



Analysis Of The Effect Of Key Opinion Leaders On Purchase Intention For Household Products On The Instagram Account @Ulvilolyamanda

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Abstrak

Pemanfaatan Key Opinion Leader (KOL) di media sosial Instagram telah menjadi strategi pemasaran yang diminati. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh parsial dan simultan dari tiga atribut sumber utama Trustworthiness (Kepercayaan), Attractiveness (Daya Tarik), dan Expertise (Keahlian) terhadap Niat Beli konsumen produk household pada pengikut akun instagram @ulvilolyamanda. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diolah menggunakan teknik analisis Regresi Linear Berganda. Sampel penelitian ini terdiri dari pengikut aktif akun Instagram @ulvilolyamanda yang pernah terpapar konten promosi produk household dan berusia minimal 18 tahun. Hasil analisis menunjukkan bahwa secara simultan, Trustworthiness, Attractiveness, dan Expertise berpengaruh signifikan terhadap Niat Beli. Namun, secara parsial, hanya Trustworthiness dan Expertise yang memiliki pengaruh positif dan signifikan terhadap Niat Beli. Variabel Expertise teridentifikasi sebagai prediktor yang paling dominan ($\beta=0.444$). Sebaliknya, Attractiveness tidak memiliki pengaruh signifikan secara parsial ($\text{Sig.}=0.252$) terhadap Niat Beli. Secara deskriptif, seluruh variabel atribut KOL dipersepsikan sangat baik oleh responden. Niat Beli konsumen produk household didominasi oleh faktor kognitif (keahlian dan kejujuran) daripada faktor afektif (daya tarik visual). Implikasi dari temuan ini adalah bahwa brand produk household harus memprioritaskan konten yang menonjolkan keahlian teknis KOL dalam penggunaan produk dan kejujuran ulasan untuk memaksimalkan potensi konversi niat beli konsumen.

Abstract

The utilization of Key Opinion Leaders (KOLs) on Instagram social media has become a popular marketing strategy. This research aims to examine and analyze the partial and simultaneous influence of three main source attributes—Trustworthiness, Attractiveness, and Expertise—on the Purchase Intention of household product consumers among followers of the @ulvilolyamanda Instagram account. The study employs a quantitative approach with a survey method. Data was processed using Multiple Linear Regression analysis techniques. The research sample consisted of active followers of the @ulvilolyamanda Instagram account who had been exposed to household product promotional content and were at least 18 years old. The analysis results

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indicate that simultaneously, Trustworthiness, Attractiveness, and Expertise significantly influence Purchase Intention. However, partially, only Trustworthiness and Expertise have a positive and significant influence on Purchase Intention. The Expertise variable was identified as the most dominant predictor ($\beta=0.444$). Conversely, Attractiveness did not have a significant partial influence (Sig.=0.252) on Purchase Intention. Descriptively, all KOL attribute variables were perceived as very good by the respondents. The Purchase Intention of household product consumers is dominated by cognitive factors (expertise and honesty) rather than affective factors (visual attractiveness). The implication of this finding is that household product brands should prioritize content that highlights the KOL's technical expertise in product usage and the honesty of reviews to maximize the potential conversion of consumer purchase intention.

Introduction

In the continuously developing digital era, the role of Key Opinion Leaders (KOL) in influencing public perception toward a product, service, and certain issue is becoming increasingly significant. KOLs are individuals who possess credibility, and influence in a certain field so that they are able to influence the decisions and perceptions of the audience. Along with the increasing use of social media, KOLs not only come from public figures or celebrities but also from social media users who have a large number of followers. KOLs convey information more focused on one specific field not on the whole topic. KOLs build engagement with the audience by exchanging information, explaining what is known, and conveying it back (Shimp & Andrews, 2012).

The influence of social media, which reaches 80% of consumer behavior, indicates that digital platforms have become an essential space in shaping purchase intention. In this context, Key Opinion Leaders (KOLs) act as figures who can shape consumers' initial perceptions and interest in a product. However, studies that specifically examine how KOLs affect purchase intention in the household products category remain limited. In fact, household products are a category that relies heavily on recommendations and trust built through social media content. This limitation highlights an important research gap in understanding the psychological mechanisms that drive consumers to develop interest after being exposed to KOLs. Therefore, this research holds significant urgency in providing empirical evidence on how the influence of KOLs on social media can shape consumers' purchase intention toward household products (Barlian, 2017).



Key Opinion Leaders (KOL) are someone who has expertise in a certain field so that KOLs can reach a more specific and detailed target audience compared to influencers. (Khoirunnisa & Pinandito, 2023) Key Opinion Leaders (KOL) have tasks, such as building trust from the target audience towards the brand/mark through the content created and increasing engagement and interaction with the audience so that it will increase the sales of the promoted product or service (Erwin Permana et al., 2024). KOLs are an important role in modern marketing strategy because KOLs are able to reach a wider audience through a personal and authentic approach. By utilizing social media platforms such as Instagram, TikTok, and YouTube, KOLs create two-way communication that is closer to the audience. This makes recommendations from KOLs more trusted compared to traditional marketing methods (DigitalSkola, 2024). In the increasingly rapidly developing digital era, there are 143 million (Kemp, 2025) social media users in Indonesia. For Indonesian people, social media is a medium where they can discover new products and brands. Surveys found that 36.2% of people find new products/brands in social media advertisements. Therefore, using social media for marketing activities is still very important. As many as 63% of Indonesian people look for information or conduct research about certain products through social media (Slice.id, 2024).

Every KOL has a niche/focus that they share with followers such as beauty, food, sport, household, traveling, fashion, and others. One of the KOLs who discusses household content is the Instagram account @ulvilolyamanda. The contents created by @ulvilolyamanda reach a specific target audience. With expertise and a focus on a certain niche, which is content about activities as a homemaker. KOLs enable brands to convey marketing messages that are more segmented and relevant to the audience's needs. The Instagram account @ulvilolyamanda consistently shares content through reels about homemaker activities who mostly do activities at home such as activities in the kitchen to gardening. With 140k followers on August 31, 2024, the Instagram account @ulvilolyamanda has also done many collaborations with several household needs brands. Based on an interview with the owner of the account @ulvilolyamanda, her account started to develop in early 2024, which initially only aimed to share activities as a homemaker but many followers started to ask about the household appliances used by the owner of the account @ulvilolyamanda so the source of information provided information about the products used so that many brands and products started collaborating with the account @ulvilolyamanda to promote other household products.

Schiffman and Kanuk (2015) define purchase intention as the consumer's tendency to perform a purchase action towards a certain product or brand after going through an evaluation process. Every content on the reels posted by @ulvilolyamanda is always reposted on Instagram story by including the purchase link or important information about the product clearly. Followers of @ulvilolyamanda often also ask about products that have been posted for a long time because they are interested in the product. The audience's tendency to intend to buy the product is increasingly visible because they ask about product details and the purchase link.

Based on the explanation above, the purchase intention for household products whose information is shared through the account @ulvilolyamanda is quite high, proven by the account always providing repetitive information about the informed product accompanied by evidence of questions from followers.

Problem Statement

1. How is the consumer perception of Trustworthiness shared by the Instagram account @ulvilolyamanda?
2. How is the consumer perception of Attractiveness shared by the Instagram account @ulvilolyamanda?
3. How is the consumer perception of Expertise shared by the Instagram account @ulvilolyamanda?
4. How is the consumer perception of Purchase Intention towards household products shared by the Instagram account @ulvilolyamanda?
5. How does Trustworthiness, Attractiveness, and Expertise partially affect the consumer's Purchase Intention regarding household products shared by the Instagram account @ulvilolyamanda?
6. How do Trustworthiness, Attractiveness, and Expertise simultaneously affect the consumer's Purchase Intention regarding household products shared by the Instagram account @ulvilolyamanda?

Research Methodology

In this study, the population used is the followers of the Instagram account @ulvilolyamanda, which amounted to 140k followers as of August 31, 2024. The sample size will thus be calculated using the Slovin formula to obtain the minimum sample size required for the research. This type of research is a causal study. Causal research is defined by the relationship between two or more variables, meaning this research describes a cause-and-effect relationship. This is a quantitative research. Quantitative research is used to examine a specific population and sample using research instruments and quantitative or statistical data analysis, with the goal of testing pre-determined hypotheses.

Result and Discussion

Validity Test

Table 1

Validity Test of Trustworthiness, Attractiveness, Expertise, and Purchase Intention

Var X1 (Trustworthiness) - All indicators are valid because Sig. (2-tailed) Value < 0.05			
Indicators of Variable X1 (Trustworthiness)		Sig. (2-tailed) Value	Conclusion
X1.1	Honesty of information	0.000	Valid
X1.2	Credibility of information	0.000	Valid
X1.3	Quality of the recommended product	0.000	Valid
X1.4	Openness regarding product shortcomings (or Transparency regarding product flaws)	0.000	Valid
X1.5	Overall Trust (or General Trustworthiness)	0.000	Valid
Var X2 (Attractiveness) - All indicators are valid because Sig. (2-tailed) Value < 0.05			
Indicators of Variable X2 (Attractiveness)		Sig. (2-tailed) Value	Conclusion



X2.1	Visual appeal	0.000	Valid
X2.2	Appeal of the presentation style (or Delivery style appeal)	0.000	Valid
X2.3	Comfort of the presentation (or Ease of delivery)	0.000	Valid
X2.4	Clarity of the presentation (or Clarity of delivery)	0.000	Valid
X2.5	Overall appeal	0.000	Valid
Var X3 (Expertise) - All indicators are valid because Sig. (2-tailed) Value < 0.05			
Indicators of Variable X3 (Expertise)		Sig. (2-tailed) Value	Conclusion
X3.1	Product mastery	0.000	Valid
X3.2	Detailed explanation of features/technical aspects	0.000	Valid
X3.3	Relevance to followers' needs	0.000	Valid
X3.4	Based on real-life experience (or Based on genuine experience)	0.000	Valid
X3.5	Comparison of product alternatives	0.000	Valid
X3.6	Overall expertise	0.000	Valid
Var Y (Purchase Intention) - All indicators are valid because Sig. (2-tailed) Value < 0.05			
Indicators of Variable Y (Purchase Intention)		Sig. (2-tailed) Value	Conclusion
Y.1	Seeking further information (or Further information search)	0.000	Valid
Y.2	Purchase consideration	0.000	Valid

Y.3	Recommendation to others	0.000	Valid
Y.4	Intention to purchase (or Purchase intent)	0.000	Valid
Y.5	Preference compared to other products	0.000	Valid

Based on Table 1, the validity testing was conducted on a total of 21 indicators, distributed across four variables: three independent variables (X1, X2, X3) and one dependent variable (Y). The total correlation analysis results show a uniform and very strong conclusion. All indicators used in this study are declared Valid. This criterion is met because the Sig. (2-tailed) Value for every indicator is 0.000, which is smaller than the significance threshold of 0.05. This perfect level of validity provides full methodological confidence that the questionnaire items used, which may have been adopted or adapted from the He & Jin (2022) and Kotler & Keller (2021) theory, have been highly effectively adjusted to the specific context of the household Key Opinion Leader @ulvilolyamanda.

Reliability Test

Table 2

Reliability Test of Trustworthiness, Attractiveness, Expertise, and Purchase Intention

	Variable	Nilai Cronbach's Alpha	Conclusion
X1	Trustworthiness	0.903	Reliable
X2	Attractiveness	0.887	Reliable
X3	Expertise	0.910	Reliable
X4	Purchase Intention	0.904	Reliable

Based on Table 2, and the psychometric standard criterion that sets the Cronbach's Alpha (α) coefficient must be greater than 0.7, all variables in this study are declared Reliable.

All Alpha values significantly surpass the 0.7 threshold, indicating a high level of internal consistency. This result substantially increases confidence in the collected data, implying that the questionnaire has minimal random measurement error.

Multiple Linear Regression Test

Formula:

Looking at the Unstandardized Coefficients $\rightarrow y = -2.461 + 0,384x_1 + 0,109x_2 + 0,444x_3$

If there are no X variables, the constant value of Y is -2.461.

Table 3
Multiple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.461	1.577		-1.561	.120
	Total Trustworthiness (Kepercayaan)	.384	.070	.311	5.506	.000
	Total Attractiveness (Daya Tarik)	.109	.095	.060	1.147	.252
	Total Expertise (Keahlian)	.444	.066	.420	6.761	.000

a. Dependent Variable: Total Purchase Intention (Niat Beli)

Based on the Coefficients values in the Unstandardized column, the Multiple Linear Regression formula obtained for this research is $y = -2.461 + 0,384x_1 + 0,109x_2 + 0,444x_3$. In this equation, the constant value of -2.461 indicates that if the independent variables (X1, X2, X3) are zero or non-existent, the consistent value of the dependent variable Y (Purchase Intention) is -2.461. Furthermore, the regression coefficient for Trustworthiness X1 is 0.384, meaning that every one-unit increase in X1 will increase Y by 0.384, assuming other independent variables are held constant. The coefficient for Attractiveness X2 is 0.109, which shows that every one-unit increase in X2 will increase Y by 0.109, with other variables held constant. Lastly, the regression coefficient for Expertise (X3) is 0.444, indicating that every one-unit increase in X3 will increase Y by 0.444, assuming other independent variables

are held constant. All regression coefficients (0.384, 0.109, 0.444) being positive indicates that the independent variables have a positive relationship with Purchase Intention (Y).

T-Test (Partial Test)

Table 4

T-Test (Partial Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.461	1.577		-1.561	.120
	Total Trustworthiness (Kepercayaan)	.384	.070	.311	5.506	.000
	Total Attractiveness (Daya Tarik)	.109	.095	.060	1.147	.252
	Total Expertise (Keahlian)	.444	.066	.420	6.761	.000

a. Dependent Variable: Total Purchase Intention (Niat Beli)

The T-Test is used to determine whether each independent variable (X) individually (partially) has a significant influence on the dependent variable (Y). The criterion used is comparing the Significance Value (Sig.) with the threshold of 0.05.

Test of the Influence of X1 (Trustworthiness) on Y (Purchase Intention)

Hypotheses:

- H₀: There is no influence between X1 (Trustworthiness) and Y (Purchase Intention).
- H_a: There is an influence between X1 (Trustworthiness) and Y (Purchase Intention).

Test Result: Sig. Value of Trustworthiness < 0.05

Conclusion: There is an influence between X1 (Trustworthiness) and Y (Purchase Intention).

Test of the Influence of X2 (Attractiveness) on Y (Purchase Intention)

Hypotheses:

- H0: There is no influence between X2 (Attractiveness) and Y (Purchase Intention).
- Ha: There is an influence between X2 (Attractiveness) and Y (Purchase Intention).

Test Result: Sig. Value of Attractiveness > 0.05

Conclusion: There is no influence between X2 (Attractiveness) and Y (Purchase Intention).

Test of the Influence of X3 (Expertise) on Y (Purchase Intention)

Hypotheses:

- H0: There is no influence between X3 (Expertise) and Y (Purchase Intention).
- Ha: There is an influence between X3 (Expertise) and Y (Purchase Intention).

Test Result: Sig. Value of Expertise < 0.05

Conclusion: There is an influence between X3 (Expertise) and Y (Purchase Intention).

F-Test (Simultaneous Test)

The F-Test (ANOVA) is used to test the hypothesis simultaneously, namely whether the variables Trustworthiness (X1), Attractiveness (X2), and Expertise (X3) collectively have a significant influence on Purchase Intention (Y).

Table 5

F-Test (Simultaneous Test)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2564.959	3	854.986	134.298	.000 ^b
	Residual	2253.680	354	6.366		
	Total	4818.640	357			

a. Dependent Variable: Total Purchase Intention (Niat Beli)

b. Predictors: (Constant), Total Expertise (Keahlian), Total Attractiveness (Daya Tarik), Total Trustworthiness (Kepercayaan)

The statistical hypotheses tested in the simultaneous test are:

- H0: There is no influence between the variables X1 (Trustworthiness), X2 (Attractiveness), and X3 (Expertise) simultaneously on the variable Y (Purchase Intention).
- Ha: There is an influence between the variables X1 (Trustworthiness), X2 (Attractiveness), and X3 (Expertise) simultaneously on the variable Y (Purchase Intention).

Test Result and Conclusion Test Result: The Sig. Value is < 0.05 .

The significance value (Sig.) from the F-Test result is 0.000. Since the Sig. Value of 0.000 is smaller than the significance threshold of 0.05, the H0 is rejected and Ha is accepted. Conclusion: It can be concluded that there is an influence between the variables X1 (Trustworthiness), X2 (Attractiveness), and X3 (Expertise) simultaneously on the variable Y (Purchase Intention).

Table 6

Model Summary
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 ^a	.532	.528	2.523

a. Predictors: (Constant), Total Expertise (Keahlian), Total Attractiveness (Daya Tarik), Total Trustworthiness (Kepercayaan)

b. Dependent Variable: Total Purchase Intention (Niat Beli)

Based on the R Square value, it is known that there is a simultaneous influence of the variables X1 (Trustworthiness), X2 (Attractiveness), and X3 (Expertise) on the variable Y (Purchase Intention) which amounts to 53.2%. This suggests that the remaining 46.8% is influenced by variables outside of this study.

Discussion

The discussion of these research findings focuses on the interpretation of the partial T-Test results and the integration of descriptive findings to explain why each variable had a significant or non-significant influence on Purchase Intention (Y).

- Influence of Trustworthiness on Purchase Intention

The research results show that Trustworthiness has a positive and significant effect on Purchase Intention. A significance value far below 0.05 and a positive coefficient (0.384) prove that the higher the level of consumer trust in the KOL, the greater their intention to buy the recommended product. For household products, Trustworthiness is very important because it functions as an authentic guarantee regarding product quality and safety. Consumers require certainty from a source considered honest before deciding to buy products used daily. A KOL, @ulvilolyamanda, with the role as a homemaker and showcasing her activities as a homemaker, succeeded in building trust through honesty of information ($\bar{X}=4.61$). The audience perceives the endorsement as a real testimony from life experience, not merely a paid advertisement, thereby increasing the credibility of the message and triggering the intention to buy the products used and collaborated with the account @ulvilolyamanda. This is in line with the research from Ilmi & Mahendri (2023) which discusses the Influence of Key Opinion Leader, Trustworthiness, and Risk Perception on Consumer Purchase Interest in Ms Glow Beauty Products, stating that when consumers already trust, they tend to be more comfortable buying beauty products, and in this research, they are household products. Although significant, the weakest score on the indicator "Openness to product shortcomings" ($\bar{X}=4.24$) shows that the audience values transparency. To make Trustworthiness even stronger, the Key Opinion Leader (KOL) needs to be more open to the audience by providing a comprehensive review, including honesty in mentioning minor weaknesses of a household product.

- Influence of Attractiveness on Purchase Intention

The research findings conclude that Attractiveness has no significant partial influence on Purchase Intention. Although the respondents' descriptive perception of Attractiveness falls into the Very Good category (the highest among other variables, $\bar{X}=4.76$), statistically, this appeal is not strong enough to be the main determinant of purchase intention. Attractiveness, particularly in the indicator "Visual appeal" (



$\bar{X}=4.87$), succeeds in capturing attention and maintaining audience engagement, but its role stops at being a Supporting Attribute. Consumers of household products tend to make purchasing decisions based on rationality and function. They prioritize what is said (Trustworthiness) and how the product works (Expertise), rather than the physical appeal or lifestyle displayed by the KOL. Attractiveness is more dominant in influencing purchase intention for products centered on self-image (e.g., fashion or cosmetics). Since this KOL focuses on household product content, the followers of @ulvilolyamanda look for someone they can connect with and trust (relatability and trustworthiness), not someone who only displays luxury or glamour. Therefore, for this segment of the audience, the factor of physical attractiveness becomes unimportant, with information being prioritized in the purchasing decision.

- **Influence of Expertise on Purchase Intention**

The research findings show that Expertise has a positive and significant influence on Purchase Intention, and it is the most dominant variable (highest coefficient at 0.444) in the model. The dominance of Expertise proves that consumers perceive @ulvilolyamanda as a KOL who has a niche in household products. This expertise is reinforced by the high scores on the indicators "Product mastery" ($\bar{X}=4.66$) and "Detailed feature/technical explanation" ($\bar{X}=4.51$). By providing technical information and usage tips, the KOL effectively reduces consumers' perceived risk. The audience is confident that the recommended product is the best solution because it is presented by someone who is an expert in the field. This directly triggers transactional intent (the desire to buy) because uncertainty has been minimized. The KOL's Expertise is also the reason why "Seeking further information" ($\bar{X}Y.1 = 4.34$) is an indicator of Purchase Intention. The KOL's Expertise is the strongest factor that drives consumers' Purchase Intention. Once the audience is convinced of the KOL's expertise, they are motivated to immediately take steps to seek and gather further information about the household product before deciding to make a purchase.

Conclusion and Recommendations

Conclusion



1. Consumer perception of Trustworthiness shared by the Instagram account @ulvilolyamanda is Very Good, with an overall average score of 4.46. This is characterized by the followers' high confidence in the honesty of the information conveyed by the KOL on the @ulvilolyamanda account. This very good perception of Trustworthiness is one of the main determinants (having a significant influence) in driving consumers' Purchase Intention for household products.
2. Consumer perception of Attractiveness shared by the Instagram account @ulvilolyamanda is in the Very Good category, with an overall average score of 4.76. This indicates that consumers are highly impressed with the visual appeal of the KOL's content on the @ulvilolyamanda account. However, despite being rated very good, Attractiveness statistically has no significant influence on Purchase Intention. The role of Attractiveness is merely a visual support that makes the content engaging, not the primary determinant of the decision to purchase household products.
3. Consumer perception of Expertise shared by the Instagram account @ulvilolyamanda is in the Very Good category, with an overall average score of 4.47. This indicates that consumers are highly confident in the KOL's product mastery within the household context. Expertise is also the most dominant factor (with the highest regression coefficient) that significantly drives consumers' Purchase Intention.
4. Consumers' Purchase Intention towards household products reviewed by the @ulvilolyamanda account is in the Agree to Strongly Agree category (average scores ranging from 3.89 to 4.34). Consumers show the strongest intention toward Seeking further information, which means the KOL's content on the @ulvilolyamanda account is highly successful in motivating their desire to find out more about the products before making a purchase.
5. Partially, only Trustworthiness and Expertise have a significant influence on consumers' Purchase Intention. The KOL's trust and expertise are the key determinants driving purchase intent. Meanwhile, Attractiveness has no significant influence on Purchase Intention. Although the KOL's visual appeal attracts attention, this factor is not strong enough to directly trigger the decision to purchase functional products.
6. Trustworthiness, Attractiveness, and Expertise concurrently (simultaneously) have a significant and positive influence on consumers' Purchase Intention for household



products shared by the Instagram account @ulvilolyamanda. This is proven by the Sig. (Significance) value of the F-Test being 0.000, which is much smaller than 0.05. This conclusion confirms that, although Attractiveness does not have an influence on its own, the synergistic combination of all three Key Opinion Leader (KOL) attributes successfully drives consumers' Purchase Intention overall.

Recommendations

Based on the research findings, which established that Expertise and Trustworthiness are the main significant drivers of Purchase Intention (while Attractiveness is not), recommendations will be focused on these two factors. The Key Opinion Leader (KOL) @ulvilolyamanda and household product Brands are advised that the strategic focus should be shifted away from merely visual aesthetics. Instead, they should emphasize strengthening product functionality and affirming the credibility of the information source.

The KOL needs to enhance Expertise by more frequently presenting educational and technically detailed content, such as in-depth comparisons between similar products or demonstrations of tips & tricks known only by experienced individuals. This approach will reinforce the consumer perception that the KOL is a functional expert in the household domain. Furthermore, the strengthening of Trustworthiness must be continuously pursued by increasing transparency. Although the honesty score is already high, the KOL @ulvilolyamanda can be more open about mentioning minor drawbacks or limitations of a product. This objective approach will boost credibility in the eyes of the audience, ensuring that the established trust does not solely rely on positive reviews.

By prioritizing the delivery of in-depth and honest content, the KOL will maximize her influence in driving consumer purchase intention, aligning with the finding that household product consumers make decisions based on logic and functional evidence. For future research, it is recommended to expand the scope of other variables in order to gain a more comprehensive understanding of the conversion rate. Additionally, mediating variables can be added to analyze other factors related to Key Opinion Leaders (KOLs).



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