

THE INFLUENCE OF THE VALENTINO ROSSI MODEL ON BUYING INTEREST IN YAMAHA MOTORCYCLE ADVERTISING IN KEBUMEN

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh model Valentino Rosi terhadap minat beli konsumen terhadap motor Yamaha khususnya di Kebumen Jawa Tengah. Penelitian ini merupakan penelitian kuantitatif dengan Teknik sampling yaitu *Purposive sampling* dan pengumpulan data dilakukan dengan menyebarkan kuisioner kepada 100 responden. Variabel yang diamati dalam penelitian ini yaitu model Valentino Rosi (x) sebagai variabel independent dan minat beli (y) sebagai variabel independen. Penelitian ini menggunakan teori VisCAP (*Visibility, capability, Attractivity* dan *Power*) untuk melihat pengaruh apa saja yang dapat menarik minat beli konsumen terhadap motor Yamaha ketika menggunakan Valentino Rosi sebagai Model. Hasil menunjukkan bahwa pemilihan model Valentino Rosi memiliki pengaruh positif sebesar 34,4% dan sisanya 65,6 % tidak dijelaskan dalam penelitian ini. Kemudian, setiap penambahan 1% model Valentino Rosi maka variabel minat beli bertambah 0,045.

Kata Kunci: Minat beli, Pengaruh Model, teori VisCAP

Abstract

This study aims to determine the effect of the Valentino Rosi model on consumer buying interest in Yamaha motorbikes, especially in Kebumen, Central Java. This research is a quantitative research with a sampling technique, namely purposive sampling and data collection was carried out by distributing questionnaires to 100 respondents. The variables observed in this study are the Valentino Rosi model (x) as the independent variable and buying interest (y) as the independent variable. This study uses the VisCAP theory (*Visibility, capability, Attractivity* and *Power*) to see what influences can attract consumers to buy Yamaha motorcycles when using Valentino Rosi as a model. The results show that the selection of the Valentino Rosi model has a positive effect of 34.4% and the remaining 65.6% is not explained in this study. Then, for every 1% addition to the Valentino Rosi model, the buying interest variable increases by 0.045.

Keywords: Buying Interest, Influence Model, VisCAP theory

1. INTRODUCTION

1.1 Background

The development of the two-wheeled vehicle industry in Indonesia at this time shows a very positive upward trend. This is marked by the continued increase in sales of two-wheeled vehicles from year to year. The rapid growth of the motorcycle industry in Indonesia was also influenced by the entry of

a few foreign motorcycle manufacturers, most of whom came from Japan and China (Yuniarto & Hasanah, 2020 ; Fauzan & Rohman, 2020 ; Rudianto & Suarsana, 2022 ; Margahana, 2020 ; Sugiono, Nurwulandari, & Khairina, 2021 ; Martins *et.al.*, 2019 ; Li, et al., 2020., Rizal & Saputro 2022). Research conducted by Yuniarto & Hasanah (2020) argues that currently motorbikes are a means of transportation with good innovations that make it easier for users because they are fast and able to overcome traffic jams because they have a slim and small shape. This makes manufacturers compete to create quality products and new innovations to attract consumers.

Intense competition in the two-wheeled vehicle business requires entrepreneurs to be creative to compete with other companies. Fauzan & Rohman (2020) explains that competition like today requires companies to offer quality products that have more value in the eyes of society. So that people can know the product and quality, it is necessary to introduce products to the community. Research (Rudianto & Suarsana, 2022) explains that to build consumer awareness through advertising and making products that may be less liked or less desirable can be a calculation for consumers to buy these products. Thus, advertising can be used to build public awareness of a product to help carry out tight competition in the two-wheeled vehicle business. Rizal & Saputro (2022) explained that consumer buying interest is determined by several important aspects such as quality, price and even the method of brand recognition itself.

The research by (Margahana, 2020) explains that advertising is a form of indirect communication in which there is information on the advantages or advantages of a particular product. Another research in Sugiono, Nurwulandari, & Khairina (2021) explains that advertising is communication to consumers to put forward ideas, products or services carried out by a company. Advertising is a medium used by companies with the aim of reminding, persuading and providing information Martins *et.al.* (2019). A company can market and introduce its products by explaining the advantages of a product to attract buyers through advertising.

Advertising has a goal to increase public confidence in buying a product. According to Li and Tang in Li et al (2020) said that advertising can increase consumer confidence, product sales and broaden consumer knowledge of a product. Li and Ouyang in Li et al (2020) also explain that advertising a product is a conducive way to increase sales.

Sani & Herieningsih (2021) explains that advertising in mass media, especially on television is used to create attractiveness and corporate image and increase sales. Television advertising is one way to increase consumer awareness about a company's products. Kotler Philip explained in (Akma, 2021) that the purpose of advertising is to create awareness, knowledge about products, confidence, stimulate the purchase of a product or service, and convince consumers to buy the right product.

One form of strategy that can be carried out by companies in conducting television advertisements is celebrity endorser. Dalam Rudianto & Suarsana (2022) explains Endorser is a figure that is often referred to as a direct source for conveying messages or demonstrating products and services with the aim of supporting the effective delivery of messages from a product. Whereas Celebrity According to Boymoff & Goodman dalam Olmedo et al (2020) Explains that a celebrity is known to the public and has more ability and strong influence than ordinary people. So that celebrity endorser is someone with a strong influence in society who conveys a message from a product or company brand to influence people's buying interest.

One of the automotive companies that use Celebrity Endorser to advertise its products is Yamaha. Yamaha is an automotive company from Japan that sells its vehicle products in Indonesia. In advertising, Yamaha always uses Celebrity Endorser to market its products, one of which is with Valentino Rosi as Celebrity Endorser Yamaha motorcycle advertisement. According to CCN Indonesia (<https://www.cnbcindonesia.com/news/20220125171312-4-310365/ini-dia-motor-terlaris-se-indonesia-kamu-punya>) the data from Indonesian Motorcycle Industry Association (AIS) Yamaha motorcycles are in the second position of most selling motorcycles in Indonesia until 2021 with sales of 1,063,866 units.

It is the popularity and attractiveness of celebrities that make them suitable in an advertisement, this is related to the life of celebrities to society and the achievements that celebrities have achieved. Apart from that, celebrity background is also important in choosing a figure advertising to add to the appeal because the figure used will match the product to be advertised. Like one of the GP MotoGP racers Valentio Rossi, this Italian racer has won nine championships throughout his racing career, namely once in 150cc, once in 250cc and seven times in the MotoGP series to make him the most successful racer today (kompas.com, 2019). The appeal and popularity of the moto GP racer Valentino Rossi was chosen by the Yamaha company as *Celebrity Endorser* Yamaha motorbike ads because they are considered capable of conveying the desired advertising message to the target audience, so that the message reaches consumers who can form opinions and consumers will forward these opinions according to their respective perceptions, thus it is hoped that there will be increased buying interest in the product.

Kebumen is a regency located in the province of Central Java. The reason the researchers chose Kebumen Regency as the object of this study was based on Lukman (2019) which concluded that there was no significant effect between price and buying interest in Yamaha N-Max motorcycles in the Kebumen community. Based on the results of this study, the researcher was interested in examining in terms of other aspects or influences related to Yamaha motorbikes and Kebumen

Regency as the location of the research object. Researchers carried out an update from previous research, namely examining the influence of celebrity endorsers on buying interest in Yamaha motorcycle advertising in Kebumen.

Based on the description above, the writer is interested in conducting further research and analyzing it. The reason for choosing Yamaha is because Yamaha motorbikes are one of the motorcycle products with the second-best sales in 2021. Apart from that, in terms of marketing communications, the Yamaha Indonesia company also has a good marketing strategy through by making Valentino Rossi as Celebrity Endorser so as to convey the desired advertising message to the target audience. The purpose of this study is to determine the effect of the Valentino Rosi model (Visibility, Credibility, Attraction and Power) on interest in buying Yamaha motorcycle in Kebumen. Based on the background of the problems that the authors describe above; the authors formulate the problems to be analyzed in the study as follows "How does the influence of the Valentino Rosi model on buying interest in Yamaha motorcycle advertising in Kebumen in Kebumen?"

1.2 Literature review

1.2.1 Celebrity Endorser

It is important for a company to be able to win a market competition, namely creative and innovative marketing to attract customer buying interest. One tool in marketing that can be utilized is through advertising. One form of strategy that can be carried out by companies in conducting television advertisements is celebrity *endorser*. Endorse means giving advice or supporting Srimp in Setyaningsih & Sugiyanto (2021) concluded that a celebrity endorser is a star who supports advertisements in print media, social media and mass media or television. In his research Olmedo et al (2020) stated that a celebrity has a big influence when he can be trusted or has a good image, has compatibility between products and an attractive physical appearance. The only problem is who will convey the message, whether a sportsman, layman or celebrity. Celebrity selection in the delivery of the message is expected to have a rapid impact in the future brand awareness and brand recognition. A marketer must at least be observant in choosing a celebrity and need to evaluate celebrities.

Effectiveness Celebrity endorser in Gilal et al (2020) depending on expertise, attractiveness, trust and a positive attitude which can influence consumer behavior in determining purchase intention. Kim in Chen et al (2021) Celebrities can easily provide a positive image through trust, expertise, and familiarity with a brand to the public and make people make purchasing decisions. So that when buying interest is awakened and consumers are interested in the product, celebrity endorsers can be said to be effective. Celebrity endorser according to Anugrah, Nugrahani, & Dirgantara (2021) is someone who has power and activities that are noticed by society.

Rossiter dan Percy in Anugrah, Nugrahani, & Dirgantara (2021) Rossiter and Percy in Anugrah, Nugrahani, & Dirgantara (2021) explain that celebrity endorser must meet and have some of the characteristics of the VisCap model which includes visibility, credibility, attraction, and power. This VisCap can be used as a measure of influence endorser in representing a product. Visibility has a dimension of how far the popularity of celebrities. Credibility associated with product knowledge that the star knows. Attraction more emphasis on the attractiveness of the star. Power is the ability of celebrities to attract consumers to buy. Rossiter & Percy in Nancy & Goenawan (2020) Describes some of the characteristics possessed by celebrity endorser known as VisCAP :

- a. Visibility is the popularity possessed by celebrities; it is used to represent the product being introduced. This visibility refers to how popular the celebrity is among the public.
- b. Credibility is a person's perception of the attitude of others who are of concern in this case is the communicator. This perception is based on one's background, culture, experience, and psychology.
- c. Attraction is the attraction possessed by celebrities, there are two attractions, namely charm which is physical appearance as well as personality and the most prominent liking to provide attractiveness and consumer interest.
- d. Power is the power possessed by celebrities and can increase the intensity of purchasing decisions without changing consumer attitudes.

1.2.2 Buying Interest

Purchase intention is a process in which consumers decide to buy a product or not. Kotler in (Margahana, 2020) explains that buying interest is a stage before consumers plan to buy a product. The purchasing decision process for a product requires something that can attract consumers to buy. One way that can be used to attract consumer buying interest is by using celebrity endorser. Poturak (2019) states that a consumer's interest in buying a product is more influenced by advertisements that inform the company.

Poturak (2019) explains that a consumer's buying interest can arise because it is influenced by several factors such as the need for a product, the experience of using the product, external influences, and alternative evaluation. The researcher uses this variable of buying interest because the study of buying interest is still worth researching considering that the increasing number of products circulating has resulted in the need for various considerations for the public in making purchasing decisions. Most consumers, both individual consumers and organizational buyers go through almost the same mental process in deciding what products and brands to buy (Ramadhan, Naswandi & Herman, 2020). The results (2020) found that there was an effect of a program on the buying interest of students of the IISIP Yapis Biak Communication Studies program in shopping online.

Kotler & Keller in Hairudin & Alie (2020) argue that consumer buying interest is behavior in which consumers have a desire to consume, use and even want the products that have been offered. Solihin & Setiawan Solihin & Setiawan (2021) Purchase planning and buying decisions can occur due to emotions or the desire to own something. According to Fauzan & Rohman (2020) Purchase intention is one of the major influences on behavioral attitudes based on psychological aspects obtained from perceptions. Lucas also explained that there are several aspects of Fauzan & Rohman (2020) buying interest:

- a. Attention, consumer attention to a product.
- b. Interest here will arise a sense of interest in consumers.
- c. Desire in this case arises from a sense of desire to have a marketed product.
- d. Confidence, this belief is the final process of the aspect of buying interest that makes consumers decide to buy or not.
- e. Decision, buying decision which is the final stage.

The purchasing decision process according to Tunggal & Umar and strengthened by Kotler & Armstrong in Di & Sari (2020) has five stages, namely identifying problems, seeking information, evaluating options, deciding to buy and behavior or response after purchase, the stage of recognizing this need is the first process that consumers will go through to recognize what is needed. In this study, researchers will analyze the influence of the Valentino Rosi model (Visibility, Credibility, Attraction and Power) on interest in buying Yamaha motorcycle in Kebumen. To determine the influence of the Valentino Rosi model (Visibility, Credibility, Attraction and Power) to the interest buying Yamaha motorcycle in Kebumen.

2. METHOD

This research was conducted in Rantewringin Village, Kebumen Regency. This research is a type of quantitative research. The population in this study are all residents in Rantewringin Village, Kebumen Regency. While the equivalent sample of this research is residents in Rantewringin Village, Kebumen Regency who own Yamaha motorcycles. Selection of the sample in this study using the technique purposive *sampling*, the sampling technique in this study used a purposive sampling technique, using purposive sampling because this technique chose sampling based on the consideration of someone involved in the phenomenon and the purpose for the researcher to get the desired sampling (Setiawan, 2017). The population criteria used as samples in this study are:

- a. Resident of Rantewringin Village, Kebumen Regency,
- b. Have a Yamaha motorcycle
- c. Age 20-40 years.

$$n = \frac{Z^2_{1-\alpha/2} P(1-P)}{d^2} \quad (1)$$

n : number of samples

z : standard value = 95% (1,96)

p : maximum estimate = 0,5

d : alpha or sampling error = 10% (0,1)

$$n = \frac{1,96^2 (0,5)(1 - 0,5)}{(0,1)^2}$$

$$n = \frac{3,8416 (0,25)}{0,01}$$

$$n = 96,04$$

$$n = 96$$

The target of research respondents was obtained from the calculation results, namely 96 respondents who were rounded up to 100 respondents with predetermined criteria. Then there are two variables where the independent variable (X) is the influence of the Valentino Rosi model and the dependent variable (Y) is the interest in buying Yamaha motorcycles in Kebumen. Furthermore, hypothesis testing is carried out to ensure the acceptance or rejection of the hypothesis that has been made with the following formula:

H_1 : There is an influence from the Valentino Rosi model on the interest buying Yamaha motorcycle advertising in Kebumen

H_0 : There is no influence of the Valentino Rosi model on the interest buying Yamaha motorcycles advertising in Kebumen.

This study uses the VisCAP model to measure the influence of the Valentino model are *Visibility*, *Credibility*, *Attraction* and *Power*. Meanwhile, to measure the level of purchase using 5 indicators according to Kotler & Armstrong in Di & Sari (2020) there are recognizing problems, seeking information, evaluating options, deciding to buy and post-purchase responses. The collection technique is done by using a Likert scale which is made by scoring. According tot Sugiyono in Triyono & Riyantini (2016) to measure a person's attitude towards objects and each question will later be expressed in the words : sangat setuju (SS) = 5, Setuju (S) = 4, Netral (N) = 3, Tidak Setuju (TS) = 2, Sangat Tidak Setuju (STS) = 1. This study used the SPSS program (*Statistical Package For*

Social Science) for Windows 10, whereas to test correlation using a simple linear regression test because there is only one dependent and independent variable.

3. RESULT AND DISCUSSION

3.1 Research Result

Based on the questionnaires that have been distributed, I managed to get 100 respondents in accordance with the previous research target. The distribution of respondents is divided into two tables, each of which contains the characteristics of the respondents based on age, gender, and occupation. The research results can be seen in the following tables:

Tabel 1. Distribution of Respondents by Age

Age	Frequency	Percentage (%)
20 – 25	49	49%
26 – 30	36	36%
31 – 35	12	12%
36 – 40	3	3%
Total	100	100

Source: Premier data processed, 2022

In the table for the distribution of respondents based on age, the highest percentage in this sample is at the age of 20-25 years with the number of respondents 49 or 49% when viewed as a percentage. Then the data found that at the age of 36-40 years had the lowest percentage, namely 3% with 3 respondents participating.

Tabel 2. Distribution of Respondents by Gender

Gender	Frequency	Percentage (%)
Female	72	72%
Male	28	28%
Total	100	100

Source: Premier data processed, 2022

In the table of the distribution of respondents based on gender, men have a higher percentage than women. Male respondents were obtained with a total of 72 respondents or if presented, namely 72%, while fewer women with 28 respondents or if in a percentage of 28%.

Tabel 3. Distribution of Respondents by Occupation

Pekerjaan	Frekuensi	Presentase (%)
Employees	55	55%
Student	19	19%
Entrepreneur	13	13%
Labour	11	11%
Teacher	2	2%
Total	100	100

Source: Premier data processed, 2022

In table 3, the respondent data is obtained based on work where employees are at the highest percentage with a total of 55 respondents or if it is in a percentage of 55%. Then in the next order, namely students with a total of 19 respondents or if the percentage is 19%. Then, there were 13 entrepreneurs with a percentage of 13%, then laborers with a total of 11 respondents or the equivalent of 11% and respondents with the least number, namely teachers, with 2 respondents equaling 2%.

3.1.1 Descriptive Data Analysis

Descriptive data analysis was carried out to determine the mean, maximum and minimum values, as well as the standard deviation of the independent and dependent variables of the study. This study presents a table of descriptive data processing results with two different variables, namely the independent variable or the Valentino Rosi model and the dependent variable or interest in buying a Yamaha motorcycle:

Tabel 4. Descriptive Data of the Valentino Rosi Model Variables

Statistic	Output	
	Valentino Rosi Model	Interest in Buying
<i>Mean</i>	38.05	18.52
Maximum Value	47	24
Minimum Value	22	12
Standard Deviation	5.607	3.909
<i>N</i>	100	100

Source: Premier data processed, 2022

Based on the table above it can be seen that the variable *Model* Valentino Rosi obtained a mean data of 38.05 then a maximum value of 47 and a minimum value of 22 then a standard deviation

of 5.607. Whereas for the purchase intention variable, the mean is 18.52, then the maximum value is 24 and the minimum value is 12, then the standard deviation is 3.090.

3.1.2 Validity Test

Validity test is the stage used to test the validity of the instruments used in the questionnaires that have been distributed. Validation testing is used to measure whether the questions in a questionnaire are valid or valid. The questionnaire is considered valid if the question can reveal something that is measured from the questionnaire. The validation test in this study was processed using *SPSS Statistics Version 25*. The validity test was used to measure whether a questionnaire was valid or not with a total score at a significance level of 5% and a sample size of 100 people. To test its validity, the researchers compared the personal correlation of each item with the moment product r table. If $r_{count} > r_{table}$, the statement item is declared valid where the r_{table} is 0.195. The results of the validity test can be presented in the table below:

Tabel 5. Validity Test of Visibility

Instrument	<i>Pearson Correlation</i>	r tabel	Description
V-1	0.406	0.195	Valid
V-2	0.222	0.195	Valid
V-3	0.600	0.195	Valid

Source: Premier data processed, 2022

Based on the results of the validity test for *visibility* which uses the formula *Pearson correlation*. With 3 instruments representing variables *Visibility* shows that r_{count} is greater than r_{table} so it can be concluded that each instrument used in the validity test *visibility* proven validity.

Tabel 6. Validity Test of Credibility

Instrument	<i>Pearson Correlation</i>	r tabel	Description
C-1	0.645	0.195	Valid
C-2	0.294	0.195	Valid
C-3	0.554	0.195	Valid

Source: Premier data processed, 2022

Judging from the table above, shows the results of the validity test for *Credibility* with 3 instruments that represent these variables. By using the formula *pearson correlation* shows that r_{count} for each instrument $> r_{table}$, it can be concluded that each instrument used in the validity test *of Credibility* proven validity.

Tabel 7. Validity Test of Attraction

Instrumen	<i>Pearson Correlation</i>	r tabel	Description
A-1	0.406	0.195	Valid
A-2	0.501	0.195	Valid

Source: Premier data processed, 2022

The results of the validity test *Attraction* can be seen in the table above which uses 2 instruments that represent variables *Attraction* tested by formula *Pearson correlation*. The table above shows that r arithmetic for each instrument > r table so that it can be concluded that each instrument used in the validity test *Attraction* proven validity.

Tabel 8. Validity Test of Power

Instrument	<i>Pearson Correlation</i>	r tabel	Description
P-1	0.645	0.195	Valid
P-2	0.382	0.195	Valid

Source: Premier data processed, 2022

Based on the table it can be seen the validity test for the variable power with 2 instruments used to test the validity of the instrument. Through the formula *Pearson correlation* to produce r count on each instrument that is greater than r table, namely 0.195 so that it can be concluded that the instrument used has proven its validity.

Tabel 9. Test the validity of buying interest

Instrument	<i>Pearson Correlation</i>	r tabel	Description
MB-1	0.235	0.195	Valid
MB-2	0.507	0.195	Valid
MB-3	0.548	0.195	Valid
MB-4	0.507	0.195	Valid
MB-5	0.548	0.195	Valid

Source: Premier data processed, 2022

Based on the table, the validity test for the purchase intention variable with 5 instruments is used to test the validity of the instrument. Through the formula *pearson correlation* so as to produce r count on each instrument that is greater than r table, namely 0.195 so that it can be concluded that the instrument used has proven its validity.

3.1.3 Reliability Test

The reliability test is a stage that is carried out to test the consistency of the instruments used in research, namely questionnaires. The reliability test was carried out after the instruments in the questionnaire were declared valid. The method used to test the consistency of the instrument used in the questionnaire is Cronbach *alpha* which is found in the SPSS application (*Statistical Program for Social Science*) ver.25 for Windows. An instrument can be said to be reliable if it has a coefficient value of more than 0.60 and if the coefficient value of an instrument is less than 0.60 then the instrument is not reliable.

Tabel 10. Reliability Test

Variabel	Cronbach Alpha	Description
<i>Model Valentino Rosi</i>	0.655	Reliable
Buying Interest	0.669	Reliable

Source: Premier data processed, 2022

Based on these results it can be concluded that all the instruments in the questionnaire can be said to be reliable because each variable has a value exceeding 0.60 which is defined as the coefficient value limit.

3.1.4 Normality Test

The normality test is carried out to prove that the independent variables and dependent variables that have been obtained are normally distributed or not. This study uses analytical methods Kolmogorov Smirnov which is found in the SPSS application (*Statistical Program For Social Science*) ver. 25 for Windows. A variable can be said to be normally distributed if the significance value is > 0.05 otherwise if the significance value is < 0.05 then the variable is not normally distributed. Following are the results of the normality test in this study:

Tabel 11. Normality Test

Variable	Significance	Description
<i>Model Valentino Rosi</i>	0.066	Normal
Buying Interest		

Source: Premier data processed, 2022

Based on the table above, it shows that the results of the normality test get a significance value of 0.066, which means it has a greater value than the significance level of 0.05 so it can be concluded that the variables in this study are normally distributed.

3.1.5 Linearity Test

Linearity test was conducted to determine whether there is a linear relationship or not on the dependent variable and the independent variable. In this study used to test variables *Model Valentino Rosi* with the variable of buying interest is there a positive relationship linear or not. This linearity test is assisted by test *for linearity* which is found in the SPSS application (*Statistical Program for Social Science*) ver. 25 for Windows. In the linearity test it can be said that there is a linear relationship if the significance value is > 0.05 but if the results show a significance value less than 0.05 then there is no linear relationship between the two variables. Following are the results of the linearity test:

Tabel 12. Linearity Test

Variable	Significance	Description
<i>Model Valentino Rosi</i> Buying Interest	0.613	Linear

Source: Premier data processed, 2022

Based on the table above, it shows that the results of the linearity test obtained a significance value of 0.613, which means that the significance value is bigger than the significance level, which is 0.05, so it can be concluded that the two variables have a linear relationship.

3.1.6 Simple Linear Regression Test

The simple regression test is a measurement used to test the effect of the independent variables on the dependent variable. The purpose of having a simple regression test is to test the hypothesis that has been determined whether it is rejected or accepted. The following is a table of simple regression test results:

Tabel 13. Coefficient of Determination (R^2)

Model	R	R^2	Adjusted R^2
Valentino Rosi			
1	0.586	0.344	0.337

Source: Premier data processed, 2022

Based on the results contained in table 14, an R value of 0.586 is obtained which is the influence of *Model Valentino Rosi* on purchasing decisions. While the results for the R^2 value are 0.344 which, if percentages, becomes 34.4%. The results of the R^2 value show that *Model Valentino Rosi* has an influence on the interest in buying Yamaha motorbikes by 34.4% and the remaining 65.6% is influenced by other variables in making interest in buying Yamaha motorcycle in Kebumen.

Tabel 14. Coefficient

Model	Coefficient	t	Significance
(constant)	1.734	3.593	0.001
<i>Model Valentino Rosi</i>	0.045	7.163	0.000

Source: Premier data processed, 2022

Based on table 13 shows that the results of a significance value of 0.000 provided that the significance value is <0.05 so it can be concluded that the variable *Model Valentino Rosi* influences the purchasing decision variable. In addition, the constant value (a) obtained from this simple regression test is 1.734 and the value *Model Valentino Rosi* (b) of 0.045 so that the regression equation can be produced as follows:

$$Y = a + BX \quad (2)$$

$$Y = 1,734 + 0,045X$$

Based on the regression equation above, it can be concluded that:

- The constant is 1.734 which means that the consistency value of the buying interest variable is 1.734 which has a positive result
- The regression coefficient X is 0.045, which means that every 1% value is added *Model Valentino Rosi*, the variable value of interest in buying also increases by 0.045. Based on the results of the regression coefficient has a positive value so it can be concluded that the direction of influence *Model Valentino Rosi* on buying interest is positive.

The coefficient of determination (R^2) is the percentage of the total diversity of the dependent variable which is explained by the diversity of the independent variables.

3.2 Discussion

This research was conducted to find out whether the Valentino Rosi model can influence the interest buying Yamaha motorcycle advertising, especially among people in Kebumen. The use of models or commonly known as celebrity endorsers is often used by companies to attract audience interest and attention. The results of research conducted on 100 respondents showed that there was a positive influence of the Valentino Rosi model on buying interest in Yamaha motorcycles advertising. In line with Alunat's research in Margahana (2020) explains that celebrity *endorsement* has a positive and significant influence on the buying interest of someone who knows or idolizes it.

The results of research conducted using simple linear regression analysis show that there is a positive influence between the Valentino Rosi model and the intention to buy a Yamaha motorbike. So, it can be interpreted that the higher the influence of the Valentino Rosi model, the higher the

interest in buying Yamaha motorcycle, especially in Kebumen and vice versa. In line with research conducted by Margahana (2020) that the higher the influence and popularity of a model, the higher the consumer's buying interest in a product. Other studies also present similar findings that consumer buying interest cannot occur independently. This occurs because there is interest in a product, either from its superiority, the price offered, or the people who market it (Kurniawan, 2020).

Furthermore, the results of the determination explain that the Valentino Rosi model has an influence on the interest buying Yamaha motorcycle advertising, especially among the people of Kebumen, Central Java. Sinaga dan Kusuma (2018) discussed similar research with the finding that models or celebrity endorsers can influence consumer buying interest. Similar research was also conducted by Anggraeni et al., (2018) explaining that celebrity endorsers are used by companies to market and introduce their products with attractive appearance and extensive knowledge about the product will cause consumers to have an interest in the product.

The influence given by a popular person cannot be separated from the authentic relationship, involvement, and the personalization of models to their fans. In line with research (Girsang, 2020) explained his findings that someone who is popular like a model can be one of the company's communication strategies to consumers or the public in increasing their buying interest in company products. The use of models to attract consumer buying interest is a marketing strategy that is widely used by companies and has a major impact on sales. The model gives confidence to consumers with the image they have. The benefits are greater than the sacrifices to get a product, so the urge to buy a product is higher (Kotler & Keller, 2016).

Consumer buying interest is influenced by the Valentino Rossi model, such as the question in the questionnaire that Valentino Rosi is known by many people because he is active in the automotive sector, making the introduced products more reliable. This is also explained in Bambang & Heriyanto (2017) that there is a perception that consumers have of a product that is based on experience and expectations where this can be a consumer confidence in certain products. Such consumer trust can occur when someone already believes in all the risks of the product because. To gain such trust, the company uses a celebrity endorser who has the same image as the company's vision and mission. Consumer confidence in the Valentino Rosi model is one of the influences in forming consumer interest in buying Yamaha motorbikes, especially in Kebumen.

Trust in a product can be built through the company's reputation and the model used where this can attract consumers' buying interest (Margahana, 2020). Consumer buying interest is built through their trust in the product and marketing strategy. One of the right and right target marketing

strategies is the use of models in marketing their products. The model used should be in accordance with the product to be offered and is reliable (Rahayu & Mulyaningsih, 2022).

In addition to the celebrity reputation factor, consumer buying interest is also influenced by the celebrity's popularity. Companies choose celebrities who have a good reputation as models in marketing their products, besides the popularity attached to these celebrities is also one of the considerations (Hatta, 2019). The more popular the model used by companies to market their products; the consumer's buying interest will also increase. This happens because someone's buying interest can be influenced by other people who use or consume these goods (Herdioko & Karisma, 2021). The image attached to Valentino Rossi makes consumers interested in owning and using products that use this model.

Yamaha uses Valentino Rossi as its model because the image attached to him is in accordance with the products being marketed. The use of a model that is trusted or has credibility is one of the company's strengths in attracting consumer buying interest (Mardiani & Wardhana, 2018). As a celebrity engaged in motor sports, Valentine Rossi has credibility according to the products being marketed. In line with the research conducted (Kusuma & Wijaksana, 2021) explains that the use of a model with credibility that matches the company's products can increase consumer buying interest by around 38%, in other words the credibility of a model influences consumer buying interest in a product.

The attractiveness of the models used by companies in marketing their products is also one of the factors that increase consumer buying interest. The Valentino Rossi model used by Yamaha has an appeal to increase consumer buying interest. In line with the questions in the questionnaire that the informant has a match with Valentino Rossi's characteristics in the Yamaha advertisement. This compatibility refers to the attractiveness possessed by Valentino Rossi. In line with the research conducted by (Utarsih, 2014) explains that the selection of a model will increase the attractiveness consumers to buy or use a product from the company.

The power or strength of the model used by companies to market their products also influences increasing consumer buying interest. The strength in this phenomenon is the model's ability to attract consumers to buy a product that is being marketed. In line with research (Lin, 2018) explains that the power or strength of a model influences increasing consumer buying interest because consumers will follow what is used by the model. It can be concluded in this study that the use of Valentino Rossi as a Yamaha motorcycle model has power because it creates buying interest in consumers. As in the questionnaire statement, it was explained that the charisma/characteristics of Valentino Rossi in the Yamaha advertisement made the informants interested in buying a Yamaha motorcycle.

4. CLOSING

Based on the results of research that has been done by testing the hypothesis using simple linear regression analysis, it was found that there is a positive and significant influence on the Valentino Rosi Model with an interest buying in Yamaha motorcycle advertising, especially in Kebumen, Central Java. There is an effect of 34.4% and the remaining 65.6% is not explained in this study. Then, for every 1% addition to the Valentino Rosi model, the buying interest variable increases by 0.045. The theory used successfully answered the research hypothesis, namely the influence of the Valentino Rosi model on buying interest in Yamaha motorbikes. The VisCAP theory was successfully used as a measure of Valentino Rossi's influence in representing the Yamaha company.

The researcher hopes that further research can be carried out using other subjects or objects in a wider range, not only in one city but throughout Indonesia. In addition, further research can examine more specific communication channels such as digital media.

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