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THE INFLUENCE OF BRAND AMBASSADOR ON PURCHASE INTENTION UMRAH PACKAGE

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Abstract:

This study was conducted to determine the influence of brand ambassador on purchase intention umrah package. In this study, researchers recruited 366 Muslim respondents who stayed in the Klang Valley area. This study applied credibility, trustworthiness, and physical attractiveness of the brand ambassador as determinants of purchase intention. The quantitative approach has been employed, and an online questionnaire was distributed. This study employed a descriptive research design, and data analysis was conducted using SPSS version 26 software. Throughout this study, results have shown there is a significant relationship between credibility, trustworthiness, and physical attractiveness of the brand ambassador towards purchase intention umrah package.

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Keyword:

Brand Ambassador, Credibility, Physical Attractiveness, Trustworthiness, Purchase Intention;



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Introduction

Malaysia, a vibrant nation of over 33 million people, is renowned for its rich cultural and religious diversity. Among its population, approximately 63.5% identify as Muslims, reflecting Islam as the main religion by federal constitution (Department of Statistics Malaysia, 2023). For Malaysian Muslims, the five pillars of Rukun Islam (shahada, solat, zakat, sawm, and hajj) are not only a spiritual obligation but guiding principles of life. While Hajj is an obligation for those who can afford it, many Malaysians choose to perform Umrah as a way for them to deepen their spiritual journey.

Performing Umrah requires careful planning, and most pilgrims rely on licensed travel agencies to manage flights, accommodation, visa processing, and religious guidance. However, the rising cost of Umrah packages, often exceeding RM6,000 to RM14,000 per person, has made affordability a growing concern especially for middle-income families (Utusan, 2023). Unfortunately, the high demand and emotional significance of Umrah have created opportunities for fraudulent travel agencies to exploit unsuspecting pilgrims. Cases of scams, where agencies disappear with deposits or provide substandard services, have tarnished trust in the industry. Victims often lose not just money, but the chance to fulfil a sacred religious duty. To combat this issue, reputable travel agencies are increasingly turning to brand ambassadors, trusted public figures, religious scholars, or community leaders, to endorse their services.

This study has the potential to contribute to both the industry and the academic field. In the industry, the research findings, data, and recommendations can provide valuable insights to improve the level of services and guide the hiring of brand ambassadors (industry contribution). Additionally, the study can serve as a reference for future researchers in academia who are exploring related topics. The scope of the study focuses on examining the impact of brand ambassadors on the purchase intention of Umrah packages. The credibility and physical attractiveness of the brand ambassador were found to be influential factors in consumer decisions to purchase Umrah packages. Overall, the study highlights the importance of a trustworthy and appealing brand ambassador in attracting customers and promoting Umrah packages.

Literature Review

Brand Ambassador

The promotion mix is a strategic combination of advertising, personal selling, sales promotion, and public relations used by companies to achieve their marketing objectives (Darmawan et al., 2021). One crucial component within this mix is the element of people, which can be closely

associated with brand ambassadors. A brand itself is composed of various elements such as logos, names, and symbols that help differentiate a company's products or services from those of competitors. Among these, brand ambassadors have emerged as vital figures in modern marketing, acting as the human face of a brand and creating authentic connections with consumers (Putri et al., 2021).

Brand ambassadors serve as icons or representatives of a brand, symbolizing the organization's products and services (Situmorang et al., 2022). Regardless of their background, brand ambassadors are recognized as significant contributors to shaping consumer attitudes and enhancing brand perception.

Based on the study by Dewi, Oei, and Siagian (2020), brand ambassadors play a pivotal role in shaping consumer purchase decisions by enhancing brand image and awareness. Their research revealed that the presence of a relatable and credible brand ambassador significantly influenced consumer behavior, reinforcing the ambassador's role as a persuasive figure in marketing strategy. This finding supports the current research on Umrah packages, where brand ambassadors can similarly elevate consumer confidence and drive purchase intention. Umrah travel agencies can harness trusted figures to foster emotional connection and spiritual assurance among potential pilgrims.

Purchase Intention

Purchase intention is defined as the consumer's willingness to purchase a specific product or service. It serves as a measure of the consumer's interest and readiness to buy, as well as a way to evaluate the effectiveness of new distribution channels or product concepts (Peña-García et al., 2020). The authors also highlight that trust, satisfaction, and perceived value influence purchase intention. A brand ambassador can directly affect all three of these variables, making them a powerful mediator in the purchase intention model. This concept is crucial for companies to understand as it provides valuable insights into the progress and reception of their offerings.

The focus of this research is to investigate how brand ambassadors influence consumers' purchase intention when representing a particular package. Previous studies have highlighted that purchase intention is influenced by factors such as anticipated price, income level, and perceived benefits (Oktaviani et al., 2021). Consumers' purchase intentions reflect their choices and preferences when selecting, accepting, using, or desiring a product. They discovered that perceived value and customer satisfaction have a significant impact on repurchase intentions among female consumers. Although the study focuses on repeat purchases rather than first-time buying, the core factors, which are value and satisfaction, are still highly applicable to the broader concept of purchase intention.

Credibility

Credibility plays a crucial role in the effectiveness of brand ambassadors as representatives of a company's products or services. It refers to the individual's reputation and the level of trust they possess in the market or social sphere. The credibility of a brand ambassador has a direct impact on consumers' purchase intention, as recipients of the message are more likely to be behaviorally compliant when the sender is perceived as knowledgeable and trustworthy (Muda

& Hamzah, 2021). The authors explored the role of source credibility, such as trustworthiness, expertise, and attractiveness, in shaping consumer purchase intention.

Brand ambassadors are like trusted influencers or spokesmodels who can trigger positive attitudes, indirectly stimulating purchase behavior. This positive relationship between credibility and purchase intention is influenced by factors such as the ambassador's expertise, wisdom, humility, alignment with the audience's ideal self, and consistency with the brand's image (Argyris et al., 2020). Moreover, the relationship was moderated by personality matching, meaning that when both the influencer and the audience shared high extroversion, the effect on credibility and purchase intention was strongest.

Consumers view brand ambassadors who embody respect, integrity, and credibility as key influences in their purchasing choices. According to Ismaila et al. (2021), endorsements from trustworthy brand ambassadors greatly shape consumer behavior and increase the likelihood of purchase. Their study highlights that a credible brand ambassador not only enhances brand image but also fosters consumer trust and loyalty over time. The reputation and credibility of a brand ambassador have an immediate and favorable influence on consumer perceptions, indicating higher product quality, value, and desirability (Argyris et al., 2020). This underscores the importance of brand ambassadors in building their online reputation and leveraging their influence to benefit their brand partners.

Trustworthiness

Trustworthiness is a critical characteristic for brand ambassadors as it reflects the level of confidence and credibility they have earned from the company. Research has shown a positive correlation between trustworthiness and purchase intention, with trustworthiness associated with honesty, integrity, and trust. According to Rohaizat et al. (2022), consumers' trust in brand ambassadors, especially celebrities, significantly shapes positive attitudes toward the brands they endorse, encouraging stronger purchase intentions. Brand ambassadors are employed by companies to establish connections with the public and boost sales. Trustworthiness is one of the three essential qualities expected from brand ambassadors, along with attractiveness and knowledge (Fadila et al., 2021), contributing to their effectiveness in persuading and attracting consumers to embrace the endorsed product.

The effectiveness of endorsements largely depends on the perceived reliability of the source. A source that presents sincere claims is often viewed as more trustworthy. It is argued that reliable and knowledgeable celebrities have a positive impact on consumers' purchasing decisions by influencing their beliefs, opinions, attitudes, and perceptions through the process of internalization. The credibility of a spokesperson is determined by consumers' perception of the information provided by the celebrity spokesperson as objective, trustworthy, and credible (Ismaila et al., 2021).

Trustworthiness involves being truthful, reliable, and moral, and it is considered a fundamental element that influences consumers' perceptions of a brand and their likelihood to make a purchase (Rohaizat et al., 2022). Their research suggests that brands perceived as trustworthy are more likely to build long-term relationships with consumers, resulting in greater brand loyalty and repeat purchases. Integrity, which refers to the degree of trust in a seller's honesty to uphold and fulfill agreements with customers, is also an important aspect of trustworthiness

(Manajemen et al., 2021). Integrity reflects a seller's commitment to honesty and fulfilling promises, and this is a vital component of trustworthiness in building consumer confidence.

Physical Attractiveness

Physical attractiveness plays a significant role in the effectiveness of brand ambassadors, as consumers are influenced by the appealing appearance of the ambassadors. Studies have shown that physically attractive brand ambassadors have a greater impact on consumers' opinions and generate higher purchasing intentions (Ismaila et al., 2021). The physical appearance of brand ambassadors, combined with their expertise or expertise, can enhance the appeal and effectiveness of advertisements (Ismaila et al., 2021).

The present study draws upon the framework established by Ismaila et al. (2021), which emphasizes the influence of refined personality traits, particularly charisma and authenticity, on consumer purchase intentions and brand perceptions. These traits enhance the credibility of brand ambassadors and play a pivotal role in shaping consumer behavior in endorsement contexts. This study explores how charisma, as a key dimension of an "exquisite personality," contributes to consumers' positive evaluations of endorsed products or services. Although charisma has been acknowledged as a persuasive trait, its specific impact within celebrity endorsement strategies remains underexplored.

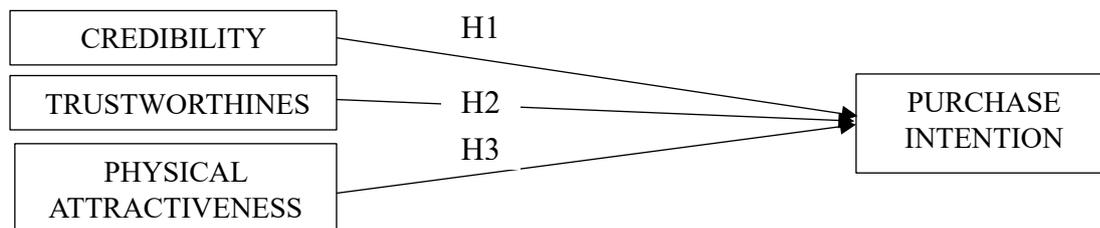


Figure 1: Conceptual Framework

Methodology

This study uses a descriptive research design with a quantitative approach to explore how brand ambassadors influence Muslims' intention to purchase Umrah packages in the Klang Valley. Data was collected through both online surveys (via Google Forms) and face-to-face questionnaires. Respondents rated their agreement using a Likert scale, and the relationships between variables were analyzed using Pearson correlation. The target population is Muslims living in the Klang Valley. Using the Cochran formula, the researchers aimed to collect responses from 322 individuals but successfully gathered data from 366 participants. Convenience sampling was chosen because it's practical, cost-effective, and suitable for reaching a large, spread-out population. A pilot study was also conducted to test and improve the reliability of the questionnaire.

To analyze the data, the study uses SPSS software and applies Pearson correlation to examine the strength and direction of relationships between variables. This method is appropriate for Likert scale data and helps uncover how brand ambassadors, through their credibility and appearance, affect consumers' decisions to buy Umrah packages. The findings aim to offer useful insights for both the travel industry and future academic research.

Results And Discussion

The table shows that all the variables (credibility, trustworthiness, physical attractiveness, and purchase intention) have acceptable reliability values based on the Cronbach's Alpha table. The alpha coefficient reliability values for the variables range from 0.849 to 0.913, which are above the threshold of 0.7.

Table 1: The Cronbach's Alpha For 366 Respondents Respectively.

Variables	Number of items	Cronbach's Alpha
Credibility	11	0.846
Trustworthiness	9	0.848
Physical Attractiveness	11	0.884
Purchase Intention	8	0.768

Table 2: Demographic

Profile		Frequency
Age	20-29	150
	30-39	83
	40-49	63
	50-59	40
	60 years and above	34
Gender	Male	189
	Female	181
Status	Single	170
	Married	195
	Divorce	5
Educational	SPM/SPMV/Certificate	23
	Diploma/STPM/STAM	96
	Bachelor	201
	Master	41
	PhD	9
Occupational	Student	94
	Private Sector	144
	Public Sector	96
	Unemployed	36
Performed Umrah	Yes	188
	No	182
Heard about brand ambassador	Yes	352
	No	18

Stay in Klang Valley	Yes	367
	Not sure	3
Muslim	Yes	369
	No	1

Table 1 and Table 2 show a balanced gender split, a concentration of respondents in their 20s and 30s, and a strong representation of bachelor's degree holders. Nearly half have performed Umrah, and almost all have heard of a brand ambassador.

The reliability analysis confirms that all scales are highly dependable for measuring credibility, trustworthiness, physical attractiveness, and purchase intention. The demographic data reflect a diverse yet focused sample, predominantly young to middle-aged adults with tertiary education and substantial awareness of brand ambassadors, providing a solid foundation for the study's findings.

Credibility

The highest mean of credibility items is no 11 (3.46) which is "Being humble is a good personality of a brand ambassador.", while the lowest mean is item no 5 and 10 (3.23) "The brand ambassador personality has similarities with the product" and "A brand ambassador who evaluates umrah packages throughout all social media channels, such as Facebook and Instagram, is eligible to provide umrah packages."

While the other credibility items exhibit consistently moderate to high ratings, with means ranging from 3.27 to 3.40 on the 5-point scale. Humility (item 11, mean = 3.46, SD = 0.521) emerges as the most valued trait, followed by perceived qualification to present Umrah information (item 3, mean = 3.40, SD = 0.610). Knowledge-based indicators item 2 (mean = 3.27) and item 4 (mean = 3.30) also score above the midpoint, underscoring that subject-matter expertise underlies credibility perceptions.

Items tied to broad social-media reach (item 10, mean = 3.23, SD = 0.635) and personality product alignment (item 5, mean = 3.23, SD = 0.537) register the lowest means, suggesting these factors carry less weight in establishing ambassadorial authority.

Table 3: Responds for Credibility

No	items	Mean	SD
1	I believe the brand ambassador is the one can be reliable.	3.29	0.596
2	The brand ambassador is the one really knowledgeable about the umrah package.	3.27	0.662
3	I believe the brand ambassador is a person who qualified to state information regarding the umrah package.	3.40	0.610
4	I believe the brand ambassador has sufficient knowledge to comment on the umrah service.	3.30	0.613
5	The brand ambassador personality has similarities with the product.	3.23	0.537
6	I have no trouble empathizing with the brand ambassador.	3.32	0.563

7	Because of the brand ambassador is knowledgeable about the umrah package, I ended up buying the intended umrah package.	3.35	0.640
8	The brand ambassador increases my trust in umrah package because it is regarded as credible source.	3.34	0.612
9	An expert brand ambassador reviews the umrah package in the advertisement as a brand representative.	3.33	0.588
10	A brand ambassador who evaluates umrah packages throughout all social media channels, such as Facebook and Instagram, is eligible to provide umrah packages.	3.23	0.635
11	Being humble is a good personality of a brand ambassador	3.46	0.521

Table 3 shows that respondents place the greatest trust in brand ambassadors who blend genuine humility with demonstrable expertise. Visibility across multiple channels or mere stylistic match contributes less to credibility than authentic knowledge and a modest demeanor. This implies marketers should recruit ambassadors with verifiable Umrah credentials and highlight their approachable character to strengthen persuasive impact.

Trustworthiness

Trustworthiness, the highest mean is item no 8 (3.42), which is “An integrity brand ambassador will analyze the advertisement about the umrah package,” and the lowest mean is item no 6 (3.16), “The person who provides product reviews on social media is a person that can be trusted.” The trustworthiness items show moderate endorsement, with means spanning from 3.16 to 3.42 on the 5-point scale.

Integrity-driven analysis of the Umrah package (item 8, mean = 3.42, SD = 0.567) ranks highest, indicating that respondents value ambassadors who demonstrate thoughtful critique. In contrast, general social-media reviewers score lowest (item 6, mean = 3.16, SD = 0.655), suggesting that mere online presence without deeper evaluation carries less trust.

Other trust signals, such as product quality recommendations (item 1, mean = 3.31), reliance on a recognized source (item 2, mean = 3.33), and the package’s inherent trustworthiness (item 4, mean = 3.33), cluster around the midpoint, reinforcing that both perceived expertise and honesty contribute to overall trust.

Table 4: Responds for Trustworthiness

No	Items	Mean	SD
1	Products recommended by brand ambassador are of high quality.	3.31	0.628
2	Due to the brand ambassador is recognized as a reliable source, I have more faith in the umrah package.	3.33	0.624
3	To promote the umrah package, I rely on brand ambassador	3.19	0.707
4	The umrah package that brand ambassadors promote can be trusted.	3.33	0.659
5	When a brand ambassador has a positive experience with a product, I will purchase it.	3.30	0.554
6	The person who provides product reviews on social media is a person that can be trusted.	3.16	0.655

7	The umrah package reviews provided by the brand ambassador are trustworthy.	3.29	0.612
8	An integrity brand ambassador will make an analysis toward the advertisement about the umrah package	3.42	0.567
9	The person who provides product reviews on social media is honest.	3.17	0.676

Table 4 shows that respondents trust brand ambassadors most when they exhibit integrity through careful analysis of Umrah offerings, whereas simple social-media endorsements inspire less confidence. Marketers should therefore showcase ambassadors' honest evaluations and critical insights to strengthen consumer trust.

Physical Attractiveness

Physical attractiveness, the highest mean is item no 7 (3.41), which is "Good brand ambassador has a good self-image", and the lowest mean is (3.13), which is "I buy the umrah package because of the brand ambassador's engaging demeanor." The physical attractiveness items demonstrate moderate endorsement, with means spanning from 3.14 to 3.41 on the 5-point scale.

Self-image emerges as the most valued trait (item 7, mean = 3.41, SD = 0.585), closely followed by perceived attractiveness in online reviews (item 8, mean = 3.40, SD = 0.597). Engaging demeanor ranks lowest (item 1, mean = 3.14, SD = 0.652), suggesting that charm alone does not strongly drive Umrah package purchases.

Other attributes, personality magnetism (item 2, mean = 3.35), personable character (item 6, mean = 3.34), and preference for attractive over unattractive ambassadors (item 4, mean = 3.31) cluster around the midpoint, indicating a balanced appreciation for both appearance and interpersonal traits.

Table 5: Responds for Physical Attractiveness

No	Item	Mean	SD
1	I buy the umrah package because of the brand ambassador's engaging demeanor.	3.14	0.652
2	Good personality of the brand ambassador can attract people attention.	3.35	0.541
3	I used the umrah package because of the brand ambassador's stunning features.	3.25	0.686
4	I focus more on the umrah package represent by attractive brand ambassador instead of the package represent by unattractiveness brand ambassador.	3.31	0.729
5	Brand ambassador attractive appearance and personality made me buy umrah package.	3.22	0.670
6	Personable characters are characteristic of charismatic brand ambassadors.	3.34	0.605
7	Good brand ambassador has a good self-image	3.41	0.585
8	Brand ambassador who reviews about the umrah package in internet with a good physical attractiveness can attract people.	3.40	0.597

9	Attractiveness of the brand ambassador in reviewing the umrah package in advertisement can attract people intention to buy.	3.30	0.577
10	The person who provides product review on social media is elegant.	3.19	0.667
11	Brand ambassador made me interested in using umrah package they sell.	3.30	0.659

Table 5 shows that consumers prioritize brand ambassadors with a strong self-image and visual appeal over purely engaging demeanor. Highlighting confidence and elegance in ambassador presentations can more effectively attract interest. While charm and sociability remain beneficial, they exert a secondary influence on purchase decisions. Marketers should emphasize polished appearance and personal confidence when selecting and showcasing ambassadors.

Purchase Intention

Purchase intention has the highest mean (3.29), which is “I’ll make an effort to purchase the umrah package that has been promoted by the brand ambassador.” And the lowest mean is (3.17) “My interest to buy umrah package is because of the brand ambassador.” The purchase intention items exhibit a moderate tendency to buy, with means ranging from 2.27 to 3.30 on the 5-point scale.

Effortful action toward ambassador-promoted packages (item 7, mean = 3.30, SD = 0.646) ranks highest, indicating that consumers are most inclined to actively seek out Umrah offers endorsed by their ambassadors. By contrast, explicit future planning to purchase (item 8, mean = 2.27, SD = 0.907) is the weakest, revealing reluctance to commit ahead of time.

The remaining items such as relying on a favorite ambassador (item 2, mean = 3.27), general influence of ambassador suggestions (items 1 and 4, means of 3.19 and 3.20), and preference for ambassador recommended outlets (item 5, mean = 3.24) cluster around the midpoint, reflecting a consistent but not overwhelming sway on purchase decisions.

Table 6: Responds for Purchase Intention

No	Item	Mean	SD
1	My purchasing choice is influenced by a brand ambassador.	3.19	0.726
2	If it's my preferred brand ambassador, I will purchase product from them.	3.27	0.707
3	I'll purchase the umrah package if I enjoy the brand ambassador's personality.	3.20	0.632
4	I'll make a purchase from a company that my favorite brand ambassador suggests.	3.20	0.656
5	I like to buy at places that brand ambassadors suggest.	3.24	0.667
6	I will consider choosing company who have brand ambassador for me to purchase the umrah package.	3.24	0.591
7	I'll make an effort to purchase the umrah package that have been promote by brand ambassador.	3.30	0.646

8 In the future, I plan to purchase umrah package promoted by the brand ambassador. 2.27 0.907

Table 6 shows that consumers are most motivated by immediate, ambassador-driven prompts rather than long-term purchase plans. The peak mean for making an effort underscores the power of active endorsements, while the low future-plan score highlights cautiousness about committing in advance. Marketers should leverage timely calls to action from ambassadors to convert interest into purchases and craft messaging that reinforces short-term engagement rather than distant commitments.

Correlation

Table 7: Correlation Table

		(1)	(2)	(3)	(4)
Credibility (1)	Pearson Correlation	1	.836	.812	.687
	Sig (2-Tailed)		.000	.000	.000
	N	366	366	366	366
Trustworthiness (2)	Pearson Correlation	.836	1	.850	.768
	Sig (2-Tailed)	.000		.000	.000
	N	366	366		366
Physical Attractiveness (3)	Pearson Correlation	.812	.850	1	.765
	Sig (2-Tailed)	.000	.000		.000
	N	366	366	366	366
Purchase Intention (4)	Pearson Correlation	.687	.768	.765	1
	Sig (2-Tailed)	.000	.000	.000	
	N	366	366	366	366

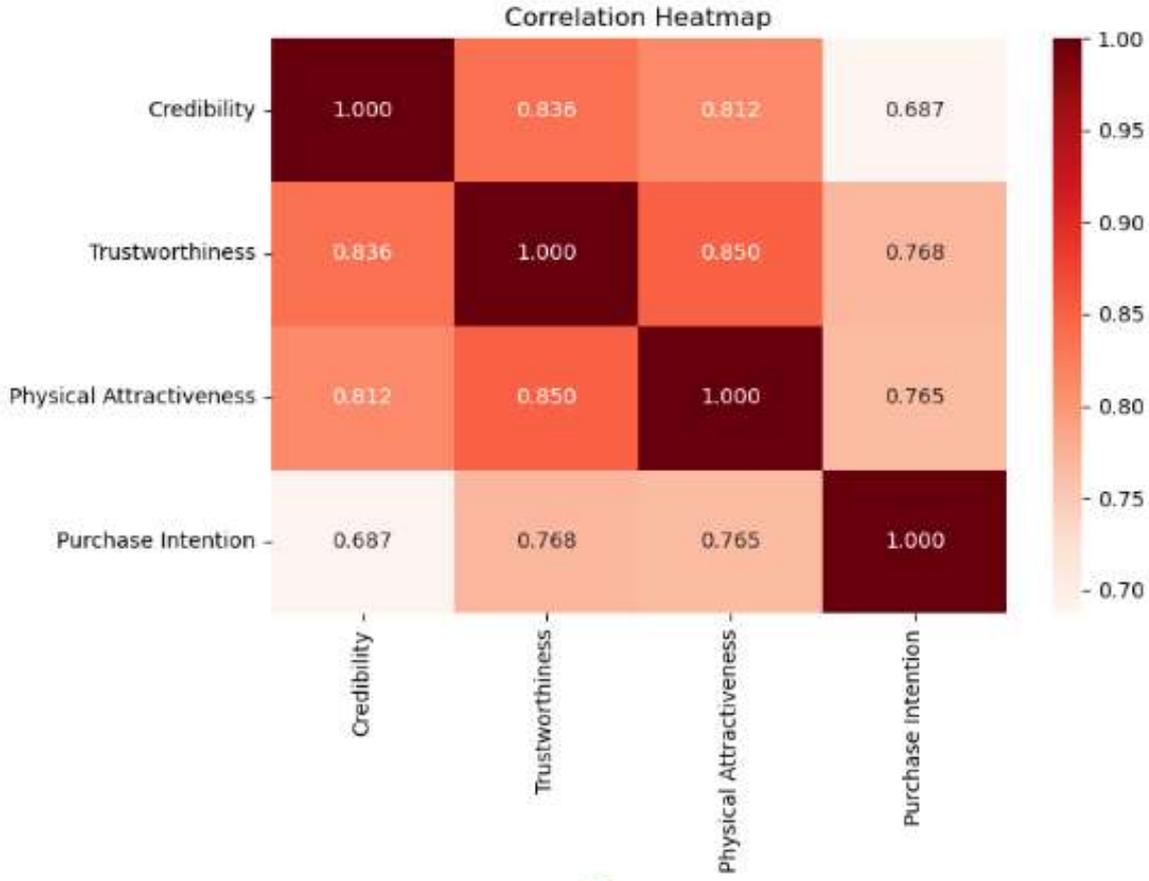


Figure 2: The Correlation Heatmap Between Credibility, Trustworthiness, Physical Attractiveness, And Purchase Intention.

Analysis of the Correlation Heatmap

The heatmap displays Pearson correlation coefficients among four key variables: Credibility, Trustworthiness, Physical Attractiveness, and Purchase Intention. Each cell’s shade of red intensifies with the strength of the relationship, while the numeric value provides exact precision.

Pairwise Relationships

- Trustworthiness & Physical Attractiveness (r = 0.850). This is the strongest observed link. It suggests that as perceptions of attractiveness rise, so does the sense that the communicator or brand is trustworthy.
- Credibility & Trustworthiness (r = 0.836). A very strong positive association. Credible sources are almost always viewed as more trustworthy, reinforcing the classic credibility trust linkage.
- Credibility & Physical Attractiveness (r = 0.812). Also, a strong tie indicates that attractiveness may serve as a heuristic cue, bolstering perceived expertise and credibility.
- Trustworthiness & Purchase Intention (r = 0.768) A robust relationship showing that consumers who trust a source are significantly more likely to intend a purchase.

- Physical Attractiveness & Purchase Intention ($r = 0.765$). Nearly as strong as trustworthiness, this implies that attractiveness directly nudges buying desire, think of the “halo effect” in advertising.
- Credibility & Purchase Intention ($r = 0.687$). The weakest of the off-diagonal correlations, yet still moderately strong. Credible messages matter, but they exert a slightly smaller direct pull on purchase intention than the other cues.

The heatmap reveals very strong positive associations among credibility, trustworthiness, and physical attractiveness. Trustworthiness and physical attractiveness yield the highest correlation ($r = 0.850$), indicating that more attractive presentations tend to inspire greater perceived reliability. Credibility and trustworthiness follow closely ($r = 0.836$), reflecting how expert signals reinforce confidence in the source. Physical attractiveness and credibility also align strongly ($r = 0.812$), suggesting that appealing visuals enhance judgments of expertise.

Turning to purchase intention, trustworthiness shows a robust link ($r = 0.768$), and physical attractiveness follows almost identically ($r = 0.765$). This pattern implies that consumers are drawn to buy when they both trust and find the source appealing. Credibility retains a moderate connection with purchase intention ($r = 0.687$), indicating that expertise does influence decisions, albeit to a slightly lesser degree than more visceral cues.

Marketing implications arise from these intertwined perceptions. An attractive and credible brand presentation triggers a halo effect: positive impressions in one dimension spill over into others, boosting overall persuasion. Combining authoritative content such as certifications or expert endorsements with polished, relatable imagery can amplify consumer engagement and increase purchase likelihood.

The analysis uncovers a tight triad in which physical attractiveness and trustworthiness serve as powerful drivers of both perceived credibility and purchase intention. Although credibility remains an important factor, its direct impact on buying decisions is somewhat eclipsed by the more immediate appeal of trust and attractiveness.

Future studies could employ mediation analyses to determine whether trustworthiness transmits the influence of credibility onto purchase intention. Experimental manipulations of attractiveness and expertise would help establish causal pathways, while segment analyses across demographic or product categories could uncover audience-specific dynamics. Such extensions would deepen understanding of how visual and expert cues combine to shape consumer behaviour.

Conclusion And Recommendation

This study sheds light on just how influential brand ambassadors can be when it comes to shaping decisions around Umrah packages, especially among Muslims in the Klang Valley. By exploring the intersection of religious tourism and consumer behavior, the research focuses on three key traits: credibility, trustworthiness, and physical attractiveness that play a powerful role in guiding purchase intentions. In a community where spiritual values deeply inform travel choices, every endorsement carries weight not just commercially, but culturally and emotionally.

When we looked at the data, credibility stood out as the strongest driver. Ambassadors seen as knowledgeable scholars or experienced pilgrims earned instant respect, and their recommendations carried a sense of authority that felt almost sacred. Trustworthiness came next, resonating with an audience that places high value on honesty and moral integrity. And while physical attractiveness might seem superficial, it enhanced perceptions of character and competence, creating a halo effect that boosted overall influence. Together, these traits worked in harmony, each reinforcing the others to turn interest into genuine intent to purchase.

What's clear is that these ambassador qualities aren't just nice-to-have extras; they're central to how people make decisions. In Klang Valley, ambassadors who combine deep knowledge, strong moral character, and a warm, engaging presence build real trust. That trust translates into both emotional connection and financial commitment. For travel agencies, this means moving beyond surface-level casting and choosing representatives who truly reflect the spirit of the journey they're promoting.

Looking ahead, future research should aim for even greater precision. That includes using accurate population data from sources like the Department of Statistics Malaysia and local religious councils, and clearly defining the Klang Valley's districts, Kuala Lumpur, Petaling, Subang, Gombak, and others. Researchers could also explore how factors like income or previous pilgrimage experience shape responses, track changes in attitudes over time, and include personal stories to better understand what motivates pilgrims. These steps will help turn basic insights into powerful strategies, allowing marketers and scholars to create campaigns that feel both authentic and deeply meaningful.

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