

**INFLUENCE OF CELEBRITY ENDORSEMENT ON INTENTION TO VOTE IN PRESIDENTIAL ELECTION IN INDONESIA****Ahmad Kevin Prawira<sup>1\*</sup>, Chairy Chairy<sup>2</sup>**<sup>1</sup>Faculty of Economics and Business, Universitas Indonesia, ahmad.kevin@ui.ac.id<sup>2</sup>Faculty of Business, President University, chairy@president.ac.id

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**ABSTRACT**

*The aim of this research specifically discusses the impact of celebrity endorsement on the intention to vote among voters in the presidential election in Indonesia. The source credibility model is adopted as the theoretical framework. In the study, the model is modified by adding variable celebrity familiarity and celebrity likeability on attitude toward celebrity endorsement and intention to vote. This study uses the quantitative method. The primary data collection technique was carried out through a survey with a questionnaire as a research instrument. The population is Indonesian citizens entitled to become voters in the 2024 presidential election. The data was collected from 140 respondents and analyzed with a partial least square (PLS)-structural equation model (SEM). The findings of this empirical study illustrate that celebrity trustworthiness, celebrity expertise, and celebrity familiarity have a significant impact on the intention to vote indirectly through attitude toward celebrity endorsement. The variable that has a more positive impact on intention to vote is celebrity familiarity compared to celebrity trustworthiness and celebrity expertise. Findings from this research are expected to enrich the literature about political marketing on the celebrity endorsement approach. The managerial implication that can be applied by politicians and campaign team is using celebrity endorser that is trusted, has the expertise, and are known well in the presidential campaign.*

**Keywords:** Political marketing, Celebrity endorsement, Intention to vote, Source credibility model, PLS-SEM

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**1. Introduction**

Celebrity involvement in marketing activities has become a trend and added value to the product. It is believed that celebrities have the potential to help endorse a product to be prominent in their surroundings (Gupta et al., 2015). Celebrities in marketing are often used to raise awareness, generate funds, and influence behavior change by providing endorsements (Duthie et al., 2017). Celebrity endorsers are individuals who enjoy public recognition and use that recognition on behalf of the product by appearing with them in an advertisement (McCracken, 1989). In the political marketing context, celebrity endorsement is used to attract potential voters for a candidate. With this support, celebrities shape how the public sees the image of a political candidate. A celebrity's support is believed to influence the voter's attitude toward the candidate, the perception of the candidate's credibility, and the intention to vote (Morin et al., 2012). Celebrity endorsements in political campaigns have become a long history in the world. In the United States in the 2012 and 2016 elections (Host Oprah Winfrey), in the 2015 United Kingdom general election (Comedian Russell Brand), in the 2014 India's general election (Actor Shah Rukh Khan), and the 2014 Brazilian presidential election (Football Player Neymar) (Friedrich & Nitsch, 2019). In Indonesia, Abdi Negara Nudin, with his band Slank and other singers, supported the presidential candidate Joko Widodo by holding concerts during the 2014 and 2019 presidential elections (Aditya, 2014; Friski, 2019).

The next Indonesia presidential election will be held in 2024, which means that it is still two-three years away from the implementation of this research (2021-2022). However, it has not been seen that the candidates are using celebrities as endorsers in their political marketing movements yet. This could be related to the time for the open campaign period even though competition looks already started since many survey institutions publish survey results regarding the electability and popularity of presidential candidates, such as Indonesian Political

Indicators, Research and Development of Kompas (Litbang-Kompas), and Saiful Mujani Research and Consulting (SMRC) in the period September-December 2021 (Kharismaningtyas, 2022). The use of celebrities in politics is inseparable to this day. Previous studies examining celebrity endorsement in political marketing find ineffectiveness (Gómez et al., 2021; Chou, 2014; and Friedrich & Nitsch, 2019) and effectiveness (Madinga et al., 2020; Garthwaite & Moore, 2013).

Based on the previous study results, there appears to be a research gap in the use of celebrities in political marketing. Politicians and political parties often implement celebrity involvement in political activities; however, research on voters' behavior toward celebrity endorsement for presidential candidates in the presidential election is limited (Madinga et al., 2020). Therefore, this study is expected to be able to explain the influence of the celebrity element as a determinant of voters' intention to vote either directly or indirectly through attitudes towards celebrity endorsements.

## **2. Literature Review**

### **2.1 Celebrity Endorsement**

Celebrity endorsement is a type of communication in which an organization uses a famous person to someone who is an expert to promote goods or services (Solomon, 2017). According to research (Saleem, 2007), celebrity endorsements are a very important part of the marketing structure. Research conducted by Rafique (2012) regarding celebrity endorsements shows that celebrity endorsements impact customers' perception and purchase intention. In the context of political marketing, celebrity endorsement has an effect on the intention to vote for candidates who can be found in Taiwan (Chou, 2014) and the United States (Pease & Brewer, 2008).

### **2.2 Source Credibility Model**

Scientific studies regarding celebrity endorsements refer to the general model, that is, the source credibility model (Ohanian, 1990). According to Dholakia & Sternthal (1977), the source credibility model includes two sub-dimensions, namely expertise and trustworthiness. In that study, attractiveness was examined as a dependent variable that was not manipulated. Desarbo and Harshmann (1986) state attractiveness, expertise, trustworthiness, and likability as dimensions that contribute to the source of credibility. Ohanian (1990) builds a source credibility model with three sub-dimensions, namely attractiveness, expertise, and trustworthiness.

### **2.3 Attractiveness**

Attractiveness is generally only seen from physical attractiveness, where only the most visible and most accessible of a person. (Patzner, 1985). Attractiveness is important because print advertisements can attract viewers' attention and convey messages (Ohanian, 1990). In the context of product marketing, attractiveness attracts attention from the public and can increase purchase intention by using two sides of the message, positive and negative statements about the product (Erdogan, 1999). In a political marketing context, the mismatch between physical attractiveness and product can weaken the advertising effect of political endorsement (Kamins 1990).

### **2.4. Trustworthiness**

Trustworthiness is the integrity, trust, and honesty of celebrities that are felt by the audience, who is the message's target (Erdogan 1999). The trustworthiness of the endorser depends on the consumer's perception of the endorser's motivation. (Shimp & Andrews, 2013). Source of trust refers to the belief and reliability of the spokesperson. (Ohanian, 1990). In an experiment conducted by Miller & Baseheart (1969), they stated that attitudes toward brands and consumer purchase intentions could be influenced by a conveyed message from reliable and trustworthy speakers. In the context of political marketing, endorsers' trustworthiness does not significantly influence voters in Europe (Friedrich & Nitsch 2019).

### **2.5 Expertise**

Expertise is the degree to which the endorser's message is considered a valid source of an assertion. Expertise refers to the degree or level of knowledge, skills, or experience (Erdogan, 1999). Research conducted by Pham & Nguyen (2015) stated that celebrity expertise positively influences customers' attitudes toward the advertisement. In a political marketing context, Chou (2014) finds endorsements from celebrities and ordinary people have more effect on increasing voter's behaviors toward supported political parties compared to endorsements from political figures who have higher expertise.

### **2.6 Familiarity**

Familiarity is the state of the knowledge of the source through exposure (Erdogan, 1999). In the context of consumer behavior, research from Bornstein (1989) states that when the audience has short contact with celebrities and long contact intervals, familiarity will increase the consumer's attitude toward the brand. In political

marketing, political endorsements by high familiarity celebrities have a less effective impact than ordinary people with lower familiarity (Chou, 2014).

### 2.7 Likeability

Likeability is the affection that the audience develops for the source because of the physical appearance and behavior of the source (McGuire, 1985). When a person is attached to a celebrity after the identification stage, that person begins to change values and appearances to be closer to the celebrity and might become a role model (Boon & Lomore, 2001). A study conducted by (Austin et al., 2008) found that young people today seem far away from politics and public affairs, so the research was conducted with the main objective of attracting people to participate in politics with a likeability approach.

### 2.8 Attitude Toward Endorsement

Attitude is psychological emotions and positive or negative evaluation of a person involved in a behavior (Eagly & Chaiken, 1993). Attitude refers to the degree to which a person makes a favorable or unfavorable assessment of related behavior (Ajzen, 1991). Previous research has found that attitude mediates variables toward behavioral intention, such as attitude toward Cause-related Marketing (Ruth & Strizhakova, 2012). In celebrity endorsement, the definition of attitude toward endorsement is a positive or negative evaluation of the alliance between celebrity and brand in a particular relationship (Bergvist et al., 2015). In the context of political marketing, celebrity endorsement has a negative impact on voters' attitudes toward political institutions (Friedrich & Nitsch, 2019).

### 2.9 Intention to Vote

Behavioral intentions were initially identified as the most accurate predictor of actual behavior during the decision-making process (Fishbein & Ajzen, 1975). In the context of retail marketing, according to Phelps & Hoy (1996), behavioral intention can be described as a purchase intention that describes the possibility of someone buying a product. The behavioral intention in the context of political marketing is described by a voter's behavior, which is reflected in the motives, beliefs, attitudes, and intentions of voters (Ben-Ur & Newman, 2002). Celebrity endorsements in a political context are found as empirical evidence. However, research examining celebrity credibility in influencing intention to vote is still limited (Hati et al., 2017).

## 3. Research Method

### 3.1 Research Design

The object of this research is set at the empirical level, namely the factors that influence celebrity endorsement on the intention to vote in the presidential election. This study uses a conclusive research design with descriptive characteristics. Conclusive research has the aim of testing predetermined hypotheses and testing relationships. Inconclusive research, the information needed is clear, structured, and formal. This study uses a quantitative approach as an approach to testing the objective theory by examining a variable or relationship between variables that can be measured. The research method used in this study is the survey method as a measurement process used to collect information in a structured manner (Malhotra, 2010).

### 3.2 Conceptual Model and Hypothesis Development

The conceptual model (figure 1) that, based on the research from Tantawi & Sadek (2019), shows the proposed effect of source factors and attitudes toward celebrity endorsements on intention and how attitudes toward celebrity endorsements are hypothesized to mediate the effects of antecedent variables. This study modifies the variable celebrity product fit to celebrity likeability as an independent variable (Jackson, 2018; Fleck & Quester, 2007), the mediating variable to attitude toward endorsement (Bergvist et al., 2015), and intention to vote as a dependent variable (Madinga et al., 2020; Chou, 2014) using path (Madinga et al., 2020).

Referring to the conceptual model, this study will test 16 hypotheses that will test the seven variables. From the results of previous research, attractiveness has a positive impact on attitudes toward celebrity campaigns (Tantawi & Sadek, 2019). In research conducted by Madinga et al. (2020), endorser credibility as a whole dimension, including attractiveness, can encourage intention to vote. Likewise, research states that celebrities who are proclaimed by the public as credible endorsers can influence voters to choose certain presidential candidates (Garthwaite & Moore, 2013). Thus, the hypothesis to be used are as follows:

*H1: Celebrity attractiveness has a positive impact on attitude toward celebrity endorsement*

*H2: Celebrity attractiveness has a positive impact on intention to vote*

Trustworthiness has a positive impact on the audience's attitude in the context of the campaign (Tantawi & Sadek, 2019). In the context of political marketing, endorser credibility as a whole dimension, including trustworthiness, can encourage the intention to vote (Madinga et al., 2020). However, in the research of Rossiter

& Smidts (2012), it was found that trustworthiness is not suitable for celebrity endorsers because, in the findings, there is no effect on levels of trust. Thus, the hypothesis to be used are as follows:

*H3: Celebrity trustworthiness has a positive impact on attitude toward celebrity endorsement*

*H4: Celebrity trustworthiness has a positive impact on intention to vote*

Research by Pham & Nguyen (2015) states that celebrity expertise has a positive impact on the customer's attitude toward the advertisement. However, Tantawi & Sadek (2019) research shows there is no influence of celebrity expertise on attitudes toward celebrity campaigns. In the context of political marketing endorser credibility as a whole dimension, including expertise, can encourage the intention to vote (Madinga et al., 2020). Thus, the hypothesis to be used are as follows:

*H5: Celebrity expertise has a positive impact on attitude toward celebrity endorsements*

*H6: Celebrity expertise has a positive impact on the intention to vote*

A study by Thomas & Fowler (2015) stated that when a celebrity endorser has high familiarity among consumers, it will have a positive impact on attitude toward the brand and purchase intention if more than one endorser is advertised. Research conducted by (Cuomo et al., 2019) has shown that celebrity familiarity brings a positive effect on attitudes towards celebrities. However, in research conducted by Chou's (2014), political endorsement with celebrities with high familiarity is not effective on intention to vote. Thus, the hypothesis to be used are as follows:

*H7: Celebrity familiarity has a positive impact on attitude toward celebrity endorsement*

*H8: Celebrity familiarity has a positive impact on the intention to vote*

Celebrity likeability has a positive impact on attitude toward a brand (Bergkvist et al., 2015). Research conducted by Vien et al. (2017) states that likeability positively affects purchase intention. This research confirms the research of Rossiter & Percy (1989), and likeability increases customer involvement and purchase intention. In the context of politics, celebrities' high likeability can affect their fans' preferences for presidential candidates (Jackson, 2018). Thus, the hypothesis to be used are as follows:

*H9: Celebrity likeability has a positive impact on attitude toward celebrity endorsement*

*H10: Celebrity likeability has a positive impact on the intention to vote*

In the context of the brand, research has shown that attitude has an impact on purchase intention (Phelps & Hoy, 1996). A customer's attitude toward celebrity endorsement can increase purchase intention (Amos et al., 2008). Gresham and Shimp (1985), show that the influence of attitude affects behavior intention. Thus, the hypothesis to be used are as follows:

*H11: Attitude toward celebrity endorsement has a positive relationship with the intention to vote*

The theoretical argument is constructed for the mediating effect of attitude toward celebrity endorsement. Research has shown that exposure to celebrity endorsements triggers a cognitive response related to support (Mehta, 1994). Celebrity characteristics are positive cognitions that will have a positive effect on behavior intention indirectly through attitude toward celebrity endorsement. From the research conducted by Ruth & Stizhakova (2012) and Barone et al. (2000), the relationship between celebrity characteristics and behavioral intention is formed through the mediation of attitude. Thus, the hypothesis to be used are as follows:

*H12: Attitude toward celebrity endorsement mediates the effect of celebrity attractiveness on intention to vote*

*H13: Attitude toward celebrity endorsement mediates the effect of celebrity trustworthiness on intention to vote*

*H14: Attitude toward celebrity endorsement mediates the effect of celebrity expertise on intention to vote*

*H15: Attitude toward celebrity endorsement mediates the effect of celebrity familiarity on intention to vote*

*H16: Attitude toward celebrity endorsement mediates the effect of celebrity likeability on intention to vote*

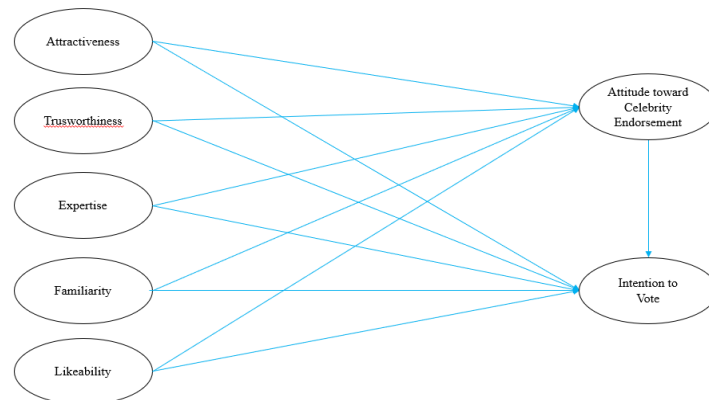


Figure 1. Conceptual Mode

### 3.3 Operationalization of variables.

Table 1. Operationalization of variables.

Variable	Definition	Statement	Source
Celebrity Attractiveness	A trait that causes an interest, desire in depends on the source physical attractiveness, figure, and image of someone or something (Erdogan, 1999)	CA1: The celebrity shown celebrity is attractive CA2: The celebrity shown celebrity is classy CA3: The celebrity shown celebrity is beautiful CA4: The celebrity shown celebrity is elegant	Ohanian (1990)
Celebrity Trustworthiness	Integrity, trustworthy, and honesty that felt by audience who are the target of the message conveyed (Erdogan, 1999)	CT1: The celebrity shown is someone who can be relied on in campaigning for presidential candidates CT2: Celebrity shown is people who is honest in campaigning for presidential candidates CT3: Celebrity shown is reliable person in campaigning for presidential candidates CT4: The celebrity shown is sincere person in campaigning for presidential candidates CT5: The celebrity shown is someone who can be trusted in campaigning for presidential candidates	Ohanian (1990)
Celebrity Expertise	Degree or level of knowledge, skills, or experience the person has (Erdogan, 1999)	CE1: The celebrity shown is expert person in campaigning for presidential candidates CE2: The celebrity shown is experienced person in campaigning for presidential candidates CE3: The celebrity shown is knowledgeable person in campaigning for presidential candidates CE4: The celebrity shown is qualified person in campaigning for presidential candidates CE5: The celebrity shown is skilled person in campaigning for presidential candidates	Ohanian (1990)
Celebrity Familiarity	The state of the knowledge of the source through exposure (Erdogan, 1999)	CF1: The celebrity shown is familiar person CF2: It is easy to recognize the celebrity shown campaigning for presidential candidates CF3: I have heard that the celebrities shown have campaigned for presidential candidates before	Cuomo et al., (2019)
Celebrity Likeability	Affection for the source because of the source's physical appearance, figure and behavior (Erdogan, 1999)	CL1: Celebrity shown behavior is likeable CL2: Celebrity shown appearances is likeable CL3: Celebrity shown is popular CL4: Celebrity shown voices is likeable CL5: Celebrity shown outfit is likeable CL6: Celebrity shown professional attitude is likeable CL7: Overall, celebrity shown is likeable	Ha & Lam (2017)
Attitude Toward Celebrity Endorsement	Overall positive or negative evaluation of the audience between the celebrity and the endorsed thing in a particular celebrity endorsement relationship (Bergkvist et al., 2015)	CATE1: Celebrity endorsement increase the value of the endorsed presidential candidate CATE2: The image and value of the celebrity increase the value of the endorsed presidential candidate CATE3: Presidential candidates with celebrity endorsement are preferred CATE4: Celebrity endorsement is an important factor when make decisions about presidential candidates CATE5: Celebrity endorsement attract the attention of potential voters CATE6: Celebrity endorsement is effective methods of advertising presidential candidates	Cuomo et al., (2019)

Intention to Vote	Emotional relation to a candidate or political party connected with creating images of particular participants in the electoral competition (Falkowski & Cwalina, 2012)	IV1: After seeing endorsements from celebrity, I will vote for the presidential candidate recommended by celebrity IV2: If tomorrow is election day, I would give my full support for presidential candidate recommended by celebrity	Chou (2014)
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### 3.4 Sampling and Data Collection

This research uses a non-probability sampling method with judgmental sampling. The population is selected based on the researcher's assessment as a form of convenience sampling (Malhotra, 2010). The respondent population is Indonesian citizens who are entitled to become voters in the 2024 presidential election. The total number of respondents in this study was 140 people, which was collected from May – December 2021.

### 3.5 Data Analysis

The methods used to analyze the research data include pre-preliminary test, pretest, frequency distribution test, and hypothesis testing with partial least squares structural equation modeling (PLS-SEM). The pre-preliminary test was conducted to identify the shown celebrity in the survey by the most popular celebrities and to check the celebrity neutrality in political view. There were five celebrities to be tested based on representatives of each profession. Andre Taulany (Comedian), Vidi Aldiano (Singer), Dian Sastro (Actress), Donna Agnesia (Master of Ceremony), and Joko Anwar (Film Director). Dian Sastro got the highest popularity (5-point semantic differentials;  $M = 4.6$ ), and less than half of respondents said she was not into political preference in the previous presidential election in 2019 and at this time. Thus, Dian Sastro becomes the object of the research that will be displayed in the main test. The 65 samples are used for the pretest with the same criteria as the main test using the SPSS statistical test software to test the reliability and validity. The frequency distribution used to describe the respondent's profile includes gender, age, education, marital status, and domicile. The relationship to the conceptual model was analyzed using PLS. PLS-SEM is used to build theory in exploratory research. PLS-SEM focuses on explaining the variance in the dependent variable when examining the model (Hair et al., 2017). PLS-SEM is used in this study because it is oriented to predictive variables, scores of latent variables are used in subsequent analyzes for predictive relevance, and PLS-SEM uses Smart PLS insensitive to the number of samples (Hair et al., 2017).

## 4. Results and Discussion

### 4.1 Pretest

In the pretest of this study, there are 32 indicators that represent the seven variables studied. The reliability test can be seen with the value of Cronbach's Alpha  $\geq 0.6$  for exploratory research; the validity test can be seen with the value of the loading factor  $\geq 0.5$ . Meanwhile, KMO  $\geq 0.5$  indicates that the sample size is sufficient (Malhotra, 2010).

### 4.2 Respondent Profile

The data collected in this study is 140 respondents. Demographic data on respondent profiles that will be described include gender, age, education, marital status, and domicile. The majority of respondents are male (66.4%). The majority of respondents are aged 26-30 (55.7%). Most of the respondent's education is a bachelor's degree education (67.2%). The majority of the respondents are unmarried (56.4%). From the aspect of domicile, there is a small proportion who live outside Indonesia (2.1%), while the rest are domiciled in Indonesia (97.9%).

### 4.3 Descriptive Analysis

Descriptive analysis was conducted to analyze data by describing the collected data. Descriptive analysis is a fundamental data transformation as a way of describing the characteristics of the data (Zikmund et al., 2010). This study uses a 7-point Likert with three class intervals. Class intervals in the descriptive analysis are in table 2.

Table 2. Class Interval

Interval Value	Class
1 - 3	Low Class
3.01 - 5	Moderate Class
5.01 - 7	High Class

Variable celebrity attractiveness classification is high class (6,339), celebrity trustworthiness classification is moderate class (4,870), celebrity expertise classification is moderate class (4,591), celebrity familiarity classification is moderate class (4,9071), celebrity likeability classification is high class (5,978), attitude toward celebrity endorsement classification is high class (4,851), and the intention to vote classification is moderate (3,428).

#### 4.4 Outer Model Test

In PLS-SEM, it is mandatory to test the outer model as reflective model to see the relationship between the constructs and its indicators. In testing the reliability indicator, each indicator on the variable is tested for validity based on the value of the outer loading. An indicator is valid if it has a loading factor above 0.7. In the first run the CF2 indicator is invalid. Thus, the CF2 is not used as indicator, then the data is reprocessed, and the 30 indicators are declared valid. To confirm the discriminant validity test, the HTMT approach was used. The test results show that all correlations between the two constructs show perfectly reliable with HTMT value  $< 0.90$ . Thus, 30 indicators pass the discriminant validity test. In the internal consistency composite reliability test, the variables were between 0.816 – 0.979. So that the 7 variables passed the internal consistency test. The next test is the convergent validity test measuring the level of indicator accuracy referring to the Average Variance Extracted (AVE) as a measuring tool where the AVE value must be greater than 0.50. The seven variables have a value of more than 0.50, so the model has good convergent validity.

#### 4.5 Inner Model Test

To avoid multicollinearity, the value of the variance inflation factor (VIF)  $< 10$ , and nothing is the same (Hair et al., 2014). The VIF value of all sub-models between variables is less than 10 and none of the values are the same. So that the research model is free from multicollinearity.  $F^2$  values of 0.02, 0.15, and 0.15 indicate that exogenous constructs have small, medium, and large effects on endogenous constructs.  $CATE \rightarrow IV$  ( $F^2 = 0.235$ ) shows the exogenous construct has a medium effect on the endogenous construct.  $CE \rightarrow CATE$  ( $F^2 = 0.048$ ),  $CF \rightarrow CATE$  ( $F^2 = 0.078$ ),  $CF \rightarrow IV$  ( $F^2 = 0.064$ ),  $CT \rightarrow CATE$  ( $F^2 = 0.036$ ) shows the exogenous construct has a small effect on the endogenous construct.  $CA \rightarrow CATE$  ( $F^2 = 0.002$ ),  $CA \rightarrow IV$  ( $F^2 = 0.001$ ),  $CE \rightarrow IV$  ( $F^2 = 0.000$ ),  $CL \rightarrow CATE$  ( $F^2 = 0.003$ ),  $CL \rightarrow IV$  ( $F^2 = 0.005$ ),  $CT \rightarrow IV$  ( $F^2 = 0.01$ ) shows that no effect ( $F^2 < 0.02$ ). The effect of all the independent variables on attitude toward celebrity endorsement is weak model ( $R^2 = 0.438$ ). The effect of all the independent variables on intention to vote is weak model ( $R^2 = 0.474$ ) (Hair et al., 2017).  $Q^2$  value bigger than 0 indicate the model has predictive relevance in the construct.  $Q^2$  value of CATE is 0.255 and IV is 0.422. This shows that exogenous variables can predict endogenous variables (Hair et al., 2017). In PLS-SEM, measurement of the significance of the path coefficient needs to be bootstrapped. In this research significance level is 5% which t-value for two tailed  $> 1.65$  and p-value  $< 0.05$  (Hair et al., 2017). The path coefficient results shown in table 3.

#### 4.6 Hypothesis Test Results

The results of the estimated path coefficient significance can determine whether the conceptual concept model or theoretical hypothesis is empirically supported. Table 3 shows that there are 5 paths are significant.

#### 4.7 Discussion

Celebrity trustworthiness, celebrity expertise, and celebrity familiarity significantly impact intention to vote indirectly through attitude toward celebrity endorsement. A celebrity who has a high level of trust effectively has a positive impact on voters' attitudes towards celebrity political endorsement and can indirectly drive voters to choose presidential candidates. This shows the results supported by previous research (Tantawi & Sadek, 2019; Madinga et al., 2020; Gartwaith & Moore, 2013). Furthermore, celebrities who are experts in political campaigning effectively positively impact voters' attitudes towards celebrity political endorsement and can indirectly drive voters to choose presidential candidates. This study shows results supported by previous research (Madinga et al., 2020; Gartwaith & Moore, 2013; Pham & Nguyen, 2015). Next, the relationship between celebrity familiarity and attitude toward celebrity endorsement and intention to vote is positive and significant. This finding states that a celebrity is known by the public effectively has a positive impact on voters' attitudes towards celebrity political endorsement and can increase behavioral intentions in the presidential election when choosing the presidential candidate. This study shows results supported by previous research (Thomas & Fowler, 2015; Shahrokh & Arefi, 2013; Cuomo et al., 2019). Relationships between attitude toward celebrity endorsement and intention to vote are positive and significant. This finding state that celebrity gives a good impression and respond well to the public, having a positive impact on voters' intention to vote for presidential candidates. This study shows results supported by previous research (Cuomo et al., 2019, Ha & Lam, 2017, Tantawi & Sadek, 2019). Finding in mediation effect is confirmed by the finding that celebrity trustworthiness, celebrity familiarity, and celebrity expertise have an indirect relationship with the intention to vote through attitude toward celebrity

endorsement. This study shows results supported by previous research (Barone et al., 2000; Ruth & Strizhakoya, 2012).

Table 3. Path Coefficient and Hypothesis Test Result

Hypothesis	Path	Path coefficient	t-value	p-value	Effect	Result
H1	CA → CATE	-0.047	0.530	0.596	Direct Effect	Not Supported
H2	CA → IV	0.028	0.249	0.804	Direct Effect	Not Supported
H3	CT → CATE	0.243	2.254	0.025	Direct Effect	Supported
H4	CT → IV	0.165	1.305	0.192	Direct Effect	Not Supported
H5	CE → CATE	0.263	2.408	0.016	Direct Effect	Supported
H6	CE → IV	-0.017	0.139	0.889	Direct Effect	Not Supported
H7	CF → CATE	0.262	3.270	0.001	Direct Effect	Supported
H8	CF → IV	0.204	2.033	0.043	Direct Effect	Supported
H9	CL → CATE	0.065	0.655	0.513	Direct Effect	Not Supported
H10	CL → IV	-0.079	0.712	0.477	Direct Effect	Not Supported
H11	CATE → IV	0.471	6.020	0.000	Direct Effect	Supported
H12	CA → CATE → IV	-0.022	0.523	0.601	Indirect Effect	Not Supported
H13	CT → CATE → IV	0.115	2.028	0.043	Indirect Effect	Supported
H14	CE → CATE → IV	0.124	2.361	0.019	Indirect Effect	Supported
H15	CF → CATE → IV	0.124	2.767	0.006	Indirect Effect	Supported
H16	CL → CATE → IV	0.031	0.638	0.524	Indirect Effect	Not Supported

## 5. Conclusion and Implications

### 5.1 Conclusion

This study shows that the variables that have more influence on intention to vote are celebrity familiarity compared to celebrity trustworthiness and celebrity expertise. This result can be seen based on the total effect of celebrity familiarity, which is 0.327, while the celebrity trustworthiness and celebrity expertise are 0.280 and 0.107, respectively. When voters' attitudes toward celebrity endorsements are positive, it will move voters' intentions to vote for the supported presidential candidate. It is also associated with a significant relationship between celebrity trustworthiness, celebrity expertise, and celebrity familiarity. High levels of celebrity trust, campaigning skills, and celebrity familiarity can drive voters to be positive about celebrity endorsements for presidential candidates. The celebrity who are trusted, have expertise in politics, and are known to many people need to be targeted as a political endorser. Celebrity attractiveness and celebrity likeability do not have a significant effect on attitudes towards celebrity endorsement and intention to vote, probably because presidential voters in Indonesia think that celebrities who are handsome or beautiful and who they like do not affect their political views.

### 5.2 Implication

The result of this study may add to the study of the role of celebrities as endorsers in political marketing and broaden knowledge about the behavioral intentions of voters in the presidential election in Indonesia through the antecedents of celebrity characteristics. Additionally, the result of this study may become a theoretical basis for the condition of voters in developing countries such as Indonesia, considering that there are findings gaps regarding the effectiveness of celebrity endorsement in political marketing. In practical implication, the results of this study can be used as the insight that can be used by politicians and candidates in presidential elections. Politicians may consider using celebrities as advocates to support elected candidates and secure votes. The results showed that voters' attitudes towards celebrity endorsements had a positive impact on the supported presidential candidates. Political campaign managers may consider making decisions to choose a suitable celebrity endorser based on the findings of this study. However, political campaign managers should be careful in choosing celebrities to promote political candidates because the findings of this study indicate that the attractiveness and likeability of celebrities do not affect the intention to vote in the context of the Indonesian presidential election.



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