

ABSTRACT

Education is one of the most important aspects to establish a developed and competitive nation. Along with the development of technology, process to gain knowledge also shifting following the current development, and it makes us could have access on learning process through internet that can ease the burden especially to those who have difficulty on having a decent education facility. Ruangguru exist in order to ensuring an equal education for all. In order to increase brand equity, Ruangguru have to executing a precise marketing strategy, and using a celebrity endorser might be is one of the answers. This research is quantitative research and aims to examine the impact of using Iqbaal Ramadhan as a celebrity endorser on brand equity of Ruangguru. A total 100 students participated on this research. Overall result, celebrity endorser has influence on brand equity by 36,2% and the rest of it (63,8%) influenced by other factors outside this research. The findings of this research could help brands when deciding whether using a specific celebrity endorsement is a good choice to improve brand equity or some elements on it.

Keywords: celebrity endorser, brand equity