

ABSTRACT

The development of e-learning in Indonesia has experienced rapid growth which is influenced by innovation by each company. An e-learning system is an instruction or learning experience presented by technology including the internet. One of the e-learning companies is Infinite Learning which offers various types of courses. This study aims to determine the effect of perceived lecturer expertise and prior learning experience on purchase intention mediated by performance expectation.

The method used in this research is descriptive and quantitative with data collection techniques through distributing questionnaires online. The sampling technique used is non-probability sampling using the Slovin formula so that a sample of 250 respondents is obtained. The data analysis technique uses descriptive analysis using SEM-PLS with the help of SmartPLS software.

Based on the results of descriptive analysis, it is known that there is a favorable correlation between the variable perceived lecturer expertise and purchase intention through performance expectation as evidenced by the T Statistic value of $2.179 > 1.96$ and P Value of $0.029 < 0.05$ which means the hypothesis is accepted. Meanwhile, the effect of prior learning experience variables on purchase intention mediated by performance expectation also has a positive and significant effect with a T Statistic value of $2.36 > 1.96$ and a P Value of $0.018 < 0.05$, which means the hypothesis is accepted.

Keywords: *E-learning, Infinite Learning, Perceived Lecturer Expertise, Prior Learning Experience, Performance Expectation, Purchase Intention, SEM-PLS*