefficient for the variable *celebrity ambassador* (X1) at the table above, is $r_{xy} = 0.466$. According to the closeness level between the independent variable and the dependent variable, indicates a relationship with a moderate category.
2. The correlation coefficient for the variable Corporate Image (X2) at the table above, is $r_{xy} = 0.716$. According to the closeness level between the independent variable and the dependent variable, indicates a strong category relationship. Whereas the direction of the relationship is positive because the value of r is positive, it means if the higher the level of the company's image, increases the rent interest.
3. The correlation coefficient for the variable Service Quality (X3) at the table above, is $r_{xy} = 0.653$. The closeness level between the independent variable and

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the variable indicates that there is a relationship with a strong category.

Analisis Regresi Linier Berganda

Analisis Linier Berganda

Model	Coefficients ^a				Collinearity Statistics		
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Tolerance	VIF
1 (Constant)	-.071	2.595		-.027	.978		
CELEBRITY_AMBASSADOR	.131	.063	.151	2.076	.041	.793	1.261
CITRA_PERUSAHAAN	.517	.097	.460	5.346	.000	.565	1.770
KUALITAS_PELAYANAN	.264	.073	.305	3.607	.000	.585	1.708

a. Dependent Variable: MINAT_SEWA

Based on the results of data analysis and regression equations, it can be summed up on the following below:

1. The regression value of celebrity ambassador indicates a positive influence on rent interest in the Bassura City Apartment on Travelio.com and has the lowest influence among the other two variables.
2. The regression value of corporate image indicates that there is a positive influence on rent interest in Bassura City Apartments on Travelio.com and has the highest influence among the other two variables.
3. The service quality regression value is equal to indicates that there is a positive influence on rent interest in Bassura City Apartment on Travelio.com and has a smaller effect than the company image but is larger than the celebrity ambassador variable..

The test criteria used are H_1 is accepted if $F_{count} > F_{table}$ or $p \text{ value probability (sig)} < \text{Significance Level } (\alpha)$. Based on the SPSS output above, the significance value $(0.000) < 5\% (0.05)$ and the calculated F value $(47.747) > F_{table} (3,96) = (2.70)$. It could be concluded that the regression model is worthy to predict the independent variables (celebrity ambassador, company image, and service quality) of the variable (rental interest).

Hasil Uji T (Uji Signifikansi Parameter)

Model	Coefficients ^a				Collinearity Statistics		
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Tolerance	VIF
1 (Constant)	-.071	2.595		-.027	.978		
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a. Dependent Variable: MINAT_SEWA

Tabel 4.53

Hasil Uji T - test

Variabel	t hitung	t tabel	Prob.	Keputusan	Kesimpulan
X1 -> Y	2.076	1,98498	0.041	H ₁ diterima	Berpengaruh signifikan
X2 -> Y	5.346	1,98498	0.000	H ₁ diterima	Berpengaruh signifikan
X3 -> Y	3.607	1,98498	0.000	H ₁ diterima	Berpengaruh signifikan

Pengujian hipotesis dilakukan dengan cara membandingkan antara nilai t-

- **The Influence of Celebrity Ambassador on Rental Interest**

Based on the SPSS output above, acquired the significance value $(0.041) < 5\% (0.05)$ it means accepting the H_1 which conclude that Celebrity Ambassador has a significant effect on rental interest. Hypothesis test can also be viewed from the t-hitung, based on the output above, the t-hitung value = 2.076. With a significance level of 5%, indicates t-table = 1,98498 so that the value of t-hitung $>$ t tabel $(2.076 > 1,98498)$ so, that means accepting the H_1 which conclude if Celebrity Ambassador has a significant effect on rental interest. .

- **The Influence of Company Image on Rental Interest**

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Based on the SPSS output above, acquired the significance value (0.000) < 5% (0.05) it means accepting the H₁ which conclude if corporate image has a significant effect on rental interest. Hypothesis testing can also be seen from the t-hitung, based on the output above, the t hitung = 5.346. With a significance level of 5% obtained t-tabel = 1,98498 so the value of t-hitung > t-tabel (5.346 > 1,98498) it means accepting the H₁ which conclude that company image has a significant effect on rental interest..

- The Influence of Service Quality on Rental Interest

Based on the SPSS output above, acquired the significance value (0.000) < 5% (0.05) it means accepting the H₁ which conclude if Service Quality has a significant effect on rental interest. Hypothesis testing can also be seen from the t-hitung, based on the output above, the t-hitung= 3.626. With a significance level of 5% obtained t-tabel = 1,98498 so that the value of t-hitung > t tabel (3.607 > 1,98498) so it means accepting the H₁ which conclude if Service Quality has a significant effect on rental interest.

Hasil Uji Koefisien Determinasi (R²)

Model Summary ^a					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.774 ^a	.599	.586	2.466	2.038

a. Predictors: (Constant), KUALITAS_PELAYANAN, CELEBRITY_AMBASSADOR, CITRA_PERUSAHAAN

b. Dependent Variable: MINAT_SEWA

Based on the output above, the Adjusted R-squared value is 0.586. This means that the independent variables (Celebrity Ambassador, corporate image, and service quality) are able to explain the dependent variable of rental interest by 58.6%, while the rest by 41.7% is explained by other variables outside the research model.

CONCLUSIONS AND RECOMMENDATIONS

Based on research data analysis, there are several main conclusions presented as well as the answers to objectives researched that have been described previously, as follows:

1. The Celebrity Ambassador variable has a positive and significant effect on Bassura City Apartment Rental Interest on Travelio.com and has the lowest effect among the other two variables. The results of the analysis were concluded to accepting the H₁.
2. Company Image variable has a positive and significant effect on Rent Interest (Y) Bassura City Apartment on Travelio.com and has the highest influence among the other two variables. The results of the analysis were concluded to accepting H₂.
3. The service quality variable has a positive and significant effect on the rental interest (Y) of the Bassura City Apartment on Travelio.com. and has a greater influence than celebrity ambassadors but less than corporate image. The results of the analysis are concluded to accept H₃.

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