



Relationship Model Analysis of Personal Factors, Celebrity Endorsement, Buying Behavior, and Word of Mouth on Tourists on Komodo Island

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Received: 18 Januari 2023 ; Accepted: 28 Maret 2023 ; Published: 04 April 2023

DOI: 10.15575/jp.v7i1.202

Abstrak

Kenaikan jumlah turis yang signifikan menjadi salah satu situasi yang menunjukkan bagusnya kawasan wisata yang dikembangkan. Banyak faktor yang mempengaruhi situasi tersebut, salah satunya karena munculnya anggapan di masyarakat tentang citra positif dari Kawasan tersebut. Studi terdahulu lebih banyak berfokus pada faktor personal dari turis tetapi tidak mengelaborasi faktor eksternal dan intensitas dari faktor yang sudah ada tersebut. Tujuan dari penelitian ini adalah untuk mengetahui peran *buying behaviour* sebagai mediator pengaruh *personal factors* dan *celebrity endorsement* terhadap *word of mouth*. Desain penelitian kuantitatif kausalitas digunakan untuk menjawab pertanyaan tersebut dengan melibatkan sampel sebanyak 120 orang wisatawan di Pulau Komodo yang dipilih dengan *purposive sampling technique*. Seperangkat kuesioner hasil modifikasi disebarakan kepada seluruh responden dengan menyertakan *informed consent* sebagai keterlibatan dalam penelitian kemudian dianalisis menggunakan uji regresi berganda dan uji mediasi dengan bantuan *software* AMOS. Hasil penelitian menunjukkan bahwa *personal factors* dan *celebrity endorsement* berpengaruh secara parsial terhadap *buying behaviour*, begitu juga dengan *buying behaviour* berpengaruh signifikan terhadap *word of mouth* responden penelitian. Adapun *personal factor* dan *celebrity endorsement* juga berpengaruh secara langsung terhadap *word of mouth*. Implikasi penelitian memberikan informasi tentang pentingnya variabel-variabel tersebut dalam menunjang optimalisasi pariwisata di Pulau Komodo.

Kata Kunci: *buying behaviour; celebrity endorsement; personal factors; tourism management; word of mouth.*

Abstract

A significant increase in the number of tourists is one of the situations that shows a good developed tourist area. Many factors influenced this situation, one of which was due to the emergence of an opinion in society about the positive image of the area. Previous studies focused more on the personal factors of tourists but did not elaborate on external factors and the intensity of these existing factors. The purpose of this study was to analyze factors affecting word of mouth. A causality quantitative research design was used to answer this question by involving a sample of 120 tourists on Komodo Island who were selected using a purposive sampling technique. A modified set of questionnaires was distributed to all respondents, including informed consent as involvement in the study, and then analyzed using multiple regression tests and mediation tests with the help of AMOS software. The study results show that personal factors and celebrity endorsements have a partial effect on buying behavior, as well as buying behavior which significantly affects the word of mouth of research respondents. Personal factors and celebrity endorsements also directly affect word of mouth. The implications of this research provide information about the importance of these variables in supporting the optimization of tourism on Komodo Island.

Keywords: *buying behaviour; celebrity endorsement; personal factors; tourism management; word of mouth.*

A. Introduction

Tourism industry can be interpreted as a set of business fields that produce various services and goods needed by those who travel. Based on the records of the Ministry of Tourism of the Republic of Indonesia, the number of foreign tourist arrivals has continued to skyrocket from 9.7 million in 2015, 11.5 million in 2016, and 14 million in 2017. Even in 2018, the number of foreign tourist visits has reached 17 million foreign tourists. The visits of Indonesian tourists also look encouraging, namely since 2015 there were 255 million people, in 2016 there were 264 million, and in 2017 it increased to 271 million people (Utami & Kafabih, 2021). Currently, the Indonesian tourism sector contributes an estimated 4% of the total economy (Sabon et al., 2018).

These various data show the conclusion that success in national tourist visits is something that needs serious attention, one of which is to identify the factors that contribute to this success. Many things support success in improving the tourism sector. Among them are increasing the quality of existing infrastructure (including information and communication technology infrastructure), access, health and hygiene, and also increasing online promotional campaigns (marketing) abroad (Blancas et al., 2011; Lin & Lee, 2020). The government must increase participation and involvement to increase plans to purchase tourists' products or services (Sabon et al., 2018). Tourists who have plans to buy products or services will certainly have an upbeat assessment of the product or service.

Tourist visits to Indonesia, which continue to increase, can have an impact on improving the country's foreign exchange earnings from the tourism sector (Utami & Kafabih, 2021). One way is to develop many potential locations that have a wealth of natural resources to optimize tourism. The Nusa Tenggara Islands are considered potential locations and contribute to increasing foreign tourist arrivals (Parta, 2019). The tourist object that is getting much attention today is Komodo Island. As the name implies, Komodo Island is an island that is also the habitat of Komodo (Dragon) in this country. Its existence is getting smaller every year (Parta, 2019). On the island, tourists can freely see and observe the daily patterns of the Komodo dragons. The phenomenon that occurs related to the optimization of tourism on Komodo Island is the buying

and selling of tourists, which can be seen from their behavior in buying and enjoying the various goods and services provided (Parta, 2019).

Buying behavior is based on the study of consumer behavior and intentions, which makes this construct very important for consumer research (Pham et al., 2012). Buying behavior is caused by an interest in tourist attractions visited by consumers (Rehman et al., 2017). Higher buying behavior indicates that consumers tend to keep visiting tourist attractions in the future (Chetioui et al., 2020). Consumers who have buying behavior will have a positive assessment of the tourist attractions they will visit (Chakraborty, 2019). Consumers will make the decision-making process to keep visiting selected tourist attractions as a character of buying behavior (Bashir et al., 2019).

On the other hand, buying behavior also greatly determines customer satisfaction in enjoying a product. These results will birth a positive assessment by the visitors through word-of-mouth communication. Word-of-mouth communication does have a tremendous influence on someone because the information obtained is considered genuine and honest, and someone tends to trust more product information they hear from friends, relatives, or closest people who have experience with a product compared to information from advertisements. Promotion can be done with communication that is word-of-mouth. Consumers who have word-of-mouth will provide positive information to others regarding the advantages of tourist attractions (Mukerjee, 2020). Consumers who have word-of-mouth will talk about the tourist attractions they have visited with friends, family, and co-workers (Dechawatanapaisal, 2019).

Word-of-mouth communication will occur naturally when people become supporters of a brand or product because they are satisfied with the product they use or consume, have a desire that arises from themselves, and are enthusiastic about inviting other people to choose the brand or product they like or have worn. Word-of-mouth provides advice and input to customers who want to buy a product or service (Kozinets et al., 2010). Word-of-mouth is marked by the emergence of a form of marketing communication that contains positive or negative statements about a product or service (Syahdiany & Trinanda, 2019). Word-of-mouth is seven times more effective than advertising through newspapers and magazines, four times more effective than personal selling, and two times more effective than advertising on the radio (Nurlatifah & Masykur, 2017).

Word-of-mouth can create an exchange of information from one customer to another (Lang, 2011). Word-of-mouth is suggestions and input from others to a customer to buy a product or service. The buying behavior of consumers determines word-of-mouth because customers have the desire to purchase products or services in the future (Larasati & Hananto, 2012). The higher the buying behavior of consumers can be seen from the customer's motivation to keep buying the product or service they want, which can create word-of-mouth characterized by the desire of customers to communicate informally with others regarding the products or services traded by the company (Sharma et al., 2015). Word-of-mouth is formed from a person's desire to provide input and suggestions to others to buy products or services sold by the company (Shirkhodaie et al., 2016).

The higher the buying behavior of consumers can be seen from positive interactions marked by the desire to transact buying products or services carried out by customers can create word-of-mouth marked by the desire of customers to convey positive news about the superiority of products or services sold by companies to others (Fox & Longart, 2016). The higher the buying behavior of consumers, it can be seen from the desire to choose the desired product or service and not look for other products or services so as to create word-of-mouth which is marked by the process of delivering positive messages that customers own to others to buy products or services (Ismagilova et al., 2017).

This research focuses on how companies can increase buying behavior by wanting to make frequent purchase transactions (Zhang et al., 2018). Buying behavior is characterized by the customer's desire to overcome the customer's problem needs and seek information about the advantages of products or services (Pappas, 2016). More positive buying behavior can create positive interactions between customers and products or services (Badgaiyan & Verma, 2015). In several studies by Rehman et al. (2017), the factors influencing buying behavior are celebrities, age, occupation, economic condition, lifestyle, personal characteristics, sales promotion activities, and self-concept.

Personal characteristics such as age, occupation, economic conditions, lifestyle, personality, and self-concept have an influence on consumer buying behavior (Rehman et al., 2017), because each individual has a set of characteristics that are unique by nature and factors such as age and life cycle, work, economic status, lifestyle, personality, and self-concept significantly influence their buying behavior. Foxall (2001) suspects that personal characteristics such as age, occupation, economic situation, lifestyle, personality, and self-concept broadly influence consumer buying behavior. Age is essential in marketing strategy because it creates differences between consumer consumption patterns and choices (Rehman et al., 2017), and consumer hobbies and options can change over time. Age is a key factor in buying decisions because consumer wants and preferences change with the passage of time. Foxall (2001) has also anticipated this conception that consumers prefer changes in the consumption and purchase of goods and services over time. For example, in the upper age group, consumers can avoid sugar and cholesterol to minimize the risk of health problems. Rehman et al. (2017) have surmised some alternative consumer factors, such as one's job, and noted that these have an effect on consumer buying behavior. It is supported by Dangelico et al. (2022), whose work significantly influences consumer buying behavior because of their preferences in buying decisions.

Foxall (2001) suggests that consumers' jobs can influence their purchasing preferences in choosing goods or services. And that marketers need to determine effective marketing strategies to influence the buying decisions of different groups. For example, a professional manager would prefer to buy a business suit, while an ordinary worker from the same organization might prefer a more rugged dress to wear. However, economic conditions strongly influence consumer buying behavior because without purchasing power, consumers cannot make any purchasing decisions. They often think about their income and spending levels before spending money and often hunt for future economic deals (Dangelico et al., 2022). Consumers' economic situation significantly influences product selection and purchasing decisions, so marketers need sub-policies for different groups (Foxall, 2001).

Meanwhile, the existence of good tourism has attracted many public figures to visit Komodo Island. This phenomenon is then conceptualized as a celebrity endorsement. Celebrity endorsements can create positive attitudes and behaviors owned by tourists (Bergkvist et al., 2016). Celebrity endorsement is a marketing communication to increase the effectiveness of advertisements delivered to tourists (Knoll et al., 2017). A celebrity must be attractive, knowledgeable, and trusted by tourists (Mirabi et al., 2016). Celebrity endorsements can create positive tourist ratings for products or services (Bergkvist et al., 2016). The credibility possessed by a celebrity is an important factor in delivering products or services performed by a celebrity (Yang, 2018). Celebrities are able to add new views about a brand they represent because all the images and personalities of celebrities participate in shaping the brands they represent (Keel & Natarajan, 2012). Previous studies have explained a lot about the position of personal factors and celebrity as the most influential predictors of word of mouth for a tour, but no one has looked at the more central aspects regarding the position of buying behavior. In fact, from these studies the relationship between the four variables mentioned runs linearly. This is what will be emphasized in this study.

Based on the explanation of the research background above, this research aims to examine the role of buying behavior as a mediator in influencing personal factors and celebrity endorsements through word of mouth. Following the explanation disclosed from the research background above, the problem formulation is: (1) Do personal factors positively and significantly affect consumers' buying behavior? (2) Does celebrity endorsement positively and significantly affect consumers' buying behavior? (3) Does the positive influence of consumers' buying behavior have a positive and significant effect on word-of-mouth? (4) Do personal factors positively and significantly affect word-of-mouth? and (5) Does celebrity endorsement positively and significantly affect word-of-mouth?

B. Research Method

Pada This research is classified as cross-sectional, which is research that collects information from a portion of the population directly at the scene empirically with the aim of knowing the opinion of some of the population on the object under study (Creswell & Creswell, 2018). The design determined by the researcher is a quantitative causality design, where the researcher wants to see the causal relationship that occurs in the variables tested in the study.

Data collection was carried out for 1 month of research, within the period of September 2022. The population in this study is tourists who visit Komodo Island in East Nusa Tenggara during the span of September 2022. Because of the beauty of the tourist attractions and the diversity of marine life, the marine area of Komodo Island is even referred to as one of the best diving locations in the world. Some of these places offer the ultimate beauty of the sea in this national park area: Samsia Rock, Toko Toko Island, to Crystal Rock. Selected respondents as samples are determined by referring to the characteristics of purposive sampling, namely sampling based on specific considerations, where the sample chosen is in accordance with research criteria (Creswell & Creswell, 2018). The criteria for this research are gender, age, occupation, and income.

Primary data is data collected directly by researchers to answer problems or research objectives carried out in exploratory, descriptive and causal research using data collection methods such as surveys and questionnaires (Creswell & Creswell, 2018). All respondents filled out informed consent or a willingness sheet intended to provide freedom and certainty that they consciously wished to become respondents to this study.

The instrument used in this study consisted of four variables using the Likert scaling model. This instrument model was chosen because it has suitability for observing the object to be measured. The first instrument in measuring personal factors variables, researchers used the instrument developed by Rehman et al. (2017), which refers to market maven, stability, open-mindedness, and agreeable dimensions. The instrument consists of 8 items with a validity value above 0.7 and a reliability coefficient of 0.928. For the second instrument that measures celebrity endorsement, the researcher used a measurement tool developed by Bergkvist et al. (2016), which consists of three aspects: expertise, credibility, and trustworthiness. The celebrity endorsement instrument has a reliability coefficient of 0.802, with item validity at a satisfactory level. In the third variable regarding buying behavior, researchers used the instrument made by Rehman et al. (2017) and Islam et al. (2017), which consists of two leading indicators, namely buying luxury fashion goods and imported fashion goods. The third instrument is represented by two items with a reliability coefficient reaching 0.856. Meanwhile, for the last instrument that measures word-of-mouth, the researcher refers to the instrument developed by Shirkhodaie et al. (2016), with a reliability coefficient of 0.919 and a validity of items above 0.8. The four

instruments used have met the psychometric requirements as good instruments and are suitable for use.

Data analysis was carried out referring to descriptive analysis and inferential analysis. Descriptive data analysis is a form of analysis based on data expressed in the form of descriptions. This data can only be measured directly (Jong et al., 2015). Data is classified into certain categories using specific tables to make it easier to analyze. The inferential data analysis used to discuss the problems in this study is the Structural Equation Model (SEM). Structural Equation Modeling statistical technique multivariate is a combination of factor analysis and regression (correlation) analysis, which aims to examine the relationships between variables in a model, both indicators and constructs, or relationships between constructs (Adesile et al., 2016).

C. Results and Discussion

1. Respondent's Demography

This study obtained a total sample of 120 tourists visiting Komodo Island. To find out the distribution of respondents' demographic data can be seen in Table 1.

Table 1. Distribution of Research Respondents' Demographic Data

No	Data	Total	Percentage (%)
1	Gender		
	Male	65	54
	Female	55	46
2	Age of Respondents		
	21 - 30 Years	40	33
	31 - 40 Years	45	38
	41 - 50 Years	35	29
3	Marital Status		
	Married	66	55
	Single	54	45
4	Intensity of Visiting Komodo Island		
	1 - 12 Times	33	27.6
	13 - 35 Times	37	30.8
	>36 Times	50	41.6

Based on the information in Table 1, the respondents to this research were dominated by men, which reached 54%. For age itself, the most data are from those aged 31 to 40 years, which accounts for 38% of the total number of respondents. For marital status, those who are married are much more, namely 55%, compared to those who are not, namely 45%. Meanwhile, the intensity of visiting the island of Komodo is relatively very frequent. It can be seen from the percentage of respondents who have visited the island more than 36 times (41.6%), and the rest have relatively visited the island more than once. The following data is regarding the descriptive score obtained from the respondent filling out the instrument Table.

Table 2. Descriptive Data Score Item

No	Statement	Mean	SD
Personal Factors			
1	I consider myself a tourist who understands the advantages of Komodo Island	3.78	1.03
2	I often recommend Komodo Island as the best tourist spot in Nusa Tenggara Timur	3.88	1.02
3	I prefer visiting Komodo Island tourist attractions	3.81	0.98
4	I try to make a visit to Komodo Island	3.96	0.98
5	I feel I have an open mind when I find out information about the advantages of Komodo Island	3.81	0.95
6	I feel satisfied visiting Komodo Island tourist attractions	3.75	1.02
7	I buy Komodo Island tour tickets to seek pleasure	3.81	0.91
8	I have the ability to choose beautiful and fun tourist spots	3.88	0.90
Total Average Value (Mean) (χ)		3.83	0.79
Celebrity Endorsement			
1	I think celebrities who introduce Komodo Island tourist attractions are very good	4.01	1.01
2	I think celebrities who introduce Komodo Island tourist attractions are very positive	4.10	1.06
3	I think celebrities who introduce Komodo Island tourist attractions are very much liked	3.92	0.98
Total Average Value (Mean) (χ)		4.00	0.86
Buying Behavior			
1	I often visit Komodo Island tourist attractions	4.00	1.01
2	I have a positive assessment of Komodo Island tourist attractions	3.96	0.99
Total Average Value (Mean) (χ)		3.97	0.94
Word of Mouth			
1	I advise keeping visiting Komodo Island tourist attractions	4.02	1.02
2	I am happy to exchange experiences with Komodo Island tourist attractions	4.04	1.02
3	I will say everything positive about Komodo Island tourist attractions to others	3.98	1.00
4	I will say the advantages of tourist attractions Komodo Island to other people	3.99	0.95
5	I would recommend Komodo Island tourist attractions to friends	4.11	0.98
Total Average Value (Mean) (χ)		4.02	0.86

Note. SD: Standard Deviation, Mean: Average Value

Based on the information in Table 2, it can be explained that the spread of item scores is in the range of scores 3 to 4.2. It indicates that all respondents are in the high category. Among the existing variables, word-of-mouth gets the first position as the variable most favorably chosen by respondents, followed by celebrity endorsements, buying behavior, and personal factors. Next, the researcher will present the results of the AMOS test to see whether the mediation mode meets the fit criteria (see Figure 1).

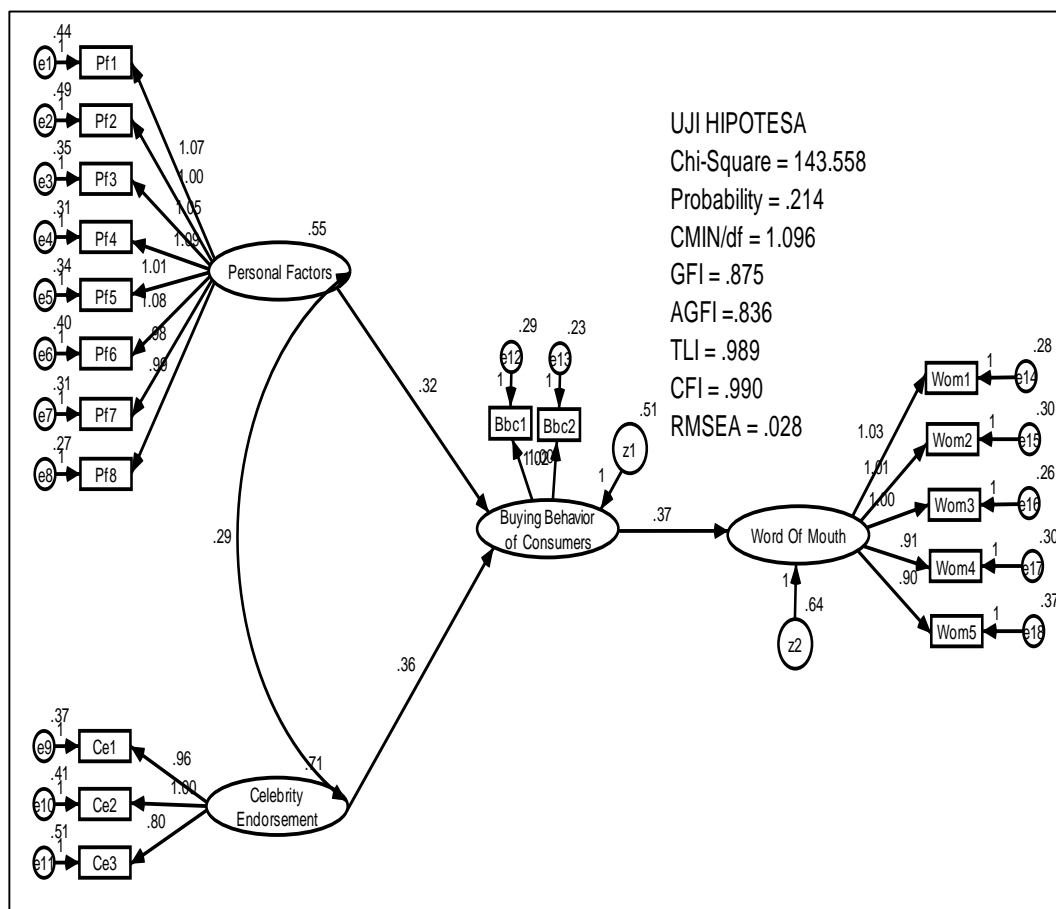


Figure 1. Results of structural equation model testing

Referring to Figure 1, the results of testing with a structural equation model analysis show that the model built by the researcher is in a fit condition. The fit criteria of the existing model are indicated by the measurement scores obtained in accordance with the criteria described by Hair et al. (2010). GFI and NFI values greater than 0.8, and CFI and TLI values greater than 0.9. These results are also supported by the RMSEA value, which is below 0.08, namely 0.028. The results of this test indicate that the existing model is in accordance with the empirical data found in the research field. Next, the researcher will present the results of the variable regression analysis, which can be seen in Table 3.

Table 3. Regression Test

Model	Standardized Coefficient Beta	t-value	p-value
Path 1. Personal Factors > Buying Behavior	0.322	2.511	0.12
Path 2. Celebrity Endorsement > Buying Behavior	0.360	2.961	0.003
Path 3. Buying Behavior > Word of Mouth	0.368	3.53	0.000
Path 4. Personal Factors > Word of Mouth	0.240	4.240	0.000

Path 5. Celebrity Endorsement > Word of Mouth	0.340	4.240	0.000
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Based on the results in Table 3, information can be obtained that each variable tested in this study is proven to have a significant and positive influence. It can be seen from the p-value for all tests of less than 5%. Meanwhile, the direction of the relationship is also positive, meaning that when one variable increases, the other variables also increase.

2. The Influence of Personal Factors on Buying Behavior

Personal factor is a way of collecting and classifying the consistency of an individual's reaction to a situation that is happening. Personal factors are a person's habit patterns that are influenced by the immediate environment in making choices, then expressed in action. The unique personal characteristics of each individual, such as gender, age and stages in the life cycle, personality, self-concept, and lifestyle, also influence a person's decision to buy. Individual characteristics are generally stable during one person's life cycle. These changes occur gradually over time in the age and the life cycle stage. A buyer's decision is also influenced by personal characteristics, namely (1) the buyer's age and life cycle stage, (2) occupation, (3) economic circumstances, (4) lifestyle and personality, and (5) the buyer's personal concept. The better the personal factors owned by customers can increase consumers' buying behavior.

The results of this research support the results of research conducted by Rehman et al. (2017), where personal factors have a positive and significant effect on buying behavior of consumers indicated by a p-value < alpha 0.05 and a beta value of 0.478, which means that the better the personal factors owned by customers can create buying behavior of consumers.

3. The Influence of Celebrity Endorsement on Buying Behavior

Celebrities are defined as individuals who have achieved a level of fame that makes them known in society. Existing cultural developments cause people to have curiosity about celebrity personalities. Celebrity endorsement is the use of celebrities in advertisements with the aim of recommending the use of the sponsored product. Celebrity endorsement is an individual who is an icon or symbol that is popular in society and transfers its symbolic meaning to the advertised product. The better the evaluation of the celebrity endorsement, the better the consumers' buying behavior. The results of this research also support the results of research conducted by Abbas et al. (2018), where celebrity endorsement has a positive and significant effect on buying behavior of consumers, indicated by a p-value < alpha 0.05 and a beta value of 0.208, which means that the better the condition of the celebrity endorsement owned by the company can create buying behavior of consumers.

4. Influence of Buying Behavior on Word of Mouth

Consumer buying behavior is a stage where we must be able to make consumers aware of the existence of products or services sold by companies, whether promoting using print ads, radio, TV, or other personal networks. Consumer buying behavior is characterized by transactional interest, namely, a person's tendency to buy a product or service. The higher the buying behavior of consumers can increase word of mouth. Word of mouth influences brand switching seven times more than news and journals, four times more than single salesperson sales, and twice as much as radio advertising. The purchase decision is the stage where the consumer forms an intention to buy the most preferred product, where the consumer's decision to modify, delay or avoid is strongly influenced by perceived purchase risk. The results of this

research also support the results of research conducted by Celik and Ercis (2018), where the p-value is $< \alpha 0.05$ with a beta value of 0.278, which means that consumer buying behavior can make word-of-mouth get better. The company that owns consumers' buying behavior can create word-of-mouth.

5. The Effect of Personal Factors on Word of Mouth

Consumer characteristics, such as demographics, studied in various contexts establish their moderating effect on buying behavior and related aspects of consumer behavior. Regarding gender differences, women behave differently from men, and gender often plays a role in shopping behavior (Shephard et al., 2014). Therefore, marketers are very interested in examining the influence of gender on various aspects of consumer behavior, including the shopping experience. Unlike men, characterized by a lack of patience and a desire to finish shopping as quickly as possible, whereas most do not enjoy the shopping experience, women like to shop for several reasons; for example, they are proud of their ability to shop and see the shopping process as a relaxing activity (Kotzé et al., 2012).

Kotzé et al. (2012) show that men are task-oriented (shopping for economic and utilitarian reasons), whereas women are social-oriented (shopping for fun). As a result, most of the previous research indicates that women place more emphasis on the enjoyment of shopping than men (Kotzé et al., 2012). Moreover, recently a study based on a representative sample of consumers showed that, unlike men, women are more vulnerable to disseminating information (Anic et al., 2019). Although suggesting that higher shopping enjoyment leads to greater information delivery regarding women's situation must be assessed from a broader perspective. In general, unlike women, men are considered to be more sensitive to self-gratification (Anic et al., 2019), which is reflected in their behavior.

6. The Effect of Celebrity Endorsement on Word of Mouth

The nature of a celebrity endorser influences how consumers perceive the attributes and benefits of the endorsed product, thus increasing its acceptance among customers. Because they trust celebrities, people tend to transfer their perceptions of celebrities to endorsed brands (Biswas et al., 2006). Thus, celebrity endorsement is considered an effective marketing technique by which marketers not only promote and persuade but also make their product or brand more desirable through celebrity appearance. Customers who see celebrities as role models tend to modify their behavior to match the past (Ahmed et al., 2014). This process influences consumer attitudes and perceptions. P-value $< \alpha 0.05$ with a beta value of 0.298 means that celebrity endorsement can create word of mouth, meaning that the better the condition of the celebrity endorsement owned by the company, can create word-of-mouth.

Based on the results of the analysis described in the previous section, it shows that the hypothesis proposed by the researcher is proven and supported by data. Personal factors and celebrity endorsements which are assumed to be the earliest predictors contribute partially to the dependent variable they influence. Meanwhile, buying behavior turns out to play an effective role as a mediator which emphasizes the novelty of this research. This research will have a wider impact on more diverse types and levels of tourism if it is carried out on more and varied subjects. In addition, future research can confirm the position of other variables that come from the government or local parties as institutions that guarantee the availability of these tours.

D. Conclusion

This study explains that each variable tested in this study significantly influences other variables. Practically in the field, managers of tourist attractions must understand personality

factors to assess work, lifestyle, and self-concept held by consumers. Managers of tourist attractions must understand advertisements using celebrities to convey positive messages and information to consumers about the advantages of tourist attractions. Managers of tourist attractions must understand buying behavior caused by the interest in tourist attractions visited by consumers. Managers of tourist attractions must understand personality factors to assess work, lifestyle, and self-concept held by consumers. Managers of tourist attractions must understand giving recommendations to other customers in order to create effective informal communication between managers of tourist attractions and consumers.

Acknowledgement

The researchers thank the Research and Community Service Institute of the Universitas Terbuka for fully funding this study. We also thank all the respondents who have joined this study.

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