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An effort to increase waqf intention: The role of celebrity endorsers in social campaigns

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Abstract

The waqf is a fascinating research topic in Islamic economics (sharia). The massive potential for collecting waqf donations in Indonesia has yet to be maximised. Using celebrities as endorsers in waqf campaigns is one of the strategic solutions to increase people's intention to donate waqf. This study aims to identify the effect of the three attributes of celebrity endorsers on waqf intentions, with image and credibility as mediating variables. The research method used is quantitative, using SEM-PLS as an evaluation model. The respondents used were aged 17 years to > 65 years, with a total of 400 respondents. The variables of this study were measured using a 5-point Likert scale. This study concluded that all exogenous variables positively and significantly affected Nazhir's image and credibility. Likewise, the image and credibility variables of Nazhir are proven to positively and significantly affect the waqif's intention to donate waqf. In the IPMA analysis results, it was found that Nazhir's expertise and credibility were the variables with the highest level of importance and performance, in effect, the intention to donate. This research can be the basis for Nazhir's reference to being able to devise strategies for using celebrities as endorsers in supporting social campaigns by focusing on the expertise and knowledge of religion possessed by celebrity endorsers as the main criteria.

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Introduction

Waqf is a form of Islamic economic instrument that has an essential role in society. The waqf research theme is one of the exciting research topics in Islamic economics (sharia). The considerable potential for collecting waqf donations in Indonesia has yet to be maximised. Using celebrities as endorsers in waqf campaigns is one of the strategic solutions to increase people's intention to donate waqf. Islamic civilisation shows that waqf carries out social functions in the health, education, religious, public facilities, and other sectors (Kasdi et al., 2022; Mauluddin & Rahman, 2018; Sulistyowati et al., 2021). Waqf has a role in increasing social justice, equity, and income redistribution and encouraging the growth of an entrepreneurial spirit through innovative financing concepts in realising sustainable socio-economic welfare (Iman & Mohammad, 2017; Zauro et al., 2020). Indonesia is a country that has the largest Muslim population in the world (The Royal Islamic Strategic Studies Center, 2021). With a CAF Index rating of 83%, Indonesians have been declared the most generous people in the world when it comes to donating money (Charities Aid Foundation, 2021). It will create an enormous potential for waqf (Ministry of Religion, 2020). Most of the Muslim population in Indonesia is in the middle class and has religious characteristics and purchasing power (Ali et al., 2017).

The realisation of cash waqf receipts in Indonesia has only reached 819.36 billion rupiahs (0.45%) of Indonesia's total potential cash waqf (BWI, 2021). The registered waqf lands have only reached 161,579 hectares spread over 366,595 locations. The low realisation of the potential of waqf in Indonesia is due to the low level of public literacy regarding waqf in Indonesia (KNEKS, 2021; Laallam et al., 2020; Mutmainah et al., 2021) and the low level of transparency and accountability regarding waqf institutions so that public trust in the institution waqf is still low (Talib et al., 2020; Siswantoro et al., 2018). The results of a population literacy index survey in Indonesia conducted by BWI (2020) obtained a score of 50.48 which is included in the low category, and people's preference for cash waqf is only 12%.

Waqf institutions must develop innovative marketing strategies to increase waqf collection (Rusydziana, 2018). It is essential to have innovative solutions to meet Muslim expectations (Laallam et al., 2020). KNEKS (2021) stated that waqf marketing carried out by waqf institutions needed a better strategy and planning so it could have been more effective. Determining the waqf segment targeted by waqf institutions is very important so that marketing programs designed by waqf institutions can run effectively (Qolbi, 2021). Emotional promotional strategies are critical to increasing public awareness of the importance of waqf (KNKS, 2019).

Promotional strategies to improve the image and credibility of waqf management institutions are also fundamental so that waqf intentions can be sustainable (Abdul Shatar et al., 2021; Abdul Shukor et al., 2019). Images can strengthen intentions. The negative image of waqf institutions will cause the level of desire of donors to donate to decrease (Abdul Shukor et al., 2019). Producers will have a long-term advantage and avoid losses if there is consumer attachment to the brand (Ratnasari et al., 2023). Endorsers can be a creative solution in increasing awareness and intention of one's behaviour in donating to social causes (Wymer & Drollinger, 2015).

Wymer & Drollinger (2015) and Annuar et al. (2018) demonstrate that using an endorsement in a donation-raising campaign will improve a person's intention to donate. One's urge to support the endorser's viewpoint on these activities grows due to celebrities being used as spokespersons for social causes (Panic et al., 2015). According to Mehwish et al. (2021), integrating celebrity endorsement with charitable causes can help persuade people to spread information about the cause to others they know.

The relationship between a celebrity endorsement and the good or service they are promoting can be favourable (Purohit & Arora, 2022; Schouten et al., 2020). Consumers can

clearly understand information about products or services thanks to celebrity endorsements (Thomas & Johnson, 2017). Someone is more susceptible to being persuaded and holding onto opinions about celebrities and role models, especially young people (McCormick, 2016). It is because a celebrity possesses qualities like attractiveness, trustworthiness, and familiarity that can affect how someone perceives value, intent, and loyalty (Abbas et al., 2018; Osei-Frimpong et al., 2019). Celebrity endorsement benefits an organisation's reputation and credibility (Goldsmith et al., 2000; Kim et al., 2014).

Several studies have also found that use still faces many challenges. According to Parker et al. (2018), the effectiveness of endorsers depends on the type of product and the level of consumer knowledge. Compatibility between the product and the endorser's characteristics also dramatically influences the endorser's success in influencing consumers (Becker et al., 2019; Kumar & Tripathi, 2022). In addition, the use of endorsers is also strongly influenced by the preferences of different potential donors (Peterson et al., 2018).

Conversely, using an endorser can negatively affect the product it supports. Negative information brought by a celebrity can damage the brand image it carries (Huang, 2021; Um & Jang, 2020; Wang & Kim, 2020). Negative publicity also influences the organisation's reputation and consumer perception of the celebrity's product (Wang & Kim, 2020). However, the adverse effects of endorsers are more influential on profit organisations than non-profit organisations (Roozen & Raedts, 2017). Peterson & Tripoli (2018) found that using certain celebrities does not affect a person's intention to donate. Prospective donors are more motivated to donate by seeing the goals of the social campaign.

In previous studies, many discussed the influence and effectiveness of using endorsers in philanthropic campaigns in a broad scope. For example, in the study of Peterson et al. (2018), Azevedo (2021), and Wymer & Drollinger (2015) who tried to examine the effect of using celebrity endorsers on people's intentions to donate to non-profit organisations or international social organisations.

Nazhir is the receiving party waqf assets from wakif to be managed and developed according to their needs. The existence of waqf and its empowerment is very dependent on Nazhir. Nazhir as a waqf leader, must have a noble character, be trustworthy and experienced, and master the organisational and financial knowledge needed to carry out their duties according to the type of waqf and its purpose (Djamil, 2011). Nazhir must maintain and manage its waqf assets (Kasdi, 2016).

This research will confirm the effect of celebrity endorsers on the trust of wakifs and the credibility of Nazhir as an institution that manages social funds in the form of waqf. Furthermore, researchers will measure the direct and indirect relationship between the image of Nazhir and the credibility of Nazhir on the intention to make waqf in waqf institutions. The relationship is measured through three leading indicators of celebrity endorsers, namely attractiveness, expertise, and trust. This research can provide practical implications for waqf fund management institutions (Nazhir) in maximising strategies to collect waqf funds from donors (wakif) through collaboration with endorsers from celebrities.

Literature Review

Celebrities as Endorsers in Social Campaigns

Participating celebrities gave a role in the success of social campaigns. The more a celebrity owns the same image as an endorser with the image of a potential donor who will donate, the more potential donors will prefer to donate to social institutions supported by the endorser (Bargoni et al., 2023). Using celebrities as endorsers positively influences advertisements or activities with low psychological risk or high social impact (Gopal, 2021). In addition,

celebrities can provide higher awareness and credibility to the campaigns they support, although not all end with someone's intention to donate (McCormick, 2016; Peterson et al., 2018).

A marketer must analyse the celebrities used and whether they have had scandals in the past that can give a negative image of themselves and the campaigns they support (Peterson et al., 2018). Celebrities influencing a person's behaviour come from three indicators: attractiveness, expertise, and trust (Ohanian, 1990). For example, when a celebrity has a high level of trust in the eyes of their fans, there will be a process of transferring the positive qualities that the endorser has to his fans, such as image, credibility, trust, and others (Wong et al., 2020; Munnuka et al., 2018). It is in line with the results obtained by Kasri & Chaerunnisa (2022), who explain that one of the motivating factors for a donor to make waqf is when the donor has confidence in the waqf campaign. However, Ayedh et al. (2018) say trust is not a factor driving intention. Thus, further research is needed.

Endorser Celebrity Attributes and Nazhir's image

Using celebrities as endorsers aim to transfer celebrities' positive traits and images to the institutions they support (Wong et al., 2020). Muslim consumers are not recommended to choose a product or service without Islamic attributes (Battour et al., 2011). Consumer attitudes are closely related to the image institutions display (Chattananon et al., 2008). A social campaign that gets support from celebrities with a high level of popularity will improve the image of social institutions (Chattananon et al., 2008). Furthermore, a positive image of a social institution will also affect donors' willingness to donate (Kim et al., 2014; Peterson et al., 2018; Xu et al., 2020). Conversely, donors' wishes can also decrease when the social institution has a negative image (Hock & Raithel, 2020; Huang, 2021; Saputra et al., 2021).

In a social campaign by a waqf or Nazhir institution, the company's image is associated with Nazhir's image as a waqf management institution. Leong et al. (2022) state that a high image can improve customer perceptions of service and reduce customer retention. In social institutions, these advantages can be interpreted that donors will be more satisfied with a high image of good social institutions. Social institutions will find it easier to build their donor base.

H1: Attractiveness affects Nazhir's image.

H2: Expertise influences Nazhir's image.

H3: Trustworthiness affects Nazhir's image.

Endorser Celebrity Attributes and Nazhir's credibility

Arshad & Yahya (2017) defines corporate credibility in a business context as the degree to which an organisation or company can carry out management activities planned well by the knowledge, experience, and expertise possessed by its resources. This study defines corporate credibility as credibility in an organisation or social institution that manages waqf funds.

Kim et al. (2014) said that the attributes of attractiveness, expertise, and trust of a celebrity could create a positive image for social institutions of their ability to carry out social responsibility and reliability in managing donor funds. The higher the celebrity's attributes, the more influential the company or social institution's credibility, and the lower the donor's or consumer's perception of risk (Soesilo et al., 2020). Several studies, such as Shaheen et al. (2017) and Hussain et al. (2020), also confirmed that the positive attributes possessed by a celebrity could also be channelled into the credibility possessed by social institutions. According to Timur (2022), celebrity endorsement influences consumers to buy halal fashion products favourably.

In this study, corporate credibility can be associated with the credibility of waqf or nazir fund management institutions. Nazhir receives waqf assets to be managed and developed (Pikoli et al., 2021). So, the research hypothesis is as follows.

H4: Attractiveness has a positive effect on Nazhir's credibility.

H5: Expertise has a positive effect on Nazhir's credibility.

H6: Trustworthiness has a positive effect on Nazhir's credibility.

Nazhir's image and Waqf Intention

Image is consumers' capture of reputation and trusts in the organisation's ability to meet consumer expectations on several attributes (Tankovic et al., 2022). A good corporate image can be a competitive advantage and attract many customers (Gelderman et al., 2021). The corporate image includes everything owned by the company, such as the company's products, human resources, and images from external companies (Ab Hamid et al., 2022). Corporate image is critical to give the first impression on consumers because it will influence consumer behaviour in the future (Nguyen & Leblanc, 2002). Likewise, behavioural intentions are also important because they are directly related to the number of consumers who use our products (Ratnasari et al., 2020). Septiarini et al. (2022) show that image affects behavioural intention. Battour et al. (2022) said that a good assessment of product attributes would increase repurchase and recommend it to others. Thus, in the context of waqf, if the assessment of Nazhir is improving, reendow intention will be higher.

In the context of social campaigns from waqf institutions, donating wealth through waqf will be higher if the social institution has a good image. Thus, the research hypothesis is as follows.

H7: Nazhir's image affects waqf intentions.

Nazhir's credibility and Waqf Intention

Credibility can be raised through communication, including communication originating from endorsers to consumers (Eisend, 2006). It is suggested that Nazhir can know and understand the factors that influence behavioural intentions. Thus, it will make it easier for Nazhir to develop products and services that suit consumer needs (Ratnasari et al., 2020). Endorsers have been shown to influence consumer purchase intentions positively (Goldsmith et al., 2000; Lafferty et al., 2002; Lafferty & Goldsmith, 2004; Newell & Goldsmith, 2001). When a company does not have sufficient credibility to convince consumers, all claims made by the company are considered invalid by consumers (Soesilo et al., 2020). Ultimately, low institutional credibility will reduce the company's brand equity, and consumer intentions to buy the product will also be low. Thus, donors' intention to donate through social institutions will be affected by institutional credibility. The following hypothesis is as follows.

H8: Nazhir's credibility affects waqf intentions.

Methodology

This research uses quantitative methods. This study uses primary data obtained from respondents' answers. This study uses three attributes of celebrity endorsers as exogenous variables. The three attributes of celebrity endorsers are measured based on four measurement items developed from research by Hussain et al. (2020), Ohanian (1991), Rungrungjit (2022), Wiedmann & von Mettenheim (2020). Meanwhile, the four items measuring the variable intention to donate waqf as the dependent variable were developed from research by Darmansyah et al. (2020) and Kasri & Chaerunnisa (2022). Four items measuring the Nazhir belief variable as intervening variables were developed from research by Ab Hamid et al. (2022), Leong et al. (2022), and Tankovic et al. (2022). Finally, items for measuring the Nazhir's image variable were developed from research by Featherman et al. (2010), Goldsmith et al. (2000), and Kim et al. (2014). This study uses a 5-point Likert scale to measure the score of each variable. The hypothesis testing tool used is SEM-PLS using the SmartPLS 4.0 program.

The population of this study is men and women aged 17 to >65 years who live in Indonesia. The purposive sampling method is used for data collection techniques. Respondent criteria used in this study were respondents who were familiar with waqf and at least had known about social campaigns carried out by waqf institutions using celebrities as endorsers. According to Hair et al. (2011), determining the number of representative samples depends on the number of indicators multiplied by 5 to 10. The number of indicators in this study is 24 items. The minimum number of samples in this study is 120. The number of respondents in this study is 400 to fulfilled the minimum number of samples. The hypothesis testing tool used is SEM-PLS using the SmartPLS 4.0 program.

Results and Discussion

This study obtained demographic data from respondents from a questionnaire given to 400 respondents. The first is based on the gender of the respondents, where this research was dominated by 208 (52%) female respondents, while 192 (48%) male respondents. This number indicates no wide gap between female and male respondents in this study. Most respondents are aged 17-30 years (40%). The majority of the educational level is Bachelor (49%). Meanwhile, the total expenditure incurred by respondents was Rp. 1-5 million per month, with the most significant number, i.e., 312 people or 78%. as shown in Table 1.

Table 1. Characteristics of Respondent

| Profile | Amount | Percentage (%) |
|---------------------------------|--------|----------------|
| <i>Gender</i> | | |
| Male | 192 | 48 |
| Female | 208 | 52 |
| <i>Age (in years)</i> | | |
| 17-30 | 162 | 40 |
| 31-45 | 151 | 38 |
| 46-65 | 85 | 21 |
| >65 | 2 | 1 |
| <i>Last education</i> | | |
| Senior high school | 122 | 30 |
| Diploma | 52 | 13 |
| Bachelor | 195 | 49 |
| Masters | 30 | 7 |
| Doktor | 1 | 1 |
| <i>Total Expenses Per Month</i> | | |
| Rp. 1-5 Million | 312 | 78 |
| Rp. 5-10 Million | 70 | 18 |
| >Rp. 10 Million | 18 | 4 |

Source: Data Analysis by Author

Outer Model Test

If data has an outer loading value above 0.7, it can be maintained to take the next test or be said to be valid and reliable. On the other hand, if the outer loading value of the data is below 0.7, it is recommended that the data be deleted or eliminated (Hair Jr. et al., 2017). From testing the outer model using SmartPLS 4.0, all outer model values in the data are > 0.7 (Hair Jr. et al., 2017). Based on the outer model test results in Table 2, all outer model values in the data used have >0.7. So, the indicators are valid and reliable.

Table 2. Reliability and Validity

| Items | Factor Loadings | Cronbach's Alpha | Rho A | Composite Reliability | AVE |
|-----------------------------|-----------------|------------------|-------|-----------------------|-------|
| <i>Attractiveness</i> | | 0,980 | 0,980 | 0,985 | 0,944 |
| AT1 | 0,971 | | | | |
| AT2 | 0,972 | | | | |
| AT3 | 0,970 | | | | |
| AT4 | 0,974 | | | | |
| <i>Expertise</i> | | 0,972 | 0,972 | 0,979 | 0,922 |
| EX1 | 0,952 | | | | |
| EX2 | 0,964 | | | | |
| EX3 | 0,965 | | | | |
| EX4 | 0,959 | | | | |
| <i>Trustworthiness</i> | | 0,974 | 0,974 | 0,981 | 0,927 |
| TR1 | 0,963 | | | | |
| TR2 | 0,968 | | | | |
| TR3 | 0,970 | | | | |
| TR4 | 0,951 | | | | |
| <i>Nazhir's image</i> | | 0,953 | 0,954 | 0,966 | 0,876 |
| NI1 | 0,937 | | | | |
| NI2 | 0,955 | | | | |
| NI3 | 0,949 | | | | |
| NI4 | 0,903 | | | | |
| <i>Nazhir's credibility</i> | | 0,980 | 0,980 | 0,985 | 0,943 |
| NC1 | 0,975 | | | | |
| NC2 | 0,970 | | | | |
| NC3 | 0,983 | | | | |
| NC4 | 0,956 | | | | |
| <i>Waqf Intention</i> | | 0,958 | 0,960 | 0,970 | 0,888 |
| WI1 | 0,959 | | | | |
| WI2 | 0,934 | | | | |
| WI3 | 0,949 | | | | |
| WI4 | 0,927 | | | | |

Source: Data processing with SMARTPLS 4.0

Cronbach's Alpha test

The Cronbach Alpha reliability coefficient is 0 - 1 (Rouf, Akhtaruddin, and Dobson, 2018). This test is acceptable if it has a value of or > 0.80 (Hair Jr. et al., 2017). Table 2 reveals that all variable values have a value > 0.80. So, the measurement of the variables is reliable.

Composite Reliability Test

Hair Jr. et al. (2017) state that the Composite Reliability test accepted values range from 0 to 1. Acceptable values in the Composite Reliability test are equal to or more than 0.70 (Henseler et al., 2009). Table 2 shows that all variable values have a value above 0.80. So, the measurement of the variables is reliable.

Average Variance Extract (AVE) Test

AVE test to test the validity and reliability of data. The AVE value is valid if the value is more significant than 0.5 and must also be greater than the cross-loading value. Table 2 shows that all variable values have values above 0.50. So, the measurement of the variables is reliable.

Discriminant validity

This study uses the criteria of the Heterotrait-Monotrait Ratio (HTMT) in measuring discriminant validity. The Heterotrait-Monotrait Ratio (HTMT) value can meet the discriminant validity criteria when it is not more than 0.85 (Henseler et al., 2015).

Table 3. Heterotrait-Monotrait Ratio (HTMT)

| Items | Attractiveness | Expertise | Trustworthiness | Nazhir Trust | Nazhir's credibility | Waqf Intention |
|----------------------|----------------|-----------|-----------------|--------------|----------------------|----------------|
| Attractiveness | | | | | | |
| Expertise | 0,809 | | | | | |
| Trustworthiness | 0,823 | 0,847 | | | | |
| Nazhir Trust | 0,873 | 0,830 | 0,701 | | | |
| Nazhir's credibility | 0,871 | 0,826 | 0,898 | 0,887 | | |
| Waqf Intention | 0,873 | 0,828 | 0,797 | 0,891 | 0,876 | |

Source: Data processing with SMARTPLS 4.0

Table 4. Structural model assessment and goodness-of-fit (GoF) index

| Variable | R ² | Predictive Accuracy | Q ² | Predictive Relevance |
|------------------------|----------------|---------------------|----------------|----------------------|
| Nazhir's credibility | 0,834 | High | 0,780 | Yes |
| Nazhir's image | 0,817 | High | 0,710 | Yes |
| Waqf Intention | 0,903 | High | 0,796 | Yes |
| GoF $\sqrt{AVE} * R^2$ | 0,648 | | | |

Source: Data processing with SMARTPLS 4.0

The coefficient of determination to assess the size of the endogenous construct through the value of the exogenous construct. The coefficient of determination or R2 is between 0 and 1. The results show that the R2 value of this study had a value of > 0.75, indicating that the model used was strong. R2 values of 0.75, 0.50 and 0.25 are robust, medium, and weak models (Sarstedt & Cheah, 2019). Predictive relevance is a test to measure how well the observed values are generated using a blindfolding procedure. The research results show that all Q2 has a value of > 0, meaning that the value of the observations produced in this study has a good level of predictive relevance. If the Q2 value > 0, this study has a good observation value and vice versa. Next, the researcher conducted a Goodness of Fit Index (GoF Index) test to evaluate the entire measurement model and structural model. The calculation results show a GoF Index value of 0.648 which is included in the category of high GoF values (Wetzels et al., 2009). The GoF test can be seen in Table 4, which shows that the measurement and structural models used in this study have a high degree of fit.

Test Bootstrapping

Bootstrapping test on SEM-PLS to measure the relationship between variables. The influence between variables can be seen from the T and P values. P values with values > 0.05 can indicate that the variables positively affect the independent variables; meanwhile, if P Values > 0.05, this variable does not affect the dependent variable. Overall, the results of the bootstrapping process in Table 5 show that all hypotheses are accepted. In the first hypothesis (H1), the P-Values in this relationship is 0.029 (<0.05). It means the celebrity endorser's attractiveness variable positively and significantly influences the Nazhir's image variable. Whereas in the second hypothesis (H2), the results show that the hypothesis is accepted because the P-Values in this relationship is 0.029 (<0.05). It means the celebrity endorser's attractiveness positively and significantly influences Nazhirs image.

Table 5. Path coefficient and hypotheses testing

| Hypotheses Label | Path | Original Sample | SD | P-Value | t-statistics | Result |
|------------------|----------|-----------------|-------|---------|--------------|-----------|
| H1 | AT -> NI | 0,154 | 0,070 | 0,029 | 2,192 | Supported |
| H2 | AT -> NC | 0,159 | 0,073 | 0,029 | 2,192 | Supported |
| H3 | EX -> NI | 0,571 | 0,080 | 0,000 | 7,127 | Supported |
| H4 | EX -> NC | 0,570 | 0,082 | 0,000 | 6,958 | Supported |
| H5 | TR -> NI | 0,204 | 0,090 | 0,024 | 2,258 | Supported |
| H6 | TR -> NC | 0,209 | 0,084 | 0,013 | 2,496 | Supported |
| H7 | NI -> WI | 0,152 | 0,034 | 0,000 | 4,472 | Supported |
| H8 | NC -> WI | 0,817 | 0,033 | 0,000 | 24,894 | Supported |

Source: Data processing with SMARTPLS 4.

Data from the subsequent bootstrap process show that the P-Values in the third hypothesis is 0.000 (<0.05). The celebrity endorser's expertise variable positively and significantly influences the Nazhir image variable. In the fourth hypothesis, the results show that the P-Values is 0.000 (<0.05). The celebrity endorser's expertise variable can positively and significantly influence Nazhir's image. The fifth hypothesis shows that the P-value is 0.024 (<0.05). Likewise, the sixth hypothesis has a P-Values of 0.013 (<0.05). These results mean celebrity endorser trust positively and significantly influences the Nazhir image variable. Celebrity endorser trust positively and significantly influences the intention to waqf.

Furthermore, the results show that the seventh hypothesis is accepted. The P-Values in this relationship are 0.000 or (<0.05). Nazhir's credibility variable positively and significantly influences the waqf intention variable. It means that Nazhir's image as a collector and manager of waqf funds positively and significantly influences the waqf intention variable. Finally, in the eighth hypothesis, the data resulting from the bootstrap process shows that the hypothesis is accepted. The P-Values in this relationship are 0.000 or (<0.05).

Table 6. Indirect Effect testing

| Path | Original Sample | SD | P-Value | t-statistics | Result |
|----------------|-----------------|-------|---------|--------------|---------------|
| AT -> NI -> WI | 0,023 | 0,059 | 0,073 | 1,794 | Not Supported |
| AT -> NC -> WI | 0,130 | 0,067 | 0,000 | 6,971 | Supported |
| EX -> NI -> WI | 0,087 | 0,023 | 0,000 | 3,842 | Supported |
| EX -> NC -> WI | 0,466 | 0,067 | 0,000 | 6,971 | Supported |
| TR -> NI -> WI | 0,031 | 0,016 | 0,057 | 1,910 | Not Supported |
| TR -> NC -> WI | 0,170 | 0,069 | 0,014 | 2,469 | Supported |

Source: Data processing with SMARTPLS 4.

Table 6 shows that six indirect effect relationships occur in the variables used in this study. The criterion for the indirect effect relationship in the two variables is if the P-Values are less than 0.05, and vice versa. In the first relationship, Nazhir's image does not mediate between attractiveness and intention to donate. The P-Values in this relationship is 0.073 (> 0.05). The same result is found in the fifth indirect effect relationship, where the Nazhir's image variable does not provide a mediating relationship between trust and waqf intentions. The P-Values in this relationship is 0.057 (> 0.05). On the other hand, the other four indirect effect relationships show a positive mediating relationship between exogenous and endogenous variables with P-Values of less than 0.05.

Importance-Performance Matrix Analysis (IPMA)

The IPMA analysis is built on structural equation model (PLS) relationships and includes an additional dimension to analysing these latent constructs (Hair et al., 2008). The performance score or index is obtained by scaling the latent variable scores again, ranging from 0 for the lowest to 100 for the highest.

Table 7. Importance-Performance Matrix Analysis

| Konstruk | Importance (Total Effect) | Performance (Index Values) |
|--------------------|---------------------------|----------------------------|
| Attractiveness | 0,159 | 79,098 |
| Expertise | 0,553 | 77,455 |
| Trustworthiness | 0,208 | 78,277 |
| Nazhir's image | 0,165 | 76,626 |
| Nazhir Credibility | 0,799 | 75,610 |

Data processing with SMARTPLS 4.0

The results of the IPMA analysis are in Table 7 and the Importance Performance Map, which illustrates the level of importance of a variable in influencing other variables. In Table 7, each variable's index value and total effect score. The primary variable in this IPMA analysis is the intention to make waqf. The results of the IPMA analysis in this study indicate that overall, all variables have a good level of performance. Performance values are located on the X-axis, where all variables have values > 50. Meanwhile, at the variable importance level, credibility has the highest value, 0.799, followed by expertise with a value of 0.553. Credibility and expertise have a total effect value of > 0.40, meaning that the waqf as a donor considers that these two variables have the most critical role in encouraging the waqf to waqf.

The celebrity endorser attractiveness variable positively influences Nazhir's image and credibility. The process of transferring attributes occurs to an endorser regarding the image and credibility of the Nazir he supports and vice versa (Scheidt et al., 2018). The attractiveness variable in this study is an attribute that comes from the physicality of the celebrity endorser. In addition, attractiveness is also closely related to celebrity endorser communication skills in conveying the message from nazhir institutions to prospective wakifs. The objectives of nazhir institutions in collecting and managing waqf funds are essential for waqf candidates. Peterson et al. (2018) stated that in cases of fundraising or campaigns with social aims, the public, as potential donors, are more concerned with the objectives of the social campaign itself. The more attractive the celebrity endorser conveys messages from the nazhir institution, the greater the waqf intention. It is because the waqf can obtain good information regarding the goals that Nazhir institutions want to carry out in managing waqf funds. Transparent and good credibility of nazhir institution will improve the waqf intention.

In contrast to commercial products or services, collecting waqf funds has a legal basis, pillars, and conditions that must be met so that the contract is valid and by Islamic teachings. Nazhir's professionalism and transparency become the primary concern in collecting waqf funds (Pikoli et al., 2021). Likewise, celebrity endorsers' expertise and trust positively influence Nazhir's image and credibility. Based on the results of the IPMA analysis, celebrity endorsers with higher religious ability and knowledge are preferable for waqifs. Likewise, trust also influences Nazhir's image and credibility. A waqf institution is considered credible if it has

sufficient capabilities and resources to meet consumer expectations. In this study, consumers are associated with waqif. Trust can minimise the negative publicity that occurs in other social institutions. By using celebrities with positive attributes of trust, the social campaigns by Nazhir institutions will be more readily accepted by prospective wakifs.

The last is the relationship between image and Nazhir's credibility in influencing the waqif's intention to waqf. Nazhir's image represents the quality of services provided by Nazhir (Shaheen et al., 2017). Quality is a consumer's assessment and perception of a product or service (Battour et al., 2020). Higher quality is influenced by higher perceptions of halal products and services (Battour, 2018) which can create satisfaction and more positive behavioural intentions. Nazhir's image as a competitive advantage can be an excellent initial impression for donors so that it can influence the waqf's behaviour (Gelderman et al., 2021; Nguyen & Leblanc, 2002). Likewise, Nazhir's credibility functions to increase wakif preferences in accepting positive claims from Nazhir (Soesilo et al., 2020). A donor will prefer to donate through social institutions with high credibility through various programs that can satisfy the expectations of the donor or wakif.

Conclusion

This research has practical and theoretical implications. As a medium for Islamic philanthropy, Waqf has considerable opportunities and potential, especially in Indonesia. On the other hand, this potential has yet to be maximised, as can be seen from the low value of the waqf collection until 2022, which is still very far from its potential. Practical implications of this research, a comprehensive strategy is needed that can be carried out by all stakeholders so that the collection of waqf funds from the community can be maximised and sustainable. Using celebrity endorsers is one proven way to increase the image and Nazhir's credibility, which will also increase waqf intention. Creating a good image is an Islamic success. The results of the bootstrap test show that all the attributes carried by the celebrity endorser can positively influence the image and credibility of the Nazhir, which also influences the waqif's intention to make endowments.

However, on the other hand, the marketer or Nazhir must pay attention to the level of compatibility between the selected endorser and the waqf campaign that has been prepared. In addition, Nazhir must also pay attention to the attributes brought by the celebrity to be able to have a positive impact effectively. In the IPMA analysis test, the researcher found that the variable Nazhir's expertise and credibility had the highest level of importance and performance. In selecting celebrities to be endorsers for social campaigns, Nazhir must analyse the level of celebrities' expertise, especially in religion. Nazhir can try to find celebrities who also work as preachers or scholars. Celebrity preachers who often appear on television shows or have many followers have advantages in knowledge and a better understanding of religion.

On the other hand, Nazhir still must pay attention to whether the celebrity has had negative publicity before. It is essential because negative publicity can reduce reputation and consumer perceptions of Nazhir, then will reduce waqf intentions. The theoretical implication of this research is that the research results can contribute to adding to the existing literature, especially regarding celebrities as endorsers in waqf campaigns. The research has several limitations. The types of endorsers used in this study are only celebrities. The researcher suggests that in subsequent studies, we can compare several types of endorsers at the same time, such as endorsers who come from experts (expert endorsers) such as preachers or scholars but do not have as high a level of popularity as celebrities, or leaders from the waqf institution itself (CEO Endorser).

Author Contribution

Ririn Tri Ratnasari: Creating and designing analyses, Collecting data, Contributing data or analysis tools, and Writing paper.

Yan Putra Timur: Creating and designing analyses, Collecting data, Contributing data or analysis tools, and Writing paper.

Mohamed Battour: Creating and designing analyses, Contributing data or analysis tools, and Perform analysis.

Usman Jamilu: Collecting data and Perform analysis

All authors have read and agreed to the published version of the manuscript

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Declaration of Competing Interest

We declare that we have no conflict of interest.

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