

ABSTRACT

Today, the development of technology is growing rapidly, one of them is department of education. Development of technology will slowly changes the learning method, is it like a shift in learning orientation from being guided by the teacher to learning independently. Students can learn independently by using technology such as e-learning. Thus, Ruangguru was present as one of the online tutors founded by Adamas Belva Syah Devara and his partner, Iman Usman. The purpose of this study is to determine how much influence the sales promotion on buying interest in Ruangguru. The type of this research is descriptive quantitative. The sampling technique of this research is purposive sampling, with total 385 respondents. This study uses a simple linear regression method with data processing of this research is performed by using SPSS 25 program. The result of this research are indicate that there is an influence of sales promotion with buying interest of 10.3% while the remaining 89.7% is influenced by other variables such as brand ambassadors, displaced by competitors or other promotional mixes (advertising, direct marketing, PR, personal selling), etc.

Keywords : Sales Promotion, Purchase Intention, Online Course.