

ABSTRACT

This study discusses the Effect of Brand Ambassador Iqbaal Ramadhan's Credibility on Ruangguru's Buying Interest in Indonesia. Ruangguru is one of the largest platforms online learning or technology companies focused on education-based services in Indonesia. The benefits of technology in the field of education are certainly easy access to learning with a learning model using an system electronic computer or called e-learning. With this e-learning, of course, it has a very positive impact in the field of education, therefore with the presence of technology and the internet, technology-based learning is needed so that the education system can be more developed, facilitate access to learning, increase interest in learning, add information more broadly and improve learning. learning ability. The Ruangguru platform is an online tutoring service with the largest number of users in Indonesia, with the number of users on the Ruangguru platform whether this is influenced by the credibility of a brand ambassador so that this question needs to be answered in a study. This research was conducted to find out that the credibility of the brand ambassador Iqbaal Ramadhan has an effect on the buying interest of Ruangguru in Indonesia.

This study uses quantitative methods using descriptive analysis data analysis techniques and simple linear analysis. The independent variable in this study is the credibility of the brand ambassador and the dependent variable is buying interest with a total of 400 respondents who are Ruangguru users who are of age and can make their own choices.

The results of the research on the credibility of the brand ambassador of Iqbaal Ramadhan on the buying interest of Ruangguru in Indonesia, it can be concluded that the credibility of the brand ambassador of Iqbaal Ramadhan is able to influence consumers so that they generate buying interest at Ruangguru. The results of data processing in this study resulted in a $t\text{-value}_{count} > t\text{-table}$ 14.9441.965 so that there was an influence of credibility brand ambassador on buying interest at Ruangguru in Indonesia.

Keywords: *Buying Interest, Credibility Brand Ambassador, Ruangguru*