

ABSTRACT

This Study was conducted to determine the effect of corporate credibility of traveloka web series ad version "Arief Muhammad X Traveloka Episode 3: Sebuah Harapan Baru" on the pulse purchase intention of internet users in Jakarta. The purpose of this study was to determine the effect of corporate credibility of traveloka web series ad version "Arief Muhammad X Traveloka Episode 3: Sebuah Harapan Baru" on the pulse purchase intention of internet users in Jakarta, and to find out how much the effect of corporate credibility of traveloka web series ad version "Arief Muhammad X Traveloka Episode 3: Sebuah Harapan Baru" on the pulse purchase intention of internet users in Jakarta.

This study use quantitative eksplanative. Sampling technicque used was purposive sampling type under non-probability sampling, with the total number of 100 respondents. The data was analyzed descriptively, and the hypothesis were tested by using regular regression analysis.

Based on the result of partial hypothesis test (t-test), it is found that Corporate Credibility (X) has t count (8,618) > t table (1,984), so there is significant effect from Corporate Credibility (X) to Purchase Intention (Y). The results of coefficient of determination, showed that the variable of Corporate Credibility (X) give 43,1% effect to Purchase Intention (Y) and the rest of 56,9% is contribution of other variable not examined in this research.

Keywords: *Corporate credibility, Purchase intention.*