

ABSTRACT

DANA or Indonesia's digital wallet is one of the e-money platforms that is being loved by people in Indonesia. DANA offers a system in the field of financial technology that provides guaranteed security for its users. DANA promotes itself by providing a large cashback, in collaboration with many merchants, banks and providers in Indonesia. DANA also issued informative advertisements with themes that fit the current situation that encouraged the authors to write research on the influence of brand credibility and credibility of advertising messages "Musim Untuk Berubah" on the intention to use DANA application on millennials of west java. This research was conducted using descriptive quantitative methods. The sampling technique used in this study was purposive sampling with a total of 400 respondents. This study uses multiple linear regression method using the SPSS 25 application. The results of this study indicate that there is an influence of brand credibility with intention to buy of 42.1% while the remaining 57.9% is influenced by other variables such as endorser credibility and there is influence for the credibility of advertising messages with intention to buy of 65.7% while the remaining 34.3% is influenced by other variables such as sales promotions or other promotional mixes. Based on the results of hypothesis testing the brand credibility and the credibility of advertising messages simultaneously influence, so does the brand credibility and the credibility of the advertising message partially effect on buying interest.

Keywords: Brand Credibility, Credibility of Advertising Messages, Using Interests.