

Effects of celebrity endorsement on customer trust and loyalty: Case study on pilgrims in Aceh

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Abstract

The increasing of fraud cases against umrah pilgrims in Indonesia, causing travel companies to be observant in doing their marketing. One of their marketing strategies is to increase the trust and loyalty of pilgrims to their travel companies. To increase customer trust and loyalty, travel companies use celebrity endorsement to help promote their products. In Aceh, many travel companies use celebrity endorsement to assist the promotion of their umrah packages. The people of Aceh are known as a society that implements Islamic shariah as the foundation of their life. Many Islamic Boarding School (pesantren) leaders, mosque imams, and influential public figures have become celebrity endorsements. They are believed to be able to make people believe to do umrah with travel companies that use them as celebrity endorsements. The purpose of this study was to examine important criteria in creating customers' loyalty. The relationship between celebrity endorsement and trust are investigated for this purpose. This study discussed how celebrity endorsement affected customer trust and its impact on customer loyalty umrah pilgrims in Aceh. A sample was drawn from umrah pilgrims in Aceh with 218 respondents. Primary data was used in this study in form of questionnaire with Likert scale. SPSS was used to analyze demographic characteristics of the respondents and descriptive analysis. AMOS 22 was adopted for the Structural Equation Modeling of the survey model for verified analysis using regression weight/loading factor. The findings of this study have shown significant relationships among the variables under investigation. Customers' trust was found as moderate variable between celebrity endorsement and customers' loyalty. The results of this study could provide input for travel companies in Aceh to use celebrity endorsement if they wanted to increase customer trust and loyalty of Umrah pilgrims.

Keywords: *celebrity endorsement, trust, loyalty, Umrah pilgrims, Aceh*

1. Introduction

Based on the journal written by Siti Hasnah Hassan et al., (2016), religious tourism is one of the oldest forms of tourism and is motivated by religious or spiritual commitment (Sharpley, 2009). It is uniquely different from other forms of tourism because it is motivated by a sense of duty and obligation rather than the pursuit of pleasure and leisure (Swarbrooke and Horner, 2007). Religious attendance strengthens and ensures a person's religious commitments and the particular narrative of their experience. In Islam, religious and spiritual journeys can be divided into three forms of activities (Haq and Wong, 2010; Timothy and Olsen, 2006). The first activity is performing Hajj, including Umrah, which is among the fundamental Islamic practices and institutions known as the five pillars of Islam. It is compulsory for all Muslims to visit Mecca from the specific time frame of the 8th to 12th Dhu al-Hijjah. The second spiritual journey is Rihla, the journey in search of knowledge, commerce, health, or research. The third activity is called Ziyara, which is to visit holy places such as shrines, mosques, or monasteries for spiritual growth (Timothy and Olsen, 2006).

By doing a hajj, a Muslim has done the fifth pillar of Islam and is said to fulfill or complete its Islam or faith. It is because Muslims need to perform a series of rituals and it gives highly spiritual experience towards them. Meanwhile, Umrah is a non-mandatory lesser pilgrimage or *Sunna* for Muslims. It aims to make Muslims get closer to The Creator. Hajj and Umrah only differ at the time of the performance and negation of some rituals that can only be done in Hajj month.

Both hajj and Umrah are categorized as *high involvement* products. It is reinforced by the result of interviews that the researchers did to some sources that had done both hajj and umrah using Special Hajj and Umrah Travel company. They said that Hajj and Umrah are expensive, important, high-risk and need much informational consideration which results in a long search of information. The information is searched so it can be used as the evaluation process towards various alternatives of Special Hajj and Umrah Travel Company provided in the market (Kamins, 2007).

The source of information consists of internal and external sources. Both types of information source tend to be different in use depending on the situation that the customers have. As an example, external information source depends on some factors such as market characteristics, product characteristics, customers' characteristics and situation characteristics (Ohanian, 2007).

The various numbers of hajj and umrah travel agencies getting involved in the Hajj and Umrah create competitions among one another. It also makes pilgrims a bit confused in choosing the best travel company in giving service for all fields so Hajj and Umrah can be done maximally and brings satisfying results to the customers. Provision of good service to pilgrims will give trust to the pilgrims which finally create pilgrims' loyalty towards the travel company concerned.

The growing economy and rapid thriving business activities demand companies develop and improve their marketing strategy to attract and maintain their customers (Jaeil et al., 2013). Marketing strategy is a marketing logic in which the

companies hope to create the value of customers and reach profitable relationship (Kotler, 2008). In relationship marketing, companies do not seek immediate sales but the long-term supplier-customer relationship (Kotler & Keller, 2012). If it is properly implemented, they will focus on managing their customers. It is an ongoing relationship between buyer and seller (Dwyer, Schurr & Oh, 1987). Despite the same products being offered, the right promotion to the market target will make the products easy to be accepted by candidate customers. Some things that the companies need to consider to attract customers are advertisement media and the person who starred in the advertisement (*celebrity endorser*).

Celebrities will attract customers' attention and the products being endorsed by them will be easier to remember. To create image and customers' trust, the celebrity endorsers have to be selected in accordance with the endorsers' characters and customs or habits. Babu conducted a research (2014) saying that *celebrity endorser* could influence customers in the purchase.

In Aceh, *celebrity endorsers* are used to helping promote umrah and special hajj packages, usually being offered by travel companies. The phenomenon that will happen is that Hajj and Umrah pilgrims will give their trust and be more satisfied if their pilgrimage is accompanied and guided by special people such as *ustadz*, *ulama*, and *Tengku* that they believe in. Guides of umrah and special hajj are promotion tools for Umrah and Special Hajj Travel Companies. Competent and knowledgeable in religion guides and those with good ability of *da'wah* are expected to give comfort to customers when doing their Umrah and Hajj, so they can attract customers' interest.

Advertisements of a Special Hajj and Umrah Travel Company often display the name of umrah guide clearly. The Umrah guide is usually a religious leader or a celebrity who are well-known to the public. It is a strategy of a Special Hajj and Umrah Travel Company in selling its programs to the customers.

As an example, some Special Hajj and Umrah Travel Companies often use a leader of Islamic Boarding School (*pesantren*) in Aceh. Thus, Umrah pilgrims that once studied in the Islamic Boarding School concerned will be happier in using travel companies that ask the Islamic Boarding School leaders as their umrah guide. The function of Hajj and Umrah guide can be synchronized with the function of an actor in promoting his movie. According to Albert (2007), actors can be categorized as stars due to several reasons: They have the ability in acting, have prominent nature that can attract customers, can be free publications and can secure investments. In other words, it can be said that actors are lucky people. Those functions are expected to appear in a Special Hajj and Umrah guide. They are expected not only to be guides but also to lift the image and/ or sales of a Special Hajj and Umrah Travel Company. Hence, the purpose of the study is to see and/ or observe roles of *celebrity endorser* that the Special Hajj and Umrah Travel companies use in Aceh as a moderate variable that influences the relationship between Special Hajj and Umrah pilgrims' trust and loyalty.

2. Literature Review

2.1 Celebrity Endorsement

Celebrities are defined as famous individuals who reach fame that makes them popular and well known to the public. Culture development in the society makes them curious about the celebrities' personality (Young and Pinsky, 2006). As a popular and well-known person, a celebrity is often used to support an advertisement. Approximately one out of six advertisements in the world use celebrities in their advertisements.

Celebrity endorser is a promotion which companies do in using celebrities as supporters in the advertising media to advertise a product. Byun (2014) categorizes five components of *celebrity endorser*:

1. *Credibility*
2. *Attractiveness*
3. *Expertise*
4. *Trustworthiness*
5. *Celebrity Match-Up Product*

In travel companies, *personal endorsement* holds a very important role. Umrah pilgrims will be happier and gladder if they do their pilgrimage with trusted *ustadz* or religious leader (*ulama*). Hence, the company that uses the right *endorser* will be chosen or liked more by the Umrah pilgrims.

2.2 Customer Trust

Trust is a condition in the marketing to maintain the relationship between customers and service providers as customers have to make a purchase decision before they completely get the service (Berry & Parasuraman, 2013).

The organization describes *trust* as a whole faith regarding organizational competency in terms of communication and behavior, in terms of openness and honesty, concern and reliability. In addition, individuals think that they have got the same purposes, norms, and values so they deserve to be identified (Zalabak et al., 2010).

Parvez (2009) did a research on the influence of service quality, trust, and satisfaction towards customers' loyalty in a big communication company in Bangladesh. The research showed that customers' trust and satisfaction significantly and positively influenced customers' loyalty. Customers' satisfaction had been found as an important mediator between service quality that the customers experience and their loyalty. On the other hand, trust has become an important point in influencing customers' loyalty of the cellular service providers. If their customers' trust was not kept despite their good service, their customers would be hesitant to be loyal to the service provider. In his journal, Parvez (2009) also stated that some researchers

had suggested that trust is a fundamental variable in developing customers' loyalty. Additionally, many other researchers found out that trust was very important in influencing customers' loyalty.

Hajj and Umrah Travel Company is expected to create good stimuli, in which the stimuli are closely related to the effort of a process of designing a reliable service, so it will help push commitment and trust of its customers.

Indicators that are used to measure customers' trust towards Hajj and Umrah Travel Agency refer to Shamdasani and Balakrishnan (2010):

1. The Travel Agency can be trusted / reliable.
2. The trust on comfort in traveling.
3. The trust on transport quality that the travel agency has
4. The trust that the travel agency provides the best service or as promised.

2.3 Customer Loyalty

According to Griffin (2015), loyalty is a form of behavior from units of decision makers in doing continuous purchase upon goods or service from chosen companies. Loyalty is a form of behavior from units of decision makers or customers' commitment to buy, consume or use goods or service continuously from a chosen company within an uncertain period of time.

Dick & Basu (2014) stated that loyalty is the behavioral response being expressed over time through a decision that is made among available alternatives. According to Griffin (2015), customers' loyalty is *behavior* compared to *attitude*, a loyal customer will pay attention to purchase attitude that can be defined as regular purchase pattern in a long time, which is done by units of decision makers.

Loyal customers are invaluable assets to the company. Griffin (2015) defined loyal characteristics as (1) doing repeat purchases, (2) *purchasing across product lines*, (3) inviting other people to use the same product or service (*referrals*), and (4) rejecting other competitors' products (*retention*).

Indicators that can be used in reference to Griffin's opinion (2015) are: (1) using travel agency service actively, (2) inviting other people to visit the travel agency, (3) telling other people about the positive image of the travel agency, and (4) retention towards competitor travel agencies as the customers think that the travel agency is trustworthy.

Trust influences customers and commitment towards *Word of Mouth* (WOM), intention to re-purchase and price insensitivity. Besides, customers' trust influences customers' loyalty (Shamdasani, 2010).

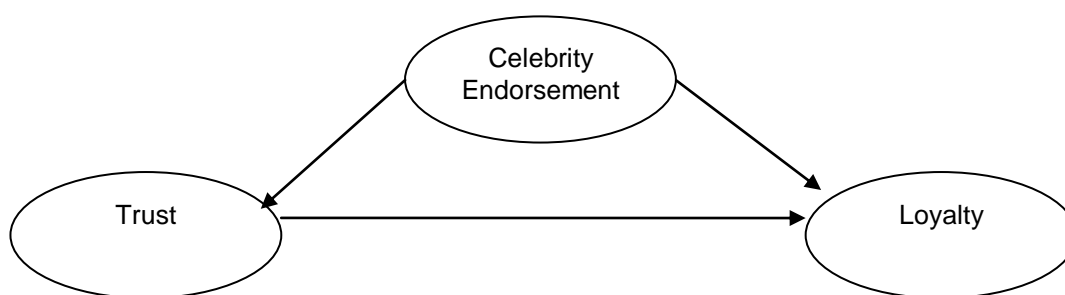
Indicators of Special Hajj and Umrah customers' loyalty are:

1. *Repeat Purchase*: loyalty in re-using the travel agency in the next umrah pilgrimage

2. *Retention*: immunity towards negative influence about companies. Despite many fraud cases involving Special Hajj and Umrah Travel Agencies, very loyal customers will not be influenced and may still use the service
3. *Referrals*: totally referring the existence of Special Hajj and Umrah Travel Agencies being used (Ahmad Mardalis, 2015).

2.4 Research Model and Hypothesis

The description of thought in prior has built background and direction for the theoretical research model arrangement. The research model is used in the research is depicted in the following scheme:



Picture 1. Research Model

Based on the picture above, it can be seen that the paradigm of the study expects that customer trust will influence customer loyalty, and celebrity endorsement will influence the relationship between the customer trust and customer loyalty of Special Hajj and Umrah Travel Companies in Aceh.

Seeing the problems and literature review, a hypothesis of the study can be formulated as the followings:

- H1: Customer trust, celebrity endorsement, and customer loyalty of Special Hajj and Umrah Travel Company in Aceh are at a good level.
- H2: Celebrity Endorsement influences customer trust of Special Hajj and Umrah Travel Company in Aceh.
- H3: Customer trust influences customer loyalty of Special Hajj and Umrah Travel Company in Aceh.
- H4: Celebrity Endorsement influences customer loyalty of Special Hajj and Umrah Travel Company in Aceh.
- H5: Celebrity Endorsement influences the relationship between customer trust and customer loyalty of Special Hajj and Umrah Travel Company in Aceh.

3. Methodology

3.1 Location of the Study

The analysis and observation units of the study were pilgrims of Special Hajj and Umrah in Aceh. The study was conducted on a time horizon by also using one snapshot cross-section as its data type. The study was designed in descriptive and validating. Descriptive studies aim to get pictures or descriptions on pilgrims' trust, celebrity endorsement, and pilgrims' loyalty. The gained data will be elaborated in terms of numbers or figures, percentage, and tables so they are easy to understand and interpret. Validating researchers aim to know the relationship among variables through hypothesis tests by using statistical calculations (Nazir, 2011).

In collecting the data, the study used survey descriptive and survey validating methods. Through these methods, descriptions of variables being studied and their relationships can be seen clearly. Survey method being used in the study was by doing measurement towards quantitative and qualitative characteristics of their analysis units. The survey concerned was conducted to the chosen population. In the survey technique, the information is gathered from respondents by using questionnaires (Arikunto, 2010).

3.2 Population and Samples

The population of the study was all pilgrims of Umrah in Aceh who have done their Umrah within the last 1 year (2016 – 2017) on licensed Umrah Travel Companies (Companies that have got an official license from Ministry of Religion to conduct Umrah).

Among all Umrah Travel Companies, only 5 companies in Aceh have got a license. Hence, the population of the study was all pilgrims in 5 companies that did their Umrah within 2016-2017. There were a total number of 490 pilgrims being involved in the study. Since the total population is known, Slovin formula can be used to determine the sample numbers with the value of $e = 0,05$, (Sekaran, 2010). The formulation is as the following:

$$\begin{aligned} n &= N/(1 + Ne^2) \\ n &= 490/(1 + 490 \times 0,05^2) \\ n &= 490/2,225 \\ n &= 220 \text{ sample} \end{aligned}$$

Notes:

n : sample size

N : population size

e : tolerable inaccuracy percentage due to sampling, as many as 0,05

The total sampling needed to be was distributed proportionally to 5 licensed Umrah Travel Agency companies in Aceh. The distribution used the following formula:

$$n_i = (N_i/N) \times n$$

Notes:

n_i : Number of samples in each Travel Company

N_i : Size of pilgrims in each Travel Company

N : Total number of pilgrims in Travel Company

n : Size of research samples

Thus, a number of samples in licensed Umrah Travel companies in Aceh and West Sumatera is depicted in the following table:

Table 1
Number of Samples in each Umrah Travel Company

No	Name of Travel Company	Location	Population	Sample
1	PT. Asra Prima Travel Tour	Banda Aceh	50	23
2	PT. Natari Tour & Travel	Lhokseumawe	65	30
3	PT. Dian Almaaz Wisata	Banda Aceh	80	36
4	PT. Mafaza Tour & Travel	Banda Aceh	30	14
5	PT. Lintas Iskandaria	Banda Aceh	265	117
Total			490	220

Source: Primary Data (2017)

3.3 Tools of Data Analysis

Primary data was used in the study in the form of a questionnaire with Likert scale. SPSS and descriptive analysis were used to analyze demographic characteristics of the respondents. Varian or Component-based Structural Equation Modeling (SEM), AMOS 22.0, was used as the analysis tool in validating research. The equation model of SEM is a group of statistical techniques which enable tests towards a relatively and simultaneously complicated relationship (Ferdinand, 2014). To conduct testing of significance towards the indirect effects from exogenous variable to an endogenous variable through moderating variable, the researcher used Sobel test. To get the value of Sobel, Calculator Sobel test application was used by also inputting value of role (Estimate) and its standard error (S.E) from its path.

3.4 Test Design

3.4.1 Validity Test

Validity test was used to measure whether a questionnaire is valid or not. When a questionnaire is valid, its instrument can be used to measure what to measure. The validity used in the study depicted concord of a gauge and what to measure. The validity test in the study was conducted by correlating each score of each item of the

questions with the total score of all question items. The correlation technique used to validate each question in the study was *Pearson Product Moment* correlation. If the coefficient value of each question item being tested is bigger than critical (0,3), it can be concluded that the question item is a valid construct.

Table 2. Result of Validity Test in Questionnaire

Variable	Question Item	r_{count}	r_{critical}	Note
Customer Trust	A1	0,564	0,3	valid
	A2	0,654	0,3	valid
	A3	0,800	0,3	valid
	A4	0,584	0,3	valid
	A5	0,681	0,3	valid
	A6	0,658	0,3	valid
Celebrity Endorsement	B1	0,634	0,3	valid
	B2	0,509	0,3	valid
	B3	0,339	0,3	valid
	B4	0,548	0,3	valid
	B5	0,312	0,3	valid
	B6	0,708	0,3	valid
	B7	0,563	0,3	valid
	B8	0,453	0,3	valid
	B9	0,390	0,3	valid
	B10	0,432	0,3	valid
Customer Loyalty	C1	0,816	0,3	valid
	C2	0,752	0,3	valid
	C3	0,436	0,3	valid
	C4	0,375	0,3	valid
	C5	0,701	0,3	valid

Source: Result of Study (processed 2017)

Based on Table 2, it can be seen that the value of all question items in the questionnaire is more than r_{critical} ($r_{\text{count}} > 0,3$). Hence, it can be concluded that all question items are valid or proper to use as a measurement tool in the study.

3.4.2 Reliability Test

Reliability test is actually a test to measure a questionnaire that becomes an indicator of a variable or a construct. A questionnaire is said as reliable if someone's answers towards the questions were consistent or stable over time (Ghozali, 2014). *One shot* or one measurement only means the measurement is only done once and the result is then compared to other statements or to measure correlation among answers.

The result of a reliability test in the study is as the following:

Table 3. Result of Reliability Test in Questionnaire

Variable	Reliability Index	Critical Value	Notes
Customer Trust	0,923	0,7	reliable
Celebrity Endorsement	0,871	0,7	reliable
Customer Loyalty	0,929	0,7	reliable

Source: Result of Study (processed 2017)

SPSS gives a facility of measuring reliability with *Cronbach Alpha* (α) statistical test. A construct or variable is said as reliable if the value of *Cronbach Alpha* is $> 0,7$. Based on Table 3, it can be noticed that the reliability value of all question items in each questionnaire of each variable being studied is more than 0,7. The result shows that statement item in the questionnaire were reliable to measure their variables.

3.4.3 Hypotheses Testing

After the model meets the conditions and requirements, the next step to do is *regression weight/loading factor* test.

1. Descriptive hypotheses testing. This hypothesis is determined by seeing the average respondents' responses towards the statements. If the average value of respondents' responses is ≥ 4 , **Ho is not denied**, but if the average value of respondent's responses is < 4 , **Ho is denied**.
2. The hypothesis testing is based on the CR value on the level of trust of 95%. If the CR value is $> 1,96$ and P value is $> 0,05$, **Ho is not denied** and if the CR value is $< 1,96$ and P value is $> 0,05$, **Ho is denied**.

4. Findings and Discussion

Based on recent reports, Muslims are one of the largest targets of the tourism sector since the Muslim population comprises a global market of 2.1 billion potential consumers (Muslim Population Worldwide, 2014). In general, although religious-based tourism is expanding, there is not much information about the phenomenon of religious tourism, particularly pilgrimage tourism such as Umrah (Egresi et al., 2012). Research on this thriving sector is limited, thus knowledge about this trend remains scarce. Until recently, relatively little attention has been given to the subject matter in tourism literature because of the complex relationship between tourism and religion. Researchers are now taking an interest in the study of religious tourism and the associated issues concerning the service quality provided by the tour operators.

The significant growth of this industry has attracted the attention of marketers to invest largely in understanding Muslim tourist's needs and their intention towards the traveling packages. Consequently, to fully understand what motivates pilgrims to purchase Umrah packages, the tour providers need to recognize the factors that affect the behavior of Muslim travelers in regards to their trust and loyalty. Previous literature has provided insights from other industries, such as services in general, which might be relevant to the religious tourism with regards to identifying the predicting factors.

Table 1 depicts the demographic profile of 220 respondents. The demographic profile includes the respondent's gender, age, marital status, education level, income, occupation and how many times do umroh using this travel.

Table 4
Demographic profile of respondents (n = 220)

Categories		Frequency	Percentage
Gender	Male	141	64.1
	Female	79	35.9
Age	21 - 30	21	9.6
	31 - 40	116	52.7
	41 - 50	53	24.1
	51 - 60	30	13.6
	>60		
Marital Status	Married	134	60.9
	Single	86	39.1
Education level	Diploma	14	6.4
	Degree	146	66.3
	Masters	53	24.1
	Others	7	3.2
Income	Rp. 4.000.000 – 5.999.000	8	3.6
	Rp. 6.000.000 – 6.999.000	18	8.2
	Rp. 7.000.000 – 7.999.000	77	35.0
	Rp. 8.000.000 – 8.999.000	67	30.5
	> Rp. 9.000.000	50	22.7
Occupation	Government sector	145	65.9
	Private sector	37	16.8
	Owned-business	26	11.8
	Others	12	5.5
How many times do umroh using this travel	2	121	55.0
	3	69	31.4
	4	15	6.8
	5	11	5.0
	>5	4	1.8

According to Table 1, the results showed that the majority of respondents are male (64,1%) and middle-aged. The majority of the respondents are married (60,9%) and educated are bachelor degree (66,9%). The majority of the respondents have a monthly salary of between Rp. 7.000.000 and Rp.9.000.000. The majority of the respondents work within the government sector (65,9%). The

majority of respondents performed Umrah twice (55,0%), and three times (31,4%) the others respondents performed more than three times.

Descriptive data is to display a general description of respondents' answers to the statements contained in the questionnaire. Description of the research data can be used to enrich the discussion, through the description of the data can be known how the responses of respondents to each variable being studied. Based on responses from 220 respondents about the research variables, the researchers will describe in detail the respondents' answers grouped in descriptive statistics. Empirical description of the data used in the study descriptively using the mean (mean). Through the mean number will be known to what degree of respondent perceptions of the variables that become indicators in this study. To make it easier to interpret the variables being studied, categorization of respondents score was done. Descriptive analysis is done referring to each indicator that is on the variables studied.

Descriptive analysis will be used to test the hypothesis by looking at the average value of the respondent's response to the statement, if the average value of respondents ≥ 4 then H_0 is not rejected, and if the average value of respondents < 4 then H_0 is rejected.

Table 4
Descriptive Analysis Result

Indicator	Average Answer
Customer Trust	4,23
Celebrity Endorsement	4,37
Customer Loyalty	4,48

Source: Primary Data, 2017 (processed)

It is seen in Table 4 that average value of respondents' answers towards variables being used in the study such as customer trust, celebrity endorsement and customer loyalty shown are good. It is clearly shown as the average value of respondents' answer is ≥ 4 .

Consumer loyalty indicates the predetermined attitude relating to the good or service which comprises the probability of future service contracts, how likely consumers are to change establishments and spread positive word-of-mouth, or the possibility of the consumers giving out their opinions (Andreassen and Lindestad, 1998). Satisfied consumers often tend to be loyal and thus would want to pursue different services. As a consequence, satisfied consumers intended to recommend the product or service to others and would like to revisit the place (Kozark and Rimmington, 2000).

Table 5
Result of *Goodness of Fit Test*

Goodness of Fit Index	Cut-off Value	Result	Model Evaluation
Chi-square	Expected small	326.671	<i>Good Fit</i>
Significance probability	≥ 0.05	0,077	<i>Good Fit</i>
CMINDF	≤ 2.00 atau ≤ 3.00	2,372	<i>Good Fit</i>

GFI	$\geq 0.90 < 1$	0,967	<i>Good Fit</i>
AGFI	$\geq 0.90 < 1$	0,954	<i>Good Fit</i>
PGFI	$\geq 0.50 < 1$	0,505	<i>Good Fit</i>
NFI	$\geq 0.95 < 1$	0,928	<i>Fit</i>
RFI	$\geq 0.95 < 1$	0,969	<i>Good Fit</i>
IFI	Approaching 1.0	0,962	<i>Fit</i>
TLI	$\geq 0.95 < 1$	0,978	<i>Good Fit</i>
CFI	$\geq 0.95 < 1$	0,912	<i>Fit</i>
RMSEA	0.03 – 0.08	0,045	<i>Good Fit</i>

Based on the result of the *goodness of fit test* above Table 5 depicted that the model has fulfilled some indicators of *goodness of fit* so model modification does not need to be done.

Table 6
Result of Model Estimation
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Customer_Trust	<---	Celebrity_Endorsement	.596	.062	9.566	***	par_21
Customer_Loyalty	<---	Customer_Trust	1.152	.221	5.202	***	par_14
Customer_Loyalty	<---	Celebrity_Endorsement	.100	.123	4.808	***	par_15
C1	<---	Customer_Loyalty	1.000				
C2	<---	Customer_Loyalty	.893	.108	8.260	***	par_1
C3	<---	Customer_Loyalty	.867	.098	8.859	***	par_2
C4	<---	Customer_Loyalty	.840	.094	8.897	***	par_3
C5	<---	Customer_Loyalty	1.104	.116	9.547	***	par_4
A1	<---	Customer_Trust	1.000				
A2	<---	Customer_Trust	1.387	.129	10.752	***	par_5
A3	<---	Customer_Trust	1.473	.132	11.175	***	par_6
A4	<---	Customer_Trust	1.293	.127	10.213	***	par_7
A5	<---	Customer_Trust	1.593	.141	11.291	***	par_8
A6	<---	Customer_Trust	1.302	.125	10.451	***	par_9
B1	<---	Celebrity_Endorsement	1.000				
B2	<---	Celebrity_Endorsement	.787	.083	9.436	***	par_10
B3	<---	Celebrity_Endorsement	.847	.084	10.037	***	par_11
B4	<---	Celebrity_Endorsement	.816	.087	9.361	***	par_12
B5	<---	Celebrity_Endorsement	1.111	.099	11.201	***	par_13
B6	<---	Celebrity_Endorsement	1.087	.094	11.610	***	par_16
B7	<---	Celebrity_Endorsement	1.066	.097	10.982	***	par_17
B8	<---	Celebrity_Endorsement	.978	.088	11.060	***	par_18
B9	<---	Celebrity_Endorsement	1.085	.091	11.891	***	par_19
B10	<---	Celebrity_Endorsement	.868	.093	9.303	***	par_20

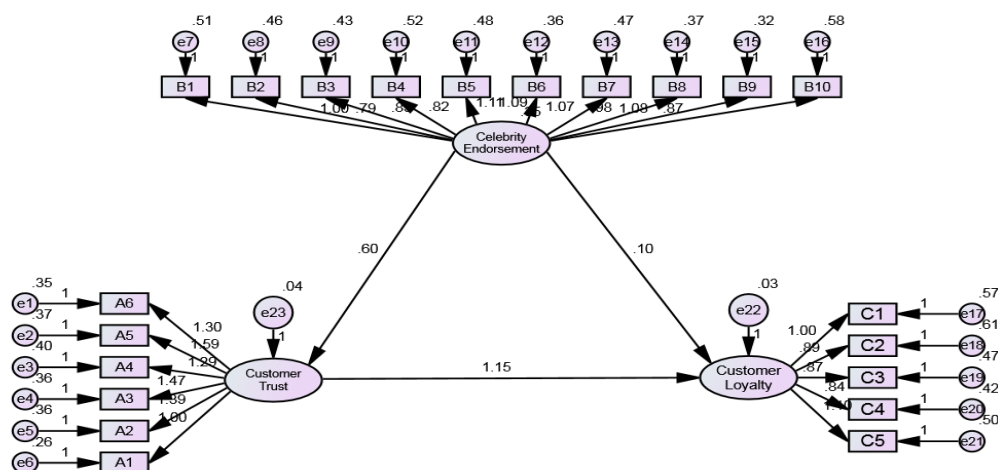
Based on the estimated result in prior, some conclusions can be drawn as the followings:

1. Celebrity endorsement affected significantly towards customer trust at Special Hajj and Umrah Travel Company in Aceh. It is because probability value is less than 0,05 (***) < 0,05) and CR values is 9,566 (CR > 1,96). The value if positive estimation is 0,596 which means the effect is positive, or in other

words, if Celebrity endorsement is improved, customer trust will also be improved.

2. Customer trust affected significantly towards Customer loyalty at Special Hajj and Umrah Travel Company in Aceh. It is shown with the value of probability that reaches less than 0,05 ($*** < 0,05$) and the value of CR as many as 5.202 ($CR > 1,96$). The positive estimation value reaches 1,152, which means the influence is positive. In other words, if customer trust improves, Customer loyalty will also improve.
3. Celebrity endorsement affected customer trust at Special Hajj and Umrah Travel Company in Aceh significantly. This was presented by the probability value that reaches less than 0,05 ($*** < 0,05$) and the value of CR as much as 4,808 ($CR > 1,96$). The value if positive estimation is 0,100 in which the influence is positive. This also means that if Celebrity endorsement is improved, customer loyalty will also be improved.

Based on the coefficient result of regression conducted, it can be concluded that there were direct influences from various variables being studied. It can be clearly seen in the following picture (Picture 1).



Picture 1. Path Diagram

We can see the adjusted R-square to know the contribution of exogenous variable towards endogenous variables. Determination coefficient (R^2) basically measures how far the model can explain endogenous variables.

It is distinguished that variable of customer trust is affected by celebrity endorsement. The value of R-square of customer trust variable is 0,749, which

means that celebrity endorsement contributed as much as 74,9 % towards customer trust, while the rest is influenced by other factors than those variables.

The variable of customer loyalty is affected by the variables of customer trust and celebrity endorsement. The value of R-square of customer loyalty variable is 0,889, which means variables of customer trust and celebrity endorsement contributed as much as 88,9% to customer loyalty, while the rest is influenced by other factors than those variables.

To know whether the indirect influence of X1 towards Z through Y and X2 towards Z through Y, is significant or not, *Sobel* test is conducted. Sobel test was used to know the indirect influence of mediation variables. To get the value of Sobel, Calculator Sobel test application was used. Based on the result of Sobel test we know if the indirect influence of customer trust towards customer loyalty through celebrity endorsement was significant because the significance value is $0,021 < 0,05$. Hence, the variable of celebrity endorsement mediated the influence of customer trust towards customer loyalty.

5. Conclusion

According to the result of data analysis in the fourth chapter, some conclusions can be drawn as the followings:

1. Customer trust, celebrity endorsement, and customer loyalty of Special Hajj and Umrah Travel Company in Aceh are at a good level.
2. Celebrity endorsement affected significantly towards customer trust at Special Hajj and Umrah Travel Company in Aceh. The value of the influence was positive, in which customer trust will improve if celebrity endorsement improves.
3. Customer trust affected significantly towards customer loyalty at Special Hajj and Umrah Travel Company in Aceh. The value of the influence was positive, in which customer loyalty will improve if customer trust improves.
4. Celebrity endorsement affected customer trust at Special Hajj and Umrah Travel Company in Aceh significantly. The value of influence was positive, which means customer trust will improve if celebrity endorsement improves.
5. Customer trust influenced significantly towards customer loyalty at Special Hajj and Umrah Travel Company in Aceh through celebrity endorsement. Hence, the variable of celebrity endorsement mediated the influence of customer trust towards customer loyalty.

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