

ABSTRACT

Indonesia needs an education system that is able to balance between the state of its people and the development of sophisticated technology. Technology in the world of education is usually called e-learning. Ruangguru is a company that provides a learning governance system in managing virtual classroom learning activities. Although Ruangguru is considered to have credibility, it cannot be ascertained whether the credibility of a brand can affect purchase intention, therefore the use of celebrities as a Brand Ambassador might be one of the solutions. The purpose of this research is to find out how much the credibility of the brand ambassador Iqbaal Ramadhan and brand credibility affect the purchase intention of Ruangguru. A total of 400 respondents who are junior-high school students live in West Java and have seen advertisements with Iqbaal Ramadhan as brand ambassador. According to the results of the multiple correlation analysis with an R value of 0.811, it can be concluded that there is a moderate and direct relationship with the credibility of the brand ambassador Iqbaal Ramadhan and brand credibility towards the purchase intention of the Rungguru application in West Java. According to the results of hypothesis testing using the f-test and t-test the results show that the credibility of the brand ambassador and brand credibility have an influence on the purchase intention of the Rungguru application in West Java. This is evidenced based on the results of $f_{count} > f_{table}$ ($389,324 > 3.01$) with a significance of $0,000 < 0.05$, then in the t-test of the brand ambassador's credibility variable the results of $t_{count} > t_{table}$ ($5.159 > 1,960$) with significance $0.000 < 0.05$ and the results of the t-test of brand credibility variables obtained $t_{count} > t_{table}$ ($9.595 > 1.960$) with a significance of $0.000 < 0.05$. In conclusion H_0 is rejected which means that there is an influence of the credibility of the brand ambassador Iqbaal Ramadhan and brand credibility to the purchase intention of the Rungguru application in West Java. Based on the coefficient of determination, it is found that the credibility of the brand ambassador Iqbaal Ramadhan and brand credibility have a 65.7% influence on the purchase intention of Rungguru applications in West Java and the rest is influenced by other factors.

Keywords: Credibility, Brand Ambassador, Brand Credibility, Purchase Intention