

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh Dukungan Selebriti Terhadap *Destination Brand Love* Pada Wisatawan Potensial (Studi Pada Destinasi Wisata Pulau Banyak di Kabupaten Aceh Singkil)

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *attractiveness*, *trustworthiness*, dan *expertise* terhadap *destination brand love* dengan *parasocial interaction* sebagai variabel intervening pada destinasi wisata Pulau Banyak di Kabupaten Aceh Singkil. *Destination brand love* dalam penelitian ini diukur dengan indikator yang terdiri dari *an outstanding destination brand*, *destination make better*, *truly amazing destination*, *love the destination*, *interest in destination*, dan *tied to the destination*. Kemudian *parasocial interaction* diukur dengan indikator yang terdiri dari *think as a friend or parent*, *seems to understand the situation*, *desire to watch*, serta *likes to compare ideas*. Selanjutnya *attractiveness* diukur dengan indikator yang terdiri dari *attractive*, *classy*, *handsome*, *elegant*, dan *sexy*. Untuk variabel *trustworthiness* diukur dengan indikator yang terdiri dari *dependable*, *honest*, *reliable*, *sincere*, dan *trustworthy*. Serta variabel *expertise* diukur dengan indikator yang terdiri dari *expert*, *experienced*, *knowledgeable*, *qualified*, serta *skilled*. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dengan cara membagikan kuesioner kepada 250 wisatawan potensial yang memberikan tanda suka pada postingan instagram Fauzi Baabadillah. Teknik analisis data yang digunakan adalah analisis jalur dengan menggunakan bantuan perangkat lunak WarpPLS versi 7. Hasil penelitian menunjukkan bahwa *attractiveness* dan *expertise* berpengaruh positif dan signifikan terhadap *parasocial interaction*, sedangkan *trustworthiness* berpengaruh positif tidak signifikan terhadap *parasocial interaction*. Kemudian *parasocial interaction* dan *expertise* berpengaruh positif dan signifikan terhadap *destination brand love*, sedangkan *attractiveness* dan *trustworthiness* berpengaruh positif tidak signifikan terhadap *destination brand love*. Selanjutnya *parasocial interaction* mampu memediasi pengaruh *attractiveness* dan *expertise* terhadap *destination brand love*. Sementara itu, *parasocial interaction* tidak mampu memediasi pengaruh antara *trustworthiness* terhadap *destination brand love* pada destinasi wisata Pulau Banyak di Kabupaten Aceh Singkil.

Kata Kunci : *Destination Brand love*, *Parasocial Interaction*, *Attractiveness*, *Trustworthiness*, dan *Expertise*

ABSTRACT

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Title : *The Effect of Celebrity Endorserserment On Destination Brand Love On Potential Tourists (Study On Pulau Banyak Tourist Destination In Aceh Singkil Regency)*

This study aims to determine the influence of attractiveness, trustworthiness, and expertise on destination brand love with parasocial interaction as an intervening variable at the Pulau Banyak tourist destination in Aceh Singkil Regency. Destination brand love in this study is measured by indicators consisting of an outstanding destination brand, destination make better, truly amazing destination, love the destination, interest in destination, and tied to the destination. Then parasocial interaction is measured by indicators consisting of think as a friend or parent, seems to understand the situation, desire to watch, and likes to compare ideas. Furthermore, attractiveness is measured by indicators consisting of attractive, classy, handsome, elegant, and sexy. For the trustworthiness variable, it is measured by indicators consisting of dependable, honest, reliable, sincere, and trustworthy. And the expertise variable is measured by indicators consisting of expert, experienced, knowledgeable, qualified, and skilled. The data used in this study are primary data obtained by distributing questionnaires to 250 potential tourists who liked Fauzi Baabadillah's Instagram posts. The data analysis technique used is path analysis using the WarpPLS software version 7. The results showed that attractiveness and expertise have a positive and significant effect on parasocial interaction, while trustworthiness has a positive but not significant effect on parasocial interaction. Then parasocial interaction and expertise have a positive and significant effect on destination brand love, while attractiveness and trustworthiness have a positive but not significant effect on destination brand love. Furthermore, parasocial interaction is able to mediate the influence of attractiveness and expertise on destination brand love. Meanwhile, parasocial interaction is unable to mediate the influence of trustworthiness on destination brand love at the Pulau Banyak tourist destination in Aceh Singkil Regency.

Keywords : *Destination Brand Love, Parasocial Interaction, Attractiveness, Trustworthiness, and Expertise*