Enhancing Revisit Intention To Jember Fashion Carnaval: The Role Of Celebrity Endorsement, Event Image, And Visitor Attitude

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Article Info

ABSTRACT

The Jember Fashion Carnaval (JFC) is one of the most important international cultural events in Jember and has been attracting increasing numbers of visitors. However, the challenge lies not only in attracting new visitors but also in encouraging them to return. Therefore, this study explores celebrity endorsement and event image effect to revisit intention of JFC and the mediating role of visitor attitude from survey data results of 160 respondents who filled the questionnaire about the variables measurement on JFC. The data analysis was performed using SmartPLS 4. Findings from this research reveal that event image and visitor attitude significantly affect revisit intention to JFC in a positive direction. This study also proves that celebrity endorsement and event image through the mediation of visitor attitudes can positively influence revisit intentions. However, it is noteworthy that celebrity endorsement does not affect visitors' intention to revisit directly.

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INTRODUCTION

Characterized by its exceptional artistic and cultural diversity, Indonesia has become an increasingly popular destination for tourists, mainly due to various events contributing to the tourism sector's growth. From January to November 2023, the country experienced 749.11 million domestic tourist visits, reflecting an 11.99% increase compared to the same period in 2022 (bps.go.id, 2024). However, data indicated a decrease of 3.77% in visitor numbers in November 2023 compared to the prior month (bps.go.id, 2024). The organization of events is known an effective strategy for increasing tourist attendance, Tourism and Creative Department of Indonesia launch a program named Karisma Event Nusantara (KEN), which has identified 110 premier events, including the Jember Fashion Carnaval (JFC) that held every year in Jember East Java (kemenkraf.go.id, 2024). Each event possesses distinct appeal, with the JFC distinguished by its integration of carnival

elements and fashion, innovative themes, and a commitment to addressing global issues through recycled materials in costume design, ensuring aesthetic quality remains intact.

The late Dynand Fariz, the founder of the JFC, indicated that the event had garnered approximately 12 to 13 international awards (Panjaitan et al., 2023)Furthermore, in 2019, JFC holds the Indonesia World Records Museum (MURI) record for the longest catwalk, measuring 3.6 kilometers (Nata & Dewi, 2022). It has set a record for 2023 for the most substantial participation of MSMEs, with 2,548 MSME actors involved (Radarjember, 2023). The JFC needs to boost visitors' intentions to return to preserve its attractiveness. Visitors' attitudes, which include their thoughts, feelings, and actions regarding the event, significantly impact this goal (Bhatt, 2014; Liao et al., 2021). Positive sentiments often arise from positive experiences, such as celebrity endorsements and general impressions of the event's image (Novta et al., 2022; Pradhan et al., 2023).

For the sustainability of the annual event, JFC needs to increase tourists' desire to visit. The decision or intention to visit includes the process from problem recognition to the evaluation phase of the previous decision (Husen et al., 2018). Visitors' opinions about previous JFC events can also shape their decision to return during the evaluation phase. The willingness of attendees to return to the same event is referred to as revisit intention (Liao et al., 2021). Visitors' attitudes, which include their thoughts, emotions, and behavioral intentions toward JFC, can impact this intention (Bhatt, 2014). For example, Olive Latu Putty, a travel vlogger, shared her positive experience on her blog after expressing how excited and happy she was to watch JFC 2019 (Putty, 2019). Similarly, JFC 2022 viewers on KJTV's YouTube channel conveyed pride and a wish to return (KJTV, 2022). These favorable sentiments contribute to developing a close bond with the event, which raises the possibility of returning (Pradhan et al., 2023). Sukaatmadja et al. (2023) found that the visitors' positive attitude significantly impacts their intention to revisit.

Celebrity endorsement can significantly influence visitors' attitudes towards events. Celebrities are well-known individuals (e.g., actresses/actors, singers, athletes, comedians, models) who gain public recognition through their popularity, accomplishments, or success in specific fields (Ha & Lam, 2017). Since 2016, JFC has utilized celebrity endorsements, starting with singer Anang Hermansyah and his family. This celebrity endorsement was followed in subsequent years by participants from Puteri Indonesia (the Indonesian beauty pageant) and various famous actresses and models (Rahmawati & Kusumawati, 2024). After a hiatus in 2020 due to the pandemic, the event revived in 2021 with the participation of prominent national actresses and singers. By 2023, JFC featured actresses Prilly Latuconsina and Yuki Kato, models Erika Carlina and Sara Tumiwa, the wife of the Deputy Governor of East Java, Arumi Bachsin, and several representatives from Puteri Indonesia. The involvement of these celebrities heightened visitor enthusiasm and set JFC apart from similar events in Indonesia. Previous research studies (Ha & Lam, 2017; Parwati et al., 2021; Sukaatmadja et al., 2023) have also show that celebrity endorsements impact on visitors' attitudes, positively and significantly.

Event image is another variable that is often thought to influence visitor attitudes. JFC is recognized as a leading event in the Jember Regency, enhancing the city's reputation as a world-class carnival organizer. Additionally, it highlights the region's status as a center for Islamic boarding schools and a producer of chocolate, coffee, and tobacco (Destari, 2017). Nonetheless, several local leaders have voiced their concerns, including Habib Haidar Alhamid (Chairman of the East Java FPI), Kusno (Chairman of the Jember Muhammadiyah PD), and Prof. Abdul Halim Subahar (Chairman of the Jember MUI).

They feel that the JFC's clothing is excessively revealing and goes against local customs and the ideals of the city's Islamic boarding schools (Ningsih, 2020). The divergent opinions regarding the event's image will influence JFC guests' attitudes. Studies by Saydan & Dülek (2019), Solihin & Imaningsih (2021), and Yu et al. (2018) have shown similar findings that event image affects visitors' attitude positively.

Aisyah & Shihab (2023) research findings show that attitude can significantly mediate the impact of event image on revisit intention. Sunarwia et al. (2023) also found the same. However, Sunarwia et al. (2023) found that attitude mediates the effect of celebrity endorsement on revisit intentions. Partially, Shafira & Ferdinand (2017) and Widyasari & Suparna (2022) found that celebrity endorsement significantly increased revisit intention, different from (Sukaatmadja et al., 2023) findings, who concluded that celebrity endorsement does not affect revisit intention. This study uses visitor attitude as a mediating variable between celebrity endorsement and event image on revisit intention.

LITERATURE REVIEW

Celebrity endorsement can be a marketing and advertising strategy involving famous individuals to promote products or services. Hennayake (2017) mentions that celebrity endorsement is an effort to utilize the popularity of celebrities to support a product. Udo & Stella (2015) define it as using public figures as spokespersons. Therefore, celebrity endorsement aims to enhance a brand's appeal and image by capitalizing on these individuals' fame.

The event image's concept is closely linked to the brand image. Deng et al. (2015) state that no widely recognized definition or measurement scale exists for event images; however, this concept can be derived from understanding brand images. Lahap et al. (2016) explain that brand image comes to mind when consumers see a brand. Anselmsson et al. (2014) describe an image as the consumer's beliefs and perceptions. Consequently, event images can be understood as visitors' associations and beliefs about an event.

Attitude, a key study area in tourism and psychology, combines a person's beliefs, feelings, and behavioral tendencies toward an object (Bhatt, 2014). Rikwentishe & Ibrahim (2014) added that attitude represents a person's level of liking or disliking something. In this context, visitor attitudes combine their beliefs, feelings, and behavioral tendencies toward an event, demonstrating the interdisciplinary nature of our research.

In addition to theoretical concepts, revisit intention is also explained as a practical concept with significant implications for the tourism industry (Abubakar et al., 2017). Liao et al. (2021) defines this concept as the willingness of visitors to re-attend the same tourist attraction or event. Therefore, revisit intention can be interpreted as the willingness of visitors to attend the same event again, a factor that tourism professionals can leverage to enhance visitor experiences and loyalty.

In the event's vibrant context, practical celebrity endorsement can significantly impact several stages, particularly post-purchase behavior. The allure and credibility of attractive, skilled, and well-known celebrities provide valuable information to potential visitors, ease evaluation alternatives, and create positive experiences that enhance visitors' attitudes toward the event. Empirical findings (Ha & Lam, 2017; Parwati et al., 2021; Sukaatmadja et al., 2023) show that celebrity endorsement exerts a significant impact on the attitudes of visitors. From this brief logic, the hypothesis is formulated.

H_1 : Celebrity endorsement significantly affects visitor attitude to JFC.

An event with a good image has a strong appeal in influencing visitors' attitudes. Event image, like brand image, is an association and perception formed in the minds of visitors. When an event is widely recognized, attendees are more likely to think favorably of it, which shows in their attitudes. Event image significantly impacts information search evaluation and alternative stages in Kotler and Keller's theory (2018). By comparing information from multiple sources, such as blog testimonials and comments on social media, the role of visitors in creating the event's image as active participants is important. This active participation helps to enhance the event's favorable reputation. Event image has a significant impact on visitors' attitudes, according to research by Lv et al. (2014), Saydan & Dülek (2019), Yu et al. (2018). The following hypothesis is proposed:

H_2 : Event image significantly affects visitor attitude toward JFC.

Positive attitudes influence attendees' plans to return to an event. Following their attendance, people move into the reflective stage of post-purchase behavior, during which they thoroughly assess their entire experience. They develop an optimistic attitude if the event fulfills and surpasses their initial expectations, resulting in a feeling of satisfaction. Positive views and attitudes about an event are critical in increasing the likelihood of visitors returning. The strong evidence from previous studies (Aisyah & Shihab, 2023; Pradhan et al., 2023; Sukaatmadja et al., 2023) found that visitor attitudes affect revisit intentions significantly.

H_3 : Visitor attitude significantly affects the revisit intention to JFC.

During the information search and alternative evaluation stages, the presence of celebrities adds value and enhances the event's appeal compared to others, and this also impacts people who want to visit again. Visitors are encouraged to return to the next event because the positive experience of seeing celebrities in person forges a strong emotional bond. Our hypothesis is strongly supported by research by Shafira & Ferdinand (2017), Sunarwia et al., (2023), and Widyasari & Suparna (2022), which consistently shows the positive impact of celebrity endorsement on revisit intentions. Consequently, the fourth hypothesis that follows is:

H_4 : Celebrity endorsement significantly influences revisit intention to JFC.

A positive and vibrant event image influences visitors' intention to return for future events. When attendees like and judge that an event has a positive and good reputation, they are more likely to return. At the critical evaluation stage, an event with a strong and attractive image is considered to have a competitive advantage over other similar events. According to an empirical study by Sukaatmadja et al. (2023), Lai (2018), and Cham et al., (2021), a well-designed event image significantly affects the likelihood that guests will decide to return. Thus, the fifth hypothesis is:

H_5 : Event image significantly affects revisit intention to JFC.

Celebrity endorsement through visitor attitudes can indirectly influence revisit intentions. When a celebrity is present and gives a positive impression of an event, visitors' attitudes are formed and improved in a positive direction. This positive experience encourages visitors to return in the future. This mediating role was examined in the research of Sunarwia et al. (2023), Amelia & Maridjo (2020), and Cahyani & Apriyanti (2022). Therefore, the sixth hypothesis proposed is:

H_6 : Celebrity endorsement positively and significantly affects revisit intention, mediated by visitor attitude toward JFC.

Visitors' opinions and attitudes towards an event increase positively when an event is well-known. In the end, visitors are encouraged to return in the future with a positive attitude. Attitude as the mediator between event image and revisit intention was studied by (Amelia & Maridjo, 2020; Cahyani & Apriyanti, 2022; Sunarwia et al., 2023). Then, the seventh hypothesis is:

H_7 : Event image significantly affects revisit intention, mediated by visitor attitude toward JFC.
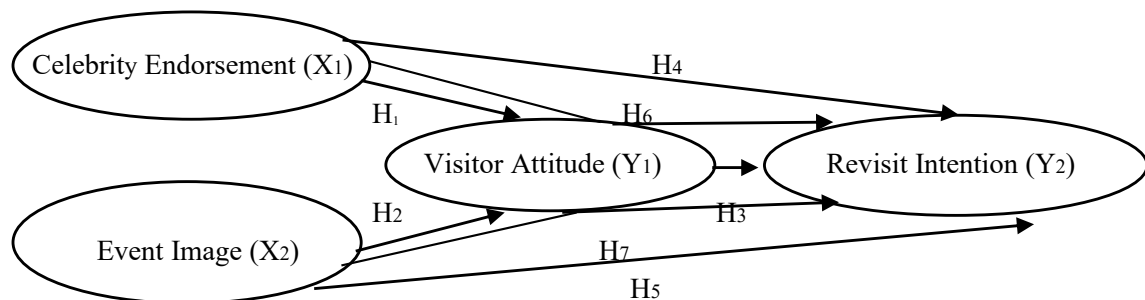

Figure 1. Conceptual Framework

RESEARCH METHOD

Research Design

This research uses a quantitative approach with an explanatory research method. This approach aims to identify the positioning of the variables under investigation and analyze their relationships (Sugiyono, 2012).

Population and Sample

The study population comprises Indonesian citizens who have attended JFC. Samples were drawn using simple random sampling techniques, ensuring that each unit had an equal chance of being selected. Additionally, purposive sampling was applied to determine the selection based on specific criteria (Singh & Masuku, 2014). The criteria for sample selection included: a) a minimum age of 18 years, as individuals at this age are considered adults and are more likely to provide emotionally stable responses to the questionnaire (Hartono & Holsapple, 2004), b) Attending JFC within the last year (from August 2023) to ensure respondents can offer accurate feedback based on their most recent experiences (Paramita & Nugroho, 2014). According to Ferdinand (2014) in multivariate research, the sample size must be at least 5 – 10 times the number of analyzed variables. Hair Jr et al. (2019) further asserted that the optimal sample is five to ten times the number of indicators. With this study comprising 16 indicators, the minimum required sample size is 80 (16 x 5), while the maximum is 160 (16 x 10). Therefore, this study suggests a sample size of 160 respondents.

Data Collection and Data Analysis
The cross-sectional data were collected over a specified period (Sukmawati et al., 2023) using a quantitative data collection method through an online survey. The primary data source consists of questionnaires completed by respondents who meet specific criteria, ensuring a comprehensive and representative sample. Data was collected via Google Forms, and the survey was distributed through WhatsApp and Instagram. Furthermore, after ensuring that the data is valid and reliable, the data was analyzed by the SEM Model Testing using SmartPLS 4.0 software to measure the relationships among variables. Several stages of hypothesis testing are conducted, including the Outer Model, which validates reflective indicators through validity and reliability tests, ensuring that all questionnaire indicators possess valid and reliable properties. Additionally, the Inner Model measures the variance presentation (R^2) in the endogenous construct to indicate the magnitude of the structural path coefficient, and the t-statistic test employs the bootstrapping procedure to assess the significance of the influence between independent (exogenous) and dependent (endogenous) variables. The hypothesis testing using the t-test.

RESULTS AND DISCUSSION
Results
Respondents' Demographic Characteristics
The sample for this study comprised 160 respondents who represented 23 of the 38 provinces in Indonesia, distributed across six island regions. Most respondents originated from Java Island, which is noted for its highest population density in Indonesia, particularly in East Java (Badan Pusat Statistik, 2024). This detail is pertinent given that JFC is annually in Jember Regency, East Java. 96.3% of the respondents were predominantly representing the millennial generation and Generation Z (Gen Z). These generational cohorts also constitute a significant portion of the population in East Java, accounting for 24.32% and 24.8%, respectively (Badan Pusat Statistik, 2024).

Meta's research (2024) indicates that 72.5% of Generation Z prefer visiting engaging places or attending events with friends. Most respondents, precisely 61.3%, possess a high school education, which suggests a pronounced interest in JFC. As Tomić et al. (2019) noted, educational attainment influences tourist selection of travel destinations. Additionally, Mumuni & Mansour (2014) emphasize that educational background is key in determining travel activities. Individuals with a high school education are particularly drawn to JFC's entertainment, art, culture, and fashion offerings. Furthermore, 81.9% of the respondents identify as students or pupils, underscoring JFC's appeal to the youth demographic. Sari et al.'s (2018) research reinforces this notion, revealing that students regard entertainment as vital to their lives and often choose to allocate their leisure time to experiences that JFC provides. All those demographic details are in Table 1 below.

Table 1. Respondent's Demographic Characteristics

Criteria	Category	Amount	Percentage (%)
Domicile	Sumatra	16	10
	Java	129	80.62
	Sulawesi	5	3.12
	Kalimantan	6	3.75
	Bali and Nusa Tenggara	2	1.25
	North Maluku and Papua	2	1.25
Age	18 – 28	154	96.3
	29 – 39	2	1.25
	40 – 50	3	1.87
	>50	1	0.62
Educational Background	Junior High School	1	0.62
	Senior High School	98	61.25
	Diploma	6	3.75
	Under Graduates	54	33.75
	Post Graduates	1	0.62
Occupation	Civil Servant	5	3.12
	Employees of State Enterprises	1	0.62
	Military (Police/Army)	1	0.62
	Freelancer	10	6.25
	Entrepreneur	4	2.50
	Employees of Private Enterprises	4	2.50
	Housewife	1	0.62
	Students	131	81.87
	Others	3	1.9

Results of Validity and Reliability Tests
Validity testing is a critical process to evaluate the legitimacy of the statements presented in the questionnaire. In the analysis conducted using SmartPLS 4.0, data validity is determined based on two primary criteria: convergent validity and discriminant validity (Hair et al., 2019). Hair et al. (2019) articulated that convergent validity pertains to the degree of correlation between the constructed model and its respective indicators, which should demonstrate a strong relationship. After evaluating each indicator's contribution to the latent variable, the outer loadings are critical; data with a loading factor greater than 0.70 is considered valid. Furthermore, Latan et al. (2017) (2015) state that the Average Variance Extracted (AVE) value needs to be higher than 0.5 to confirm data validity, as shown in Table 3. The findings in Tables 2 and 4 show that every indicator has an outer loading value greater than 0.70, supporting the validity of the indicators and the reliability of this research. According to the standard that a construct reliability value is considered reliable if greater than 0.70 (Sarstedt et al., 2021). As demonstrated in Table 5, our values for Cronbach's Alpha and Composite Reliability consistently surpass this threshold, thereby affirming the reliability of each variable's indicators and bolstering our confidence in the overall findings.

Table 2. Results of Outer Loadings

Indicators	Celebrity Endorsement (X_1)	Event Image (X_2)	Visitor Attitude (Y_1)	Revisit Intention (Y_2)
Trustworthiness ($X_{1.1}$)	0.712			
Expertise ($X_{1.2}$)	0.774			
Attractiveness ($X_{1.3}$)	0.701			
Respect ($X_{1.4}$)	0.718			
Similarity ($X_{1.5}$)	0.752			
Cognitive ($X_{2.1}$)		0.762		
Affective ($X_{2.2}$)		0.924		
Conative ($X_{2.3}$)		0.768		
Enjoyable ($Y_{1.1}$)			0.759	
Invaluable ($Y_{1.2}$)			0.732	
Uninteresting ($Y_{1.3}$)			0.796	
Desirable ($Y_{1.4}$)			0.755	
Pleasant ($Y_{1.5}$)			0.799	
Forgettable ($Y_{1.6}$)			0.801	
Propensity to revisit ($Y_{2.1}$)				0.809
Willingness to revisit ($Y_{2.2}$)				0.884
Probability of revisiting ($Y_{2.3}$)				0.711

Table 3. Results of Average Variance Extracted (AVE)

Variable	AVE
Celebrity Endorsement (X_1)	0.536
Event Image (X_2)	0.675
Visitor Attitude (Y_1)	0.599
Revisit Intention (Y_2)	0.647

Table 4. Results of Cross Loadings

Indicators	Celebrity Endorsement (X_1)	Event Image (X_2)	Visitor Attitude (Y_1)	Revisit Intention (Y_2)
Trustworthiness ($X_{1.1}$)	0.712	0.269	0.355	0.277
Expertise ($X_{1.2}$)	0.774	0.306	0.359	0.290
Attractiveness ($X_{1.3}$)	0.701	0.204	0.276	0.265
Respect ($X_{1.4}$)	0.718	0.418	0.366	0.368
Similarity ($X_{1.5}$)	0.752	0.370	0.461	0.406
Cognitive ($X_{2.1}$)	0.572	0.762	0.515	0.456
Affective ($X_{2.2}$)	0.330	0.924	0.695	0.608
Conactive ($X_{2.3}$)	0.213	0.768	0.523	0.503
Enjoyable ($Y_{1.1}$)	0.396	0.627	0.759	0.633
Invaluable ($Y_{1.2}$)	0.520	0.576	0.732	0.584
Uninteresting ($Y_{1.3}$)	0.403	0.613	0.796	0.609
Desirable ($Y_{1.4}$)	0.365	0.490	0.755	0.539
Pleasant ($Y_{1.5}$)	0.326	0.480	0.799	0.561
Unforgettable ($Y_{1.6}$)	0.323	0.478	0.801	0.557
Propensity to revisit ($Y_{2.1}$)	0.457	0.513	0.608	0.809
Willingness to revisit ($Y_{2.2}$)	0.315	0.546	0.646	0.884
Probability of revisiting ($Y_{2.3}$)	0.312	0.486	0.563	0.711

Table 5. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Celebrity Endorsement (X₁)	0.785	0.794	0.852	0.536
Event Image (X₂)	0.754	0.786	0.860	0.675
Visitor Attitude (Y₁)	0.867	0.868	0.900	0.599
Revisit Intention (Y₂)	0.722	0.731	0.845	0.647

Table 6. Results of R-squared

Latent Variable	R-square	R-square adjusted	Description
Visitor Attitude (Y_1)	0.553	0.547	Moderate
Revisit Intention (Y_2)	0.595	0.587	Moderate

Based on Table 6, the R-square result of the visitor attitude variable path (Y_1) is 0.547. Based on these results, the variables X_1, X_2, and Y_1 have a moderate ability of 54.7% in explaining visitor attitudes (Y_1). At the same time, the revisit intention value (Y_2) is 0.587. This shows that variables X_1 and X_2 explain repurchase interest (Y_2) as 58.7% with a moderate category.
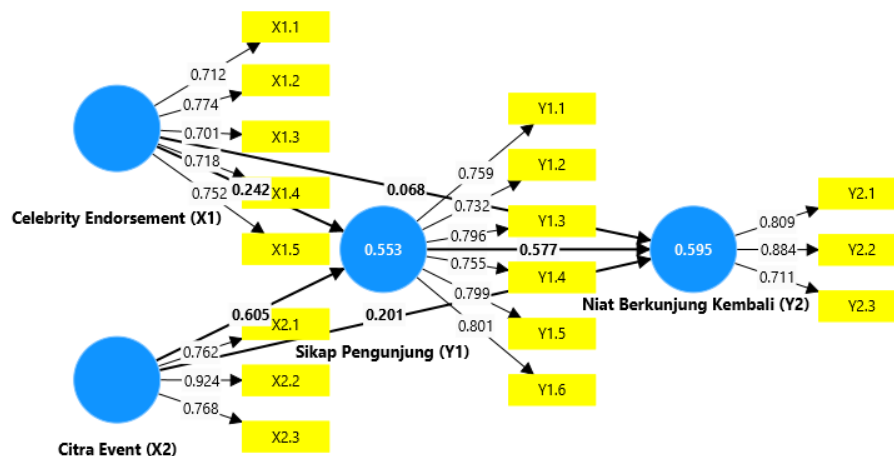

Figure 2. Path Diagram Construction

Table 7. Results of Path Coefficients

Variable	Path Coefficient	t statistics	P values	Description
$X_1 \rightarrow Y_1$	0.242	3.265	0.001	H_1 Accepted
$X_2 \rightarrow Y_1$	0.605	9.345	0.000	H_2 Accepted
$Y_1 \rightarrow Y_2$	0.577	5.850	0.000	H_3 Accepted
$X_1 \rightarrow Y_2$	0.068	0.778	0.218	H_4 Rejected
$X_2 \rightarrow Y_2$	0.201	2.783	0.003	H_5 Accepted
$X_1 \rightarrow Y_1 \rightarrow Y_2$	0.553	3.098	0.001	H_6 Accepted
$X_2 \rightarrow Y_1 \rightarrow Y_2$	0.595	4.581	0.000	H_7 Accepted

The direct influence test demonstrates that celebrity endorsement (H_1) exerts a positive and significant effect on visitor attitudes, as indicated by a p-value of 0.001 (below the threshold of 0.05) and t-statistics of 3.265 (exceeding the critical value of 2.580).

Furthermore, event image (H₂) also exhibits a positive and significant impact on visitor attitudes, corroborated by a p-value of 0.003 (less than 0.05) and t-statistics of 9.345 (greater than 2.783). Additionally, visitor attitudes (H₃) have a positive and significant correlation with revisit intentions, evidenced by a p-value of 0.000 (less than 0.05) and t-statistics of 5.850 (surpassing the value of 2.783). In contrast, celebrity endorsement (H₄) does not yield a significant effect on revisit intentions, as reflected in a p-value of 0.218 (exceeding 0.05) and t-statistics of 0.778 (below 2.580). Conversely, event image (H₅) produces a positive and significant effect on revisit intentions, indicated by a p-value of 0.003 (less than 0.05) and t-statistics of 2.783 (greater than 2.580). About the indirect effect test, the results suggest that celebrity endorsement (H₆) has a significant impact on revisit intentions through visitor attitudes, supported by a p-value of 0.001 (less than 0.05) and t-statistics of 3.098 (exceeding 2.580) at a significance level of 1%. Similarly, event image (H₇) significantly influences revisit intentions both directly and indirectly through visitor attitudes, as demonstrated by a p-value of 0.000 (below 0.05) and t-statistics of 4.581 (exceeding 2.580) at a significance level of 1%.

Discussion

The Effect of Celebrity Endorsement on Visitor Attitude

According to this study, celebrity endorsement positively and significantly impacts visitor attitudes. The ages of the respondents were 18 and 28 years old, which is an age with a fairly good level of knowledge about behavior. Their positive opinion about the importance of celebrities attending JFC shaped their attitude preferences. Although the effect was low, celebrity endorsements were proven to be more credible and helped people view the event more favorably. This finding is in line with the previous research (Ha & Lam, 2017; Parwati et al., 2021; Sukaatmadja et al., 2023).

The Effect of Event Image on Visitor Attitude

This study shows that visitor attitudes are greatly influenced by the image of the event. The dominant respondents came from East Java, who showed a fairly large interest in regional celebrations, such as the Jember Fashion Carnival (JFC). Good visitor perceptions of the image of the event can positively influence visitor attitudes. JFC organizers must be able to create a strong event image with good and attractive event quality to increase positive attitudes towards the JFC event itself. These results strengthen the findings of previous research too (Ha & Lam, 2017; Parwati et al., 2021; Sukaatmadja et al., 2023).

The Effect of Visitor Attitude on Revisit Intention

From the results of this study, the positive attitude of visitors can significantly influence their intention to attend an event again. Visitors tend to return because of their feelings formed from pleasant experiences at previous events. This finding is similar to research by Aisyah & Shihab (2023), Pradhan et al. (2023), Solihin & Imaningsih (2021), and Sukaatmadja et al. (2023).

The Effect of Celebrity Endorsement on Revisit Intention

This study shows that the intention of visitors to return to an event is not directly influenced by celebrity endorsement. Celebrities are not the main attraction for tourists, but their presence is considered a source of entertainment that adds to the excitement of an event. In addition, each celebrity invited to JFC so far has a different character and appeal, causing inconsistency in adjusting to the JFC theme. These results are in line with

previous studies conducted by Čaušević et al. (2020), Sukaatmadja et al. (2023), and Pradhan et al. (2023).

The Effect of Event Image on Revisit Intention
A good event image can generate return intentions for visitors who are passionate about cultural-themed events. Event quality is one of the dominant indicators and factors in event image that make people want to return. Organizers need to structure events very well and with quality to be able to continue creating sustainable events, similar to the findings of Cham et al. (2021) and Sukaatmadja et al. (2023).

The Effect of Celebrity Endorsement on Revisit Intention through Visitor Attitude
Celebrity endorsement significantly impacts travelers' intention to return, primarily when mediated by attitude. Visitors are more likely to return when they have a good impression of the celebrities performing at the JFC event. Therefore, organizers must be able to choose the right celebrities to match the theme so that visitors' positive attitudes are formed so that it can bring them back one day. Empirically, the same findings also exist in the research of Amelia & Maridjo (2020), Cahyani & Apriyanti (2022), dan Sunarwia et al. (2023).

The Effect of Event Image on Revisit Intention through Visitor Attitude
Event image significantly influences travelers' intention to revisit both directly, and when mediated by positive visitor attitudes, such as engagement and excitement towards the event. While event image can directly influence intention to return, visitor attitudes are not necessarily the only way to mediate this relationship. Although from the t-test results it was found that the direct effect was greater than the indirect effect through attitude, all event parties should still pay attention to this formed attitude. This finding is consistent with the research of Solihin & Imaningsih (2021) and Aisyah & Shihab (2023).

CONCLUSION
This study found that although celebrity endorsers influence visitor attitudes, they cannot directly influence the intention to revisit. However, interestingly, visitor attitudes actually mediated the influence of celebrity endorsers. This study also shows that event images significantly affect visitor intentions to return both directly. The results of the influence of event image on revisit intention are even greater when mediated by visitor attitude variables. Knowledge and excitement about the event are examples of positive visitor attitudes that increase their likelihood of returning.

From the results of the study, the organizers of the JFC event must still be able to pay attention to the quality and image of the event, be more appropriate in choosing celebrities who are invited to enliven the event, maintain the attitude of visitors to remain good and enthusiastic in following the series of JFC event events. This is important to learn so as not only to attract new visitors, but to attract the interest of previous visitors to come back.

The use of social media today is very important in helping to build and improve the reputation and image of the event, and utilizing celebrities to introduce and promote the annual JFC event more widely. Furthermore, it is expected to involve foreign visitors from abroad to see more generally the reputation of JFC in the eyes of the world. Implementation and research on more comprehensive strategies and management are also expected to increase knowledge about the factors that influence tourists' intentions to return to JFC and other similar cultural events, so that it can create sustainability in the tourism sector.

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