

ABSTRACT

Along with technological developments, Indonesian education system must be able to adapt to the situation with technology, especially e-learning. This research was conducted at Ruangguru. Ruangguru is the largest technology company that provides a virtual learning system. The development of advertising is progressing so that each company must provide its own attractiveness and advantages so that it can generate consumer buying interest. Even though Ruangguru is the largest technology company and is well known by the wider community, it is not certain that this will generate buying interest. Therefore this study aims to determine how much influence Iqbaal Diafakhri Ramadhan as a Brand Ambassador has on buying interest Ruangguru online learning application.

This study aims to analyze the factors that influence consumer behavior towards Ruangguru online learning application. To collect data in this study, the authors distributed questionnaires through Google Forms. The total number of respondents in this study were 400 respondents who are high school students in Lombok Island, and knew that Iqbaal Diafakhri Ramadhan was the Brand Ambassador of Ruangguru.

To achieve the research objectives, the data analysis technique used in this study is the Smart PLS software. Besides that, the method used in analyzing the data in this study is descriptive statistical analysis, Structural Equation Modeling with Smart PLS software which consists of outer model and inner model analysis and hypothesis testing.

Based on the results of the SEM-PLS analysis, the results show that there are two factors in the Brand Ambassador that affect buying interest in Ruangguru application. From this research, it can be seen that Source Trustworthiness and Fit Between Endorsers and Endorsed Products are significant factors. In addition, based on the R² results obtained, Brand Ambassador Iqbaal Diafakhri Ramadhan has an influence on consumer purchase interest by 28% and the rest is influenced by other factors that were not examined in this study.

Therefore, Ruangguru management is advised to increase consumer buying interest in the Ruangguru application, which is to increase consumer confidence by prioritizing honesty and must really consider the background of the chosen Brand Ambassador according to the product or service being delivered.

Keywords: Brand Ambassador, Purchase Interest, Celebrity Endorsement, e-learning