

PENGARUH KREDIBILITAS BRAND AMBASSADOR DEDDY CORBUZIER DAN RADITYA DIKA TERHADAP MINAT INVESTASI DI APLIKASI BIBIT

SABIT NUGROHO

ABSTRAK

Perkembangan pesat *fintech* di Indonesia telah membuka akses luas ke berbagai layanan investasi, namun partisipasi masyarakat dalam investasi pasar modal masih rendah. PT Bibit Tumbuh Bersama berusaha meningkatkan minat investasi dengan menggunakan *brand ambassador* seperti Deddy Corbuzier dan Raditya Dika, namun perbedaan latar belakang dan karakteristik kedua *brand ambassador* ini memunculkan pertanyaan mengenai dampak kredibilitas mereka terhadap minat investasi di aplikasi Bibit. Penelitian ini bertujuan untuk menganalisis seberapa besar pengaruh kredibilitas *brand ambassador* Deddy Corbuzier dan Raditya Dika terhadap minat investasi di aplikasi Bibit dengan menggunakan teori kredibilitas sumber (*source credibility theory*). Penelitian ini menggunakan metode kuantitatif dengan pengumpulan data melalui kuesioner yang diisi oleh 100 *followers* akun Instagram @Bibit.id dengan teknik *purposive sampling*. Uji statistik yang digunakan meliputi uji normalitas, linearitas, multikolinearitas, heteroskedastisitas, uji korelasi, uji koefisien determinasi, regresi linear berganda, dan uji hipotesis dengan bantuan perangkat lunak SPSS. Berdasarkan hasil penelitian ini, dapat disimpulkan bahwa kredibilitas Deddy Corbuzier dan Raditya Dika memiliki pengaruh positif terhadap minat investasi di aplikasi Bibit, dengan pengaruh kredibilitas Raditya Dika terhadap minat investasi lebih kuat dibandingkan pengaruh kredibilitas Deddy Corbuzier terhadap minat investasi.

Kata kunci: kredibilitas *brand ambassador*, Deddy Corbuzier, Raditya Dika, minat investasi, aplikasi Bibit.

THE INFLUENCE OF BRAND AMBASSADOR DEDDY CORBUZIER AND RADITYA DIKA'S CREDIBILITY ON INVESTMENT INTEREST IN BIBIT APPLICATIONS

SABIT NUGROHO

ABSTRACT

The rapid development of fintech in Indonesia has opened wide access to various investment services, but public participation in the capital market is still low. PT Bibit Grow Bersama is trying to increase investment interest by using brand ambassadors such as Deddy Corbuzier and Raditya Dika, but the differences in the background and characteristics of these two brand ambassadors raise questions about the impact of their credibility on investment interest in the Bibit application. This research aims to analyze how much influence the brand credibility of Ambassadors Deddy Corbuzier and Raditya Dika has on investment interest in the Bibit application using source credibility theory. This research uses a quantitative method by collecting data through a questionnaire filled out by 100 followers of the Instagram account @Bibit.id using a purposive sampling technique. The statistical tests used include normality, linearity, multicollinearity, heteroscedasticity, correlation tests, coefficient of determination tests, multiple linear regression, and hypothesis testing with the help of SPSS software. Based on the results of this research, it can be concluded that the credibility of Deddy Corbuzier and Raditya Dika has a positive influence on investment interest in the Bibit application, with the influence of Raditya Dika's credibility on investment interest being stronger than the influence of Deddy Corbuzier's credibility on investment interest.

Keywords: *Brand Ambassador credibility, Deddy Corbuzier, Raditya Dika, investment interest, Bibit application.*