

## The Effect of Celebrity-Program Congruence and Celebrity Credibility on Intention to Watch Sports Video on YouTube

**Hanifa Azaria Putri\*, Catur Sugiarto**

Faculty of Economic and Business, Universitas Sebelas Maret

\*hanifaa2011@gmail.com

### Abstract

*YouTube become a business platform for celebrities to gain profits, both in terms of material and popularity. Many celebrities are now establishing companies with their focus centered on the YouTube platform. However, research discussing celebrities as business owners is still limited. Therefore, this study aims to contribute to the development of literature, especially to give a better understanding in the context of the role of celebrity-program congruence and celebrity credibility on intention to watch sports videos on YouTube. An online questionnaire was implemented for information acquisition from 228 respondents. The results showed that celebrity-program congruence positively impacted on celebrity credibility. Celebrity credibility positively impacted on attitude toward the video and intention to watch sports videos on YouTube. Additionally, attitude toward the video positively impacted on the intention to watch sports videos on YouTube. However, celebrity-program congruence does not have an impacted on attitude toward the video and the intention to watch sports videos on YouTube. This study further explains indirect relationships through mediation analysis. A mediation model has been developed to provide a better understanding of the role of attitude toward videos. This study found that attitude toward videos positively mediates the relationship between celebrity credibility on intention to watch sports videos on YouTube.*

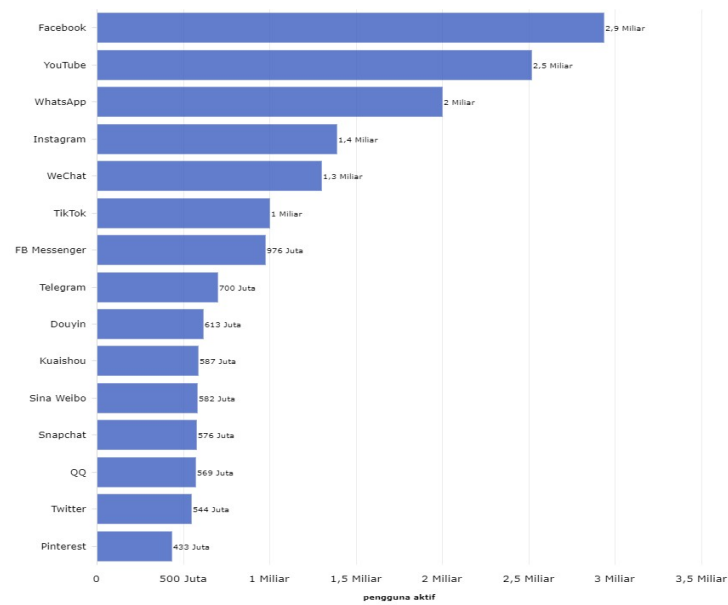
**Keywords:** *Celebrity-Program Congruence, Celebrity Credibility, Attitude Towards Video, Intention to Watch Sport Video on YouTube*

### INTRODUCTION

YouTube is a popular video-sharing website featuring content such as music, movies, news, information, sports, lifestyle, gaming, and vlogs. The increasing audience consumption of YouTube has led to videos uploaded on this platform being used as a form of informal communication about a product or brand (Harnish & Bridges, 2016). In general, the influence of using YouTube broadly is to harness creativity and personal expression space to engage with an audience, which can benefit creators in terms of both material gains and popularity (Wardah & Reza, 2021).

YouTube is the most common social platform and frequently accessed by the Indonesian population. Indonesian society has switched from television to YouTube as a means of watching media, which is evident from the fact that YouTube is currently ranked second after Facebook in

terms of frequently visited social media platforms. According to Kusnandar (Databoks, 2022), there were 2.5 billion active YouTube users in October 2022. Previous research suggested that YouTube has the potential to be an effective new medium for promoting products and brands (Mutiara & Mulyawan, 2019).



**Figure 1.** Social Media with Most Active users in Indonesia  
 Source: Databoks, 2022

Many celebrities attract a large following with their appeal and gain credibility through their content on YouTube. They tried to provide their audience with beneficial or entertaining content. One of the celebrities who used the YouTube platform is Vincent Ryan Rompies and Deddy Mahendra Desta, often known as Vindes. Starting from the band named Clubeighties, they later became a well-known presenting duo. They not only work as hosts but also ventured into the world of film before ultimately deciding to establish a business by founding a company named VINDES Corp. VINDES Corp was initially founded as an experiment to create YouTube content, and it received a positive response from the public. This is evident from their current subscriber count of 3.9 million for VINDES. As quoted from Vindes.id (2021) their mission is to contribute to the creative and artistic industry of Indonesian youth in order to cultivate a productive and responsible generation.

One of the content products of VINDES is the Vindes Sport program. Through Vindes Sport, they aim to create sports entertainment that bridges the gap between sports and pop culture, blending sports, entertainment, and comedy (Vindes.id, 2021). Vindes Sport is considered successful in bringing a fresh perspective to sports media, as demonstrated during the execution of the "Tepok Bulu 2022" event, a badminton sports event broadcasted on YouTube. The Tepok Bulu event was live-streamed on the Vindes YouTube channel and garnered over 15 million viewers.

Vindes' initial goal through Vindes Sport was to create high-quality and unique entertainment

content. Implicitly, they also aimed to engage in effortless marketing while generating income. Vindes' strength lies in their creativity, as they combine sports ideas with comedy. This aligns with research by Stanford Business (2017), which suggests that humor can be a profitable business venture when executed well (Humas, 2022).

This study is focused on discussing the role of celebrities as business owners concerning celebrity-program congruence with digital products in the form of sports content on YouTube, as well as the celebrity's credibility towards the intention to watch sports videos on YouTube. Celebrity-program congruence is important to examine as it can enhance the celebrity's credibility, including their attractiveness, trustworthiness, and expertise (Yoo & Jin, 2015). The congruence between celebrities and the program is used to assess whether it will influence the audience's attitude toward the video (Teng et al., 2020).

Furthermore, credibility is the most influential variable on attitude (Ramadhani et al., 2020). Source credibility can help drive a positive attitude toward celebrity businesses (Teng et al., 2020). This means that information conveyed by credible celebrities will cultivate positive feelings toward the program/brand. According to Teng et al. (2020), audiences even rely on attitude to mediate their intentions.

This study employs intention to watch sports videos on YouTube as the dependent variable because, according to Ubaidillah (2022), there's social validation where people tend to follow what most others or those they consider role models are doing. In the context of this study, when individuals watch a video (for example, a badminton video), the YouTube algorithm will inevitably present them with similar content, such as other badminton videos or other sports videos, on their homepage. Therefore, the likelihood of people being curious and wanting to watch more sports videos is significantly higher from that point onwards.

Based on this phenomenon, the primary aim of this research is to examine the psychological process of the audience by investigating the influence of celebrity-program congruence and celebrity credibility on intention to watch sports videos on YouTube. Specifically, this study also examines the constructs of attitude towards video as mediators in influencing intention to watch sports videos on YouTube.

## LITERATURE REVIEW

### **The Effect of Celebrity-Program Congruence towards Celebrity Credibility**

Product congruence with celebrities is defined as the alignment between the characteristics of celebrities and the attributes of products (Rungruangjit, 2022). The term "congruence" pertains to similarity, resemblance, relevance, or consistency between the celebrity and the program. The congruence of a product with a celebrity by Misra & Beatty (1990) relies on individual assessments of the relevance of the celebrity's characteristics to specific items (Gong & Li, 2017).

Celebrity congruence with products is important to be studied as it can enhance the credibility of celebrities, such as their attractiveness, trustworthiness, and expertise (Yoo & Jin, 2015). In previous study, it has been proven that there is an influence between product-influencer congruence and source credibility (Belanche et al., 2021). This reveals that audiences perceive

celebrity-product congruence as a significant signal for evaluating the source. Thus, when audiences sense a good fit, celebrities are considered more credible sources. Based on these descriptions, the following hypothesis is stated,

*Hypothesis 1: Celebrity-Program Congruence has significant effects on Celebrity Credibility.*

### **The Effect of Celebrity-Program Congruence towards Attitude Towards Video**

Aligned with the Congruity Theory (Tannenbaum & Osgood, 1955), which explains that individuals prefer elements that are cognitively consistent with one another. In the context of this study, when a celebrity (source) conveys a message about a program (object), the audience of this message can either maintain or changed their perceptions or attitudes, subsequently behaving by these attitudes. Thus, after encountering a stimulus (celebrity's post about a program), the audience develops perceptions about the fit between the celebrity and the program (source and object), which then influences their reactions.

In previous study, found that perceived congruence plays a significant role in consumer behavior related to attitudes (Min et al., 2019; Teng et al., 2020). Product-influencer congruence has a positive influence on attitudes toward influencers (Belanche et al., 2021). Another study conducted by Tantawi & Sadek (2001) also found that celebrity-product congruence has a significant positive impact on audience attitudes. Based on these descriptions, the following hypothesis is stated,

*Hypothesis 2: Celebrity-Program Congruence has significant effects on Attitude Towards Video.*

### **The Effect of Celebrity Credibility towards Attitude Towards Video**

Source credibility is a perspective that reveals the quality of communication or the attributes of a source that influence message reception (Ohanian, 1990). According to Teng et al., (2020), source credibility, consists of attractiveness, trustworthiness, and expertise. Attractiveness is defined as a favorable positive stereotype of an individual that stems not only from their physical appearance but also from their attitudes and abilities (AlFarraj et al., 2021). Trustworthiness is based on the audience's opinions about the honesty, integrity, and reliability of the source (Andrews & Shimp, 2018). Expertise involves the qualities of knowledge, experience, and skills possessed by the source (Andrews & Shimp, 2018).

In previous study, it has been proven that there is an influence between celebrity credibility and attitudes towards celebrity businesses (Teng et al., 2020). Credibility is the variable with the strongest influence on attitudes (Ramadhani et al., 2020). Based on these descriptions, the following hypothesis is stated,

*Hypothesis 3: Celebrity Credibility has significant effects on Attitude Towards Video.*

### **The Effect of Attitude Towards Video towards Intention to Watch Sport Video on YouTube**

According to the Theory of Reasoned Action, behavioral intentions are determined by a person's attitude toward the behavior. In the context of art products, attitude has a direct and significant influence on the intention to watch (Ramírez-castillo et al., 2021). Attitude toward

watching is a much stronger predictor of intention to watch videos (Sokolova & Perez, 2021). The relationship between attitude and intention to watch in the context of live-streaming on social media (Chen & Lin, 2018) was also significant, supporting the idea that attitude plays an important role in shaping behavioral intentions. The more positive the participants' attitudes, the greater their intention to watch (Lee & Lee, 2011). Therefore, it is assumed that the attitude towards video will be related to the intention to watch the video. Based on these descriptions, the following hypothesis is stated,

*Hypothesis 4: Attitude Towards Video has significant effects on Intention to Watch Sport Video on YouTube.*

### **The Effect of Celebrity-Program Congruence towards Intention to Watch Sport Video on YouTube**

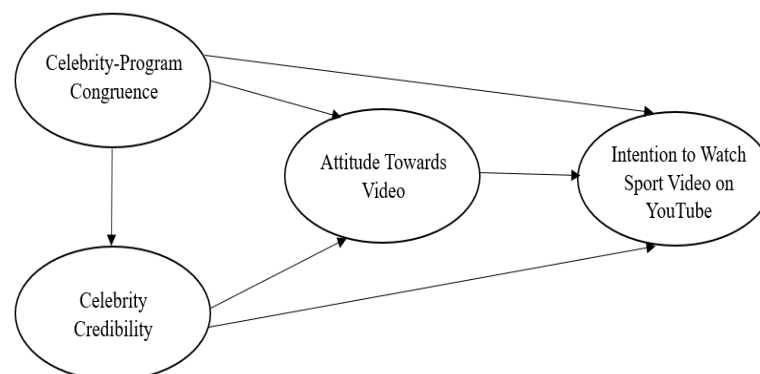
In previous study, it has been proven that audiences will rely on brand attitudes to mediate their purchasing intentions (Teng et al., 2020). Perceived congruence is important as it can directly stimulate their purchase intentions if they feel that the celebrity brand aligns with the celebrity's image (Teng et al., 2020). Furthermore, celebrity-brand congruence positively affects purchase intentions (Min et al., 2019). Based on these descriptions, the following hypothesis is stated,

*Hypothesis 5: Celebrity-Program Congruence has significant effects on Intention to Watch Sport video on YouTube.*

### **The Effect of Celebrity Credibility towards Intention to Watch Sport Video on YouTube**

In previous study, it has been proven that the fame and popularity of celebrities drive customer curiosity to try celebrity-branded products (Teng et al., 2020). Influencer credibility significantly influences followers' behavioral intentions to purchase promoted products (Sokolova & Kefi, 2020). Specifically, perceived credibility and attitude greatly influence behavior and intentions (Cosenza et al., 2014; (Belanche et al., 2021). Based on these descriptions, the following hypothesis is stated,

*Hypothesis 6: Celebrity Credibility has significant effects on Intention to Watch Sport Video on YouTube.*



**Figure 2.** Research Framework

### RESEARCH METHODOLOGY

The research methodology employed a cross-sectional survey design that was conducted online, using questionnaires that were specifically tailored to fans and followers Vindes. To ensure the integrity of the data, eligibility criteria were established, whereby respondents had to be productive-age individuals who are familiar with the personalities of Vincent Ryan Rompies and Deddy Mahendra Desta, as well as being aware of and having seen their content product, namely the Vindes Sport program. This study used a total of 228 responses from participants. The gathered data underwent statistical analysis using the SmartPLS 3 software package, a widely recognized tool for structural equation modeling. To measure all the constructs, reliable scales that already existed were used and adapted to fit the current context. The construct of celebrity credibility, comprising three dimensions known as attractiveness, trustworthiness, and expertise had adapted from Ohanian (1990), celebrity credibility was adapted from Rungruangjit (2022), attitude towards video was adapted from Belanche et al. (2021), and intention to watch from Sokolova & Perez (2021). A 5-point Likert scale developed by previous reports was adopted to measure the indicators.

### RESULT AND DISCUSSION

In the preliminary analysis, all responses were analyzed with mahalanobis distance analysis to remove outlier data.

**Table 1.** Description of Respondent Profile

<b>Demographic</b>	<b>Frequency</b>	<b>Percentage</b>
Gender		
Male	68	30.6
Female	154	69.4
Age		
15-25	216	97.3
26-35	4	1.8
36-64	2	0.9
Province		
Jawa Tengah	152	68.5
Jawa Timur	7	3,1
Jawa Barat	10	4,5
Yogyakarta	15	6,8
Banten	8	3,6
DKI Jakarta	24	10,8
Others	6	2,7
Status		
Student/Colleague	185	83,3
Employee	17	7,7
Entrepreneur	9	4,1
Civil servant	2	0,9
Others	9	4,1

Source: Data processed (2023)

The sample size of this study consisted of 221 participants, which satisfies the necessary criteria for implementing interpretation estimation using the Structural Equation Method (Hair et al., 2014). Table 2 shows that the most frequent participants were female at 69.4%. Accompanied by the age range between 15-25 at 97.3%, domiciled in the province Jawa Tengah at 68.4%. The majority of the participants are also students/colleagues at 83.3%.

Table 2 displays the measurement properties of the construct. Indicators CPC5 decided to removal from the scale since eliminating the indicator increased in the composite reliability and the average variance extracted above the suggested threshold value. Each indicator utilized in the study demonstrated an outer loading exceeding 0.70 or close to it, thereby fulfilling the rule of thumb criteria. Additionally, all variables exhibited an Average Variance Extracted (AVE) exceeding 0.50, indicating that, on average, the constructs account for over half of the variance in their respective indicators. Specifically, Cronbach's alpha and composite reliability values exceeded 0.60 for all variables, thus indicating acceptable composite reliability for each variable (Hair et al., 2014)

**Table 2.** Measurement Properties of The Construct

<b>Construct</b>	<b>Item Code</b>	<b>Factor Loadings</b>	<b>AVE</b>	<b>CR</b>	<b>Cronbach Alpha</b>
Celebrity-Program Congruence	CPC1	0.807	0.641	0.877	0.820
	CPC2	0.777			
	CPC3	0.827			
	CPC4	0.791			
Attractiveness	A1	0.664	0.529	0.870	0.820
	A2	0.737			
	A3	0.669			
	A4	0.797			
	A5	0.729			
	A6	0.758			
Trustworthiness	T1	0.697	0.603	0.883	0.835
	T2	0.724			
	T3	0.774			
	T4	0.820			
	T5	0.856			
Expertise	E1	0.808	0.680	0.914	0.882
	E2	0.862			
	E3	0.821			
	E4	0.814			
	E5	0.816			
Attitude Towards Video	ATT1	0.826	0.746	0.936	0.914
	ATT2	0.913			
	ATT3	0.894			
	ATT4	0.810			
	ATT5	0.872			

Construct	Item Code	Factor Loadings	AVE	CR	Cronbach Alpha
Intention to Watch Sport Video on YouTube	IN1	0.748	0.584	0.875	0.824
	IN2	0.793			
	IN3	0.688			
	IN4	0.751			
	IN5	0.833			

Source: Data processed (2023)

The discriminant validity assessment concluded that both the Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio were met (as shown in Table 3 and Table 4). There was no multicollinearity issue in the data as shown by the all Variance Inflation Factor (VIF) value smaller than five (Hair et al., 2014).

**Table 3.** Fornell-Larcker Criterion

	Attractiveness	ATT	CPC	Expertise	IN	Trustworthiness
Attractiveness	0.727					
ATT	0.728	0.864				
CPC	0.350	0.416	0.800			
Expertise	0.649	0.707	0.421	0.824		
IN	0.639	0.670	0.377	0.526	0.764	
Trustworthiness	0.591	0.445	0.386	0.512	0.521	0.776

Note: ATT: Attitude Towards Video, CPC: Celebrity-Program Congruence, IN: Intention to Watch Sport Video on YouTube

Source: Data processed (2023)

**Table 4.** Heterotrait-Monotrait Ratio (HTMT)

	Attractiveness	ATT	CPC	Expertise	IN	Trustworthiness
Attractiveness						
ATT	0.836					
CPC	0.424	0.451				
Expertise	0.759	0.786	0.443			
IN	0.762	0.747	0.458	0.585		
Trustworthiness	0.705	0.495	0.441	0.579	0.618	

Note: ATT: Attitude Towards Video, CPC: Celebrity-Program Congruence, IN: Intention to Watch Sport Video on YouTube

Source: Data processed (2023)

R<sup>2</sup> and f<sup>2</sup> evaluation as seen in Table 5 and Table 6 were conducted to see the strength and effect size of the independent variables towards the dependent variables. Table 5 features the R<sup>2</sup>



of attitude towards video variable of 0.572, which indicates that the celebrity-program congruence variables elucidated 57.2%, and others explained the remaining 42.8%. The  $R^2$  of the celebrity credibility and intention to watch sport video on YouTube variables was 0.206 and 0.511.

**Table 5.** R Square

	<b>R Square</b>	<b>R Square Adjusted</b>
Attitude Towards Video	0.572	0.568
Celebrity Credibility	0.206	0.203
Intention to Watch Sport Video on YouTube	0.511	0.504

Source: Data processed (2023)

$F^2$  results of 0.02, 0.15, and 0.35 are interpreted as small, medium, and large effect sizes (Hair et al., 2014). Furthermore, an  $f^2 < 0.02$  exhibited no construct impact. Table 6 shows a small effect of attitude towards video on intention to watch sport video on YouTube ( $0.129 > 0.02$ ). Celebrity credibility had a large effect on attitude towards video ( $0.932 > 0.35$ ) and a small effect on intention to watch sport video on YouTube ( $0.102 > 0.02$ ). Celebrity-program congruence had a small effect on attitude towards video ( $0.016 > 0.02$ ), a medium effect on celebrity credibility ( $0.260 > 0.15$ ), and no effect on intention to watch sport video on YouTube ( $0.006 < 0.02$ ).

**Table 6.** f Square

	<b>Attitude Towards Video</b>	<b>Celebrity Credibility</b>	<b>Intention to Watch Sport Video on YouTube</b>
Attitude Towards Video			0.129
Celebrity Credibility	0.932		0.102
Celebrity-Program Congruence	0.016	0.260	0.006

Source: Data processed (2023)

The hypotheses (as shown in Table 7) in this study had tested using the SmartPLS 3.0 bootstrapping algorithm, and the significance is evaluated based on the t-statistics and p-values obtained from the bootstrapping analysis. The research employed well-defined hypotheses and conducted a two-tailed test to determine acceptance or rejection. In a two-tailed test, a hypothesis had considered accepted if the t-statistics were greater than the critical t-table value of 1.65 and the p-value was less than 0.05 (Hair et al., 2014). Additionally, the study showcases the indirect effect of mediating analysis in Table 8.

**Table 7.** Hypothesis Testing

<b>Hypothesis</b>	<b>Coefficient</b>	<b>p Values</b>	<b>t Value</b>	<b>Conclusion</b>
H1: Celebrity-Program Congruence on Celebrity Credibility.	0.454	0.000***	8.961	Supported

H2: Celebrity-Program Congruence on Attitude toward video.	0.094	0.090*	1.696	Not Supported
H3: Celebrity Credibility on Attitude toward video.	0.709	0.000***	13.834	Supported
H4: Attitude toward Video on Intention to Watch Sport Video on YouTube.	0.384	0.000***	3.934	Supported
H5: Celebrity-Program Congruence on Intention to Watch Sport Video on YouTube	0.059	0.345	0.944	Not Supported
H6: Celebrity Credibility on Intention to Watch Sport Video on YouTube	0.348	0.000***	3.820	Supported

Notes: \*p < 0.10, \*\* p < 0.05, \*\*\* p < 0.01

Source: Data processed (2023)

Mediation occurs when a mediator variable intervenes in the relationship between independent variable and dependent variable. In this study, celebrity credibility plays a full role as a mediator capable of influencing the intention to watch. This is because celebrity-program congruence alone would not have an impact on the intention to watch. Credibility changed audience attitudes, which in turn influence intentions (Sheeraz et al., 2016). Meanwhile, attitude toward the video plays a partial role. This demonstrates that even without the presence of the attitude toward video variable as a mediator, celebrity credibility variable can still influence intention to watch sport videos on YouTube. On the other hand, attitude toward the video does not play any role in changed the influence of celebrity-program congruence on intention to watch sport videos on YouTube.

**Table 8.** Mediation Testing

Indirect Effect	Coefficient	p Values	t Value	Evidence for Mediation
Celebrity-Program Congruence on Attitude towards Video mediated by Celebrity Credibility	0.322	0.000***	7.064	Full Mediation
Celebrity-Program Congruence on Intention to Watch mediated by Attitude towards Video	0.036	0.104	1.628	Not Mediation

Celebrity Credibility on Intention to Watch mediated by Attitude towards Video	0.272	0.000***	3.669	Partial Mediation
Celebrity-Program Congruence on Intention to Watch mediated by Celebrity Credibility and Attitude towards Video	0.124	0.001**	3.398	Full Mediation
Celebrity-Program Congruence on Intention to Watch mediated by Celebrity Credibility	0.158	0.001**	3.354	Full Mediation

Notes: \*p < 0.10, \*\* p < 0.05, \*\*\* p < 0.01

Source: Data processed (2023)

## Discussion

This study tested the link between celebrity-program congruence and celebrity credibility on intention to watch sport video on YouTube. This research also tested the mediating role of attitude toward video. This study found that attitude toward video partially mediates the relationship between celebrity credibility and intention to watch sport videos on YouTube. This indicates that even without the presence of the attitude toward video variable as a mediator, celebrity credibility can still influence the intention to watch sport videos on YouTube. On the other hand, attitude toward video does not play a role in mediating the influence of celebrity-program congruence on intention to watch sport videos on YouTube. As expressed by Till & Busler (2000) in Amos et al. (2008) celebrity-program congruence is not effective in measuring purchase intention.

This research found that celebrity-program congruence had a significant effect on celebrity credibility. Consistent with Belanche et al. (2021), which state that there is an influence between celebrity-product congruence and source credibility. This reveals that the audience considers the congruence between celebrity and product as an important cue for evaluating the source. Therefore, when the audience perceives a good fit between the celebrity and the product or program, the celebrity is seen as a more credible source.

Although the relationship between celebrity-program congruence and celebrity credibility was supported, the relationship between celebrity-program congruence with attitude toward video and intention to watch sport video on YouTube was not supported. The results of this study are consistent with previous study that revealed that celebrity congruence does not affect attitudes and is not effective for measuring purchase intention (Thamaraiselvan et al., 2017; Lafferty, 2007; Till & Busler, 2000; Teng et al., 2020). There is no clear consensus on which dimensions should be matched between the product/brand and the celebrity due to various source effects used when examining celebrity congruence (Amos et al., 2008). Additionally, there are other factors influencing attitudes, such as the company credibility and product quality (Lafferty, 2007).

This study also found that attitude toward video had a significant effect on intention to watch

sport video on YouTube. This result corresponds with previous research indicating that attitudes in the context of artistic products directly and significantly influence the intention to watch (Ramírez-castillo et al., 2021). Attitude toward watching is a much stronger predictor of the intention to watch a video (Sokolova & Perez, 2021). The more positive the participants' attitudes, the greater their intention to watch (Lee & Lee, 2011). Additionally, positive behavioral beliefs about the video positively influence the intention to watch sports videos even further. Consistent with the research of Chen & Lin (2018) on live-streaming media, the more benefits people believe they can obtain from a live stream, the stronger the intention to continue watching that live stream.

Furthermore, celebrity credibility had a significant effect on attitude toward video and intention to watch sport video on YouTube. Similar to the previous study that indicates a positive influence of source credibility on attitudes (Gong & Li, 2017; Singh & Banerjee, 2018). When consumers perceive a celebrity as credible, it leads to the development of favorable attitudes, and they consider the advertisement more attractive and likable (Singh & Banerjee, 2018). Specifically, perceptions of credibility and attitudes strongly influence behavior and intention (Belanche et al., 2021). When celebrities can convey a message, they are perceived as credible, the audience creates a positive attitude and motivates them to accurately respond to the impact (information) and act accordingly based on their attitudes.

Based on the findings presented in Table 7, a significant positive relationship was observed between celebrity-program congruence and celebrity credibility. This indicated an original sample of 0.454 and t-statistic value of 8.961 which were valid and surpassed the threshold of 1.96. The p-value of 0.000 was also found to be valid and below the rule of thumb, namely less than 0.05. In this context, the positive and significant relation between celebrity-program congruence and celebrity credibility leads to the acceptance of H1.

In H2, there was no evidence between celebrity-program congruence and attitude towards video. Original sample and t-statistic values of 0.094 and 1.696 are invalid and less than 1.96. The p-value also being invalid at 0.090, above the rule of thumb, namely less than 0.05. This result causing to the rejection of H2.

In H3, a significant positive relationship was observed between celebrity credibility and attitude toward video. This indicated original sample of 0.709 and t-statistic value of 13.834 which were valid and surpassed the threshold of 1.96. The p-value of 0.000 was also found to be valid and below the rule of thumb, namely less than 0.05. In this context, celebrity credibility affects attitude towards video causing the acceptance of H3.

In H4, a significant and positive effect was found between attitude towards video and intention to watch sports video on YouTube with original sample and t-statistic value of 0.384 and 3.934 being valid and greater than 1.96 respectively. The p-value of 0.000 was also found to be valid and below the rule of thumb. In this context, attitude towards video affects intention to watch sport video on YouTube causing the acceptance of H4.

In H5, there is no significant relationship between celebrity-program congruence and intention to watch sport video on YouTube. The original sample and t-statistic values of 0.059 and 0.944 are invalid and less than 1.96. Additionally, the p-value of 0.345 is above the rule of thumb. These results lead to the rejection of H5.

In H6, a significant and positive effect was found between celebrity credibility and intention to watch sport video on YouTube with original sample result being 0.348. The t-statistic is 3.820, and the p-value is 0.000. This indicates that celebrity credibility affects intention to watch sport video on YouTube acceptance of H6.

## CONCLUSION

This research was conducted to examine whether there is an influence of celebrity-program congruence and celebrity credibility on intention to watch sports videos on YouTube. The findings of this study lead to a better understanding of the relationship between celebrity-program congruence and celebrity credibility on attitude towards video and intention to watch sports videos on YouTube.

A recent study has highlighted the need for further investigation into celebrity-program congruence and celebrity credibility. This study addresses this gap by testing a model of intention to watch sports videos on YouTube. Specifically, this research investigates how the intention to watch sports videos on YouTube can be enhanced. The study also adds attitude construct to understanding the role of attitudes towards videos.

Previous studies have found a significant relationship between celebrity-brand fit and attitudes (Teng et al., 2020; Tantawi & Sadek, 2001; Min et al., 2019). Interestingly, this research findings different results of relationship between celebrity-program congruence and attitudes. Specifically, this study revealed no evidence of a direct relationship between celebrity-program congruence and attitude toward videos. Other studies have found similar findings, indicating that celebrity-brand fit does not have a significant relationship with attitudes (Thamaraiselvan et al., 2017; Lafferty, 2007).

The research indicates that content creators aiming to attract followers can strategically realign their advertising efforts to enhance the audience's attitudes toward their videos. This initiative would increase the viewers' intention to keep watching the videos. Considering that attitude can drive viewers' intention to watch, providing optimal congruence.

Creators can collaborate with competent influencers in their respective fields who reflect the audience's beliefs, which can further strengthen positive perceptions. Additionally, leveraging social media platforms for promotions and incorporating testimonials from satisfied audiences can be done. Such implementation enhances the audience's intention to watch videos.

This study had limitations. The findings of this study are based on a specific sample of fans and followers of Vindes, the results cannot be generalized to other content. Future studies should aim to gather data from various content programs or channels. It is recommended to investigate how the relationships within this study can be more diverse by considering other factors such as company credibility and product quality. Despite these limitations, it is hoped that this study will encourage further studies on the role of celebrity-program congruence, celebrity credibility, and attitudes in enhancing the intention to watch sports videos on YouTube.

**REFERENCES**

- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355–374. <https://doi.org/10.1108/RIBS-07-2020-0089>
- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International Journal of Advertising*, 27(2), 209–234. <https://doi.org/10.1080/02650487.2008.11073052>
- Andrews, J. C., & Shimp, T. A. (2018). Advertising, Promotion, and other aspects of Integrated Communications Marketing. In *Cengage Learning*.
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102585>
- Chen, C. C., & Lin, Y. C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293–303. <https://doi.org/10.1016/j.tele.2017.12.003>
- Cosenza, T. R., Solomon, M. R., & Kwon, W.-S. (2014). Credibility in the blogosphere: A study of measurement and influence of wine blogs as an information source. *Journal of Consumer Behaviour*, 14(2), 71–91. <https://doi.org/10.1002/cb>
- Databoks. (2022). *Pengguna Aktif Capai 2,9 Miliar, Facebook Masih Jadi Media Sosial Terpopuler di Dunia*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2022/06/08/pengguna-aktif-capai-29-miliar-facebook-masih-jadi-media-sosial-terpopuler-di-dunia>
- Gong, W., & Li, X. (2017). Engaging fans on microblog: the synthetic influence of parasocial interaction and source characteristics on celebrity endorsement. *Psychology and Marketing*, 34(7), 720–732. <https://doi.org/10.1002/mar.21018>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate Data Analysis. In *International Journal of Multivariate Data Analysis* (Vol. 1, Issue 2). Pearson Education Limited.
- Harnish, R. J., & Bridges, K. R. (2016). Mall Haul Videos: Self-Presentational Motives and the Role of Self-Monitoring. *Psychology & Marketing*, 33(2), 113–124. <https://doi.org/10.1002/mar>
- Humas. (2022). *Tepok Bulu, Contoh Kesuksesan Marketing Humas*. Humasindonesia.Id. <https://humasindonesia.id/berita/tepok-bulu-contoh-kesuksesan-marketing-humas-778>
- Lafferty, B. A. (2007). The relevance of fit in a cause-brand alliance when consumers evaluate corporate credibility. *Journal of Business Research*, 60(5), 447–453. <https://doi.org/10.1016/j.jbusres.2006.09.030>
- Lee, J., & Lee, M. (2011). Factors influencing the intention to watch online video advertising. *Cyberpsychology, Behavior, and Social Networking*, 14(10), 619–624. <https://doi.org/10.1089/cyber.2009.0305>
- Min, J. H. J., Chang, H. J. J., Jai, T. M. C., & Ziegler, M. (2019). The effects of celebrity-brand congruence and publicity on consumer attitudes and buying behavior. *Fashion and Textiles*, 6(1). <https://doi.org/10.1186/s40691-018-0159-8>

- Mutiara, A. S., & Mulyawan, I. (2019). Model Keputusan Pembelian Produk dengan Menggunakan Celebrity Endorser pada Platform YouTube. *Prosiding Industrial Research Workshop and National Seminar*, 870–881. <https://jurnal.polban.ac.id/ojs-3.1.2/proceeding/article/view/1495>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Ramadhani, S., Suroso, A. I., & Ratono, J. (2020). Consumer Attitude, Behavioral Intention, and Watching Behavior of Online Video Advertising on Youtube. *Jurnal Aplikasi Manajemen*, 18(3), 493–503. <https://doi.org/10.21776/ub.jam.2020.018.03.09>
- Ramírez-castillo, N. A., Müller-pérez, J., Acevedo-duque, Á., Müller-pérez, S., González-díaz, R. R., Campos, J. S., & Ovalles-toledo, L. V. (2021). Sustainable moviegoer intention to attend cinemas based on the theory of planned behavior. *Sustainability (Switzerland)*, 13(16), 1–20. <https://doi.org/10.3390/su13168724>
- Rungruangjit, W. (2022). What drives Taobao live streaming commerce? The role of parasocial relationships, congruence and source credibility in Chinese consumers' purchase intentions. *Heliyon*, 8(6), e09676. <https://doi.org/10.1016/j.heliyon.2022.e09676>
- Sheeraz, M., Khattak, A. K., Mahmood, S., & Iqbal, N. (2016). Mediation of Attitude toward Brand in the Relationship between Service Brand Credibility and Purchase Intentions. *Pakistan Journal of Commerce and Social Sciences*, 10(1), 149–163.
- Singh, R. P., & Banerjee, N. (2018). Exploring the influence of celebrity credibility on brand attitude, advertisement attitude and purchase intention. *Global Business Review*, 19(6), 1622–1639. <https://doi.org/10.1177/0972150918794974>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53(January 2019), 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise. *Journal of Retailing and Consumer Services*, 58(September 2020), 102276. <https://doi.org/10.1016/j.jretconser.2020.102276>
- Tannenbaum, & Osgood, C. E. (1955). The principle of congruity in the prediction of attitude change. *Psychological Review*, 62(1), 42–55.
- Tantawi, P., & Sadek, H. (2001). The impact of celebrity endorsement in cause related marketing campaigns on audiences' behavioral intentions: Egypt case. *International Review on Public and Nonprofit Marketing*, 16(2–4), 293–311. <https://doi.org/10.1007/s12208-019-00231-5>
- Teng, W., Su, Y., Liao, T. T., & Wei, C. L. (2020). An exploration of celebrity business ventures and their appeal to fans and non-fans. *Journal of Retailing and Consumer Services*, 54(October 2018), 102004. <https://doi.org/10.1016/j.jretconser.2019.102004>
- Thamaraiselvan, N., Arasu, B. S., & Inbaraj, J. D. (2017). Role of celebrity in cause related marketing. *International Review on Public and Nonprofit Marketing*, 14(3), 341–357. <https://doi.org/10.1007/s12208-017-0176-0>
- Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*, 29(3), X–13. <https://doi.org/10.1080/00913367.2000.10673613>
- Ubaidillah, M. (2022). *Strategi Marketing Vindes Sport, Ini Penjelasan Pakar*. SWA Online. <https://swa.co.id/swa/strategi-marketing-vindes-sport-ini-penjelasan-pakar>

- Vindes.id. (2021). *Tentang Vindes*. Vindes.Id. <https://vindes.id/page/about>
- Wardah, & Reza, M. J. (2021). Persepsi Mahasiswa terhadap Penggunaan Youtube sebagai Media Konten Video Kreatif. *Jurnal Komunikasi Dan Organisasi (J-KO)*, 3(1), 39–46.
- Yoo, J. W., & Jin, Y. J. (2015). Reverse Transfer Effect of Celebrity-Product Congruence on the Celebrity's Perceived Credibility. *Journal of Promotion Management*, 21(6), 666–684. <https://doi.org/10.1080/10496491.2015.1055046>