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The Influence Of Social Media Usage And Key Opinion Leader (Kol) On Purchase Decisions At Fore Coffee With Purchase Intention As A Mediating Variable

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Abstract: This study aims to analyze the influence of social media and Key Opinion Leaders (KOL) on purchase decisions, with purchase intention as a mediating variable. The research was conducted on Fore Coffee consumers using a quantitative research method, with primary data collected through an online questionnaire. Respondents consisted of the Soloraya community who had purchased Fore Coffee in the last six months.The results show that social media and KOL significantly influence purchase intention and purchase decisions. Moreover, purchase intention is proven to be a significant mediator in the relationship between social media and KOL with purchase decisions. This study implies the importance of social media-based marketing strategies and KOL in increasing consumer purchase intention and decisions.

Keyword: Social Media, Key Opinion Leader, Purchase Intention, Purchase Decision, Fore Coffee

INTRODUCTION

The business sector in Indonesia is rapidly growing across various industries. To boost business and product or brand sales, promotional activities are essential. Promotion involves efforts by business actors to market their businesses or products for various purposes, one of which is business expansion to achieve greater profits. Along with technological advancements, marketing methods are no longer limited to conventional approaches such as newspapers, brochures, and other print media. Today, marketing is dominated by social media platforms, including advertisements on Instagram, Facebook, and other social networks. The ease of access to social media has made it familiar to people of all age groups. The advantages of using digital platforms or online media for promotion include lower advertising costs, ease of ad placement or product uploads, and the ability to set promotional objectives and target audiences (Avega Editya, 2022).

Social media users worldwide have reached millions, making it one of the most influential technologies of this era. Worldwide, the number of social media users is projected to reach 3.29 billion by 2022, accounting for 42.3% of the global population (Cindy Mutia

Annur, 2024). The use of social media in education is also inevitable, including its application in research on marketing topics, particularly in discussions related to word of mouth (WOM). Moreover, practitioners and academics have studied the evolution and development of social media for decades. The rapid changes and advancements in social media, along with its potential for future consumer use, will significantly impact the sustainability of marketing practices. Practically, social media comprises a collection of digital technologies based on software, often presented as applications and websites that allow users to send and receive content or information through various online social networks. From this perspective, social media serves as a marketing channel that enables communication with consumers through advertisements (Appel et al., 2020).

The emergence of social media has influenced Consumer behavior and marketing strategies are primarily influenced by social media platforms. Historically, across various social media platforms, the dominant business model has involved audiences or a system known as user monetization. User monetization operates by offering advertising services to anyone seeking to reach their target audience through digital content and marketing communication (Appel et al., 2020). Certain types of social interactions on social media today influence marketing outcomes, particularly in acquiring new customers and increasing sales (Stephen & Galak, 2012).

Consumer purchasing behavior is typically shaped by past experiences with satisfying products that meet their needs. Businesses can further encourage this behavior through the development of advertising and promotional programs that appeal to consumers. In recent years, various online media channels have emerged to disseminate information and offer products, driving consumer purchasing decisions. These channels have arisen as a result of advancements in information and communication technology (Shareef et al., 2019). Marketing through social media helps build strong relationships with customers. Social media serves as a platform for advertising and reaching a broader audience (McClure & Seock, 2020). In recent years, there has been a notable increase in the use of social media to communicate and promote new and existing products and services, influencing consumer purchasing decisions (Hanaysha, 2022). When consumers seek important information about a brand, they tend to search through social media. Businesses can rely on social media to gain insights into consumers and make informed marketing decisions (Hanaysha, 2022).

The various options for promotion through social media attract business owners to engage in online promotion. In addition to advertisements, promotions on social media can be done by posting products in the form of photos, videos, or posters. These options can be further developed and made more appealing by utilizing Key Opinion Leaders (KOLs) as the most influential medium for delivering promotional messages and achieving promotional goals. KOLs typically use their personal social media platforms, such as Instagram, Facebook, Twitter, or YouTube, to communicate their promotional messages. The combination of KOLs and social media is an ideal approach for promotion, as social media has become an essential part of daily life in Indonesia. Besides serving as a source of entertainment, social media is also used for information search, message exchange, and expanding networks among the public (Baharsyam & Wahyuti, 2022).

When using Key Opinion Leaders (KOLs), a business or brand must choose the right segmentation based on the product being promoted. The relationship and criteria between the KOL and the product should align well to ensure the promotion captures the public's attention and boosts product sales. Currently, the most widely used social media platform in Indonesia is Instagram, according to research conducted by (Belanche et al., 2019) It is stated that Instagram is dominated by female users born between 1995 and 2010. Given the significant

role of KOLs, the topic discussing the relationship between technology and consumer purchasing behavior is worthy of further research (Ng et al., 2023). Both buyers and sellers may experience the impact of the relationship between technology and consumer purchasing behavior (Konar et al., 2020). For example, when consumers receive information about updates on services or products, sellers can build a relationship with consumers through this. This research discusses the relationship between consumer awareness of food and beverages on social media, the purchasing behavior that follows, and the influence of Key Opinion Leaders (KOL) on consumer decision-making.

Key Opinion Leader (KOL) is commonly described as a select group of individuals with substantial influence in a specific domain. KOLs can serve multiple roles, such as live streamers, endorsers, and celebrities. A KOL is characterized by their expertise, promotional methods, and the aesthetic quality of the content they create. Expertise refers to the knowledge, experience, and skills related to the product being promoted during live streaming. Trustworthiness includes traits such as honesty and personal integrity. The beauty of the content created encompasses the setting, sound, tone, and presentation of the product during promotion. According to social influence theory, an individual's opinions, attitudes, actions, and choices are shaped by others or external factors. Therefore, during direct social interactions with consumers, the quality of the KOL will impact customer purchasing decisions. In conclusion, KOLs are defined as a group of individuals with a strong influence on consumer decision-making, attitudes, and behavior (Li & Xie, 2020).

The aim of this study is to examine several factors influencing purchasing decisions at Kopi Fore. Specifically, it seeks to explore the impact of social media and Key Opinion Leaders (KOL) on purchase intention, as well as their direct effects on purchasing decisions. The research also investigates the role of purchase intention in mediating the relationship between social media and purchasing decisions, as well as between KOL and purchasing decisions. Through these analyses, the study aims to provide a deeper understanding of the factors that drive consumer behavior and decision-making at Kopi Fore.

Social Media

The use of social media has become widespread recently. Business owners must utilize social media to stay competitive and achieve their strategic goals in this modern era. Companies realize that they need to change how they manage customer relationships (customer relationship management) and develop new marketing strategies that are adequate to help consumers feel satisfied with their products (Wang & Kim, 2017). To enhance brand visibility among consumers, most companies employ online marketing techniques, including endorsements, social media advertising, and content management that aligns with their target market (Jamil et al., 2022). The explanation of how social media can influence the growth of innovation is based on the fundamental theory that social media plays a role in the adaptation of its users' behaviors. This role is largely driven by social contagion or influencing, where consumers are influenced by one another in the decisions they make. This influence can occur through several mechanisms on social media that allow consumers to obtain information about products and then be influenced by other social media users (Muller & Peres, 2019).

Consumers use social media for various purposes, but most have the same goal: to research products before deciding to purchase goods or services, including food and beverages. Consumers often look for restaurants or dining spots that interest them. This drives businesses to focus on promoting their products and services through social media. As a result, it increases the information available to consumers and influences their decision-making process when purchasing products or services that are being promoted (Li, 2023). Consumer purchasing behavior may be influenced by word of mouth (WOM) on social media (Yuan & Peluso, 2021).

The study conducted by Konar et al., 2020 It was discovered that consumer purchasing behavior is greatly influenced by social media advertising and online ordering systems.

Key Opinion Leader

Key Opinion Leader, or KOL for short, plays a role in disseminating information related to a product and is an important element in online marketing. KOLs are usually recognized by social media users and typically possess several characteristics, such as having knowledge about the products or services being promoted, being active on social media or within social communities, actively participating and making significant contributions on social media, and having good taste in making purchasing decisions (Casaló et al., 2020). KOL publishes high-quality content on their personal social media platforms and contributes to influencing consumer purchasing behavior (Li, 2023). The content being published is a crucial aspect and can directly influence the appeal of the message being conveyed to the audience. The engagement of social media users with posts appearing on their timeline or feed increases in line with relevance, often referred to as the algorithm (Li & Xie, 2020). Marketing teams who are aware of this will seize the opportunity to create engaging content that can be published on social media.

Purchase Intention

According to Audrey Raihan Satrio Jati (2022), purchase intention or the desire to buy a product or service is one form of consumer behavior. Consumers with purchase intention are potential consumers who have not yet made a purchase. Menurut Kotler (2016), defines purchase intention as a behavior that emerges as a response to an object, indicating the consumer's desire to buy (Meatry Kurniasari & Agung Budiatmo, 2018). Purchase intention is a complex process that includes consumer behavior, perceptions, and perspectives, which act as tools for making decisions or predicting purchases. This indicates that purchase intention is based on the consumer's willingness to obtain a specific product with certain specifications. Torlak et al. (2019) state that many external and internal factors influence purchase intention, such as product price, quality perception, and value (Pham et al., 2023). Purchase intention can serve as a tool to evaluate new distribution channels, assisting managers in assessing the feasibility of a concept for further development and identifying the geographical markets and consumer segments to focus on through these channels. In this regard, purchase intention is considered important as a key factor in predicting the next actions that consumers or potential consumers will take regarding a product or service (Peña-García et al., 2020).

Buying Decision

Purchase decision is the problem-solving process by an individual who chooses an alternative behavior and is considered the most appropriate action in making a purchase, marking the first step in the decision-making process (Kotler, 2016) Purchase decision is a part of consumer behavior, which involves actions directly related to the identification of products and services, including decision-making before and after the action. Consumer purchase decisions are also influenced by purchasing habits, including when the purchase is made, how it is carried out, and the place where the purchase takes place (Maulina Br Marbun et al., n.d.). The decision-making process when making a purchase varies from one consumer to another. Consumer decision-making is not a simple process. Consumers may base their decisions on cognitive processes such as information search and evaluation of alternative products. A minimal or no decision-making process may occur when consumers are satisfied with a particular product and engage in repeat purchases (Hotniar Siringoringo, 2004). Consumer purchasing behavior is one of the key aspects of consumer behavior, which is at the heart of

business. Purchasing behavior focuses on what should be bought, where it can be purchased, when to buy, how much to buy, and how often a product should be purchased. Understanding what consumers are going to buy helps management develop strategies to market their products. Understanding where and when purchases will take place assists management in deciding which distribution systems and channels will be used to deliver products to consumers (Hotniar Siringoringo, 2004).

Certain purchasing situations are characterized by low consumer involvement, but there is a significant difference between one brand and another. In this case, it is possible for consumers to switch brands. This happens because consumers tend to seek variety, not because they are dissatisfied with the brand they usually buy. Indicators in the decision-making process for purchasing include: a) the certainty of purchasing after receiving product-related information, b) deciding to purchase because of a favorite or preferred brand, c) purchasing because it meets needs and desires, and d) purchasing based on recommendations from others (M. Kamil hafidzi et al., n.d.). In decision-making, there are two types of goals that can be outlined as follows: a) a singular goal, which occurs when the decision made only concerns one issue, meaning that once decided, it does not relate to other issues, and b) a dual goal, which occurs when the decision made concerns more than one issue, meaning the decision made simultaneously resolves more than one problem, whether contradictory or non-contradictory (Ahmad Rifa'i, n.d.).

Construct Hypothesis

The Impact of Key Opinion Leaders (KOL) on Purchase Decisions

According to the study conducted by Zak & Hasprova (2020), 45% of respondents made purchases due to the influence of influencers or Key Opinion Leaders (KOL). A total of 12% strongly agreed that KOLs influence purchasing decisions, while 33% agreed with this influence. This study also indicates that the personal appeal of KOLs plays a crucial role in their influence on the public. Additionally, the skills and expertise of KOLs are also significant factors in influencing consumer purchasing decisions.

HI: Key Opinion Leader (KOL) has a significant positive influence on the purchasing decision of Kopi Fore.

The Impact of Social Media on Purchase Decisions

The research conducted by Indriyani & Suri. (2020) shows that social media has a positive influence on consumer purchasing decisions. The willingness to sacrifice in order to obtain a product is the highest indicator in making purchasing decisions. The stronger the influence of social media, the stronger the purchasing decision, leading to actual purchases. Consumers turn to social media to find all the information they need about the products or services they intend to buy.

H2: Social media has a significant positive influence on the purchasing decision of Kopi Fore.

The Impact of Key Opinion Leaders (KOLs) on Purchase Intentions

The study conducted by Putri Rifiani et al. (2022) explains that the intensity of promotion carried out by Key Opinion Leaders (KOL) significantly influences consumer purchase intention. Additionally, the appeal of an influencer also significantly affects consumer purchase intention. This result is supported by the credibility theory, which assumes that if a persuasive source is credible, there is a higher likelihood that an individual will be persuaded.

H3: Key Opinion Leader has a significant positive influence on purchase intention of Fore Coffee.

The Impact of Social Media on Purchase Intention

Social media has evolved into a crucial part of contemporary life, offering individuals a platform to share their consumption habits, preferred products, views, and experiences with others. Salhab et al. (2023) conducted research on the influence of social media on purchase intention, with the results showing that products with good and engaging social media content tend to attract consumers to share interesting information about the product, which in turn increases their purchase intention.

H4: Social media has a significant positive influence on the purchase intention of Fore Coffee**.**

The Impact of Purchase Intention on Purchase Decision.

The research conducted by Riska Septifani et al. (2014) Purchase intention is a crucial factor in the consumer decision-making process. This is evident from the positive feedback provided by respondents, who expressed satisfaction with the product. They also mentioned enjoying the product and feeling confident about its quality. These factors significantly influence their willingness to purchase the product and the frequency with which they do so.

H5: Purchase intention has a significant positive influence on the purchasing decision of Fore Coffee.

The Impact of Purchase Intention in Mediating the Effect of Key Opinion Leader on Purchase Decision.

The research conducted by Audrey Audrey Raihan Satrio Jati & Sherly Artadita. (2022) The study shows that key opinion leaders influence purchasing decisions through purchase intention. It reveals that purchase intention fully mediates this relationship, with a positive direction. This means that as purchase intention increases, the influence of key opinion leaders on purchasing decisions becomes stronger. The stronger the intention to purchase, the more significant the impact of key opinion leaders on the decision-making process.

H6: Key opinion leader has a significant positive influence on the purchasing decision of Fore Coffee through purchase intention.

The Impact of purchase intention in mediating the effect of social media on Purchase Decisions.

Based on the research conducted by Citra Sugianto Putri, (2016) The results regarding the impact of social media on purchasing decisions, mediated by purchase intention, reveal a significant positive effect. The influence is quantified at 0.268, suggesting that 26.8% of purchasing decisions are shaped by social media through purchase intention, with the remaining 73.2% influenced by other factors. To strengthen the influence of social media on consumer purchasing decisions through purchase intention, companies can take steps such as providing clearer information on social media, including detailed pricing and product contents. Additionally, improving service quality by responding to customer inquiries within 24 hours can further strengthen the influence.

H7: Social media has a significant positive effect on purchasing decisions for Kopi Fore through purchase intention.

METHOD

Research Type

The research approach employed in this study is quantitative research. Quantitative research focuses on numerical data and utilizes statistical analysis tools to interpret the data (Sugiyono, 2016). In this study, the researcher employs various research Instruments used to

test the hypotheses that have been formulated. These instruments help in collecting data that will be analyzed to draw conclusions and validate the hypotheses (Sugiyono, 2016).

Sampling Design

The population describes a large and extensive set of data in a study, or it can be defined as the area of generalization consisting of objects or subjects with specific qualities or characteristics that have been determined by the researcher to be studied and then drawn conclusions from (Sugiyono, 2018). The population used in this study is the Soloraya community who like and have purchased coffee in the last 6 months. According to the Kopi Fore website, by 2020, Kopi Fore had 1,800,000 customers. A sample is a small part of the population that has characteristics within the population (Sugiyono, 2018). In this study, the sample used is purposive sampling with criteria of being 18 years old or older and having purchased Kopi Fore in the last 6 months at least once. Based on Slovin's formula, the sample in this study consists of 100 respondents with a margin of error of 10% (Sugiyono, 2018).

Data Sources

In this study, the data source used is primary data. Primary data in research is collected directly from the source through observations, interviews, surveys, and other methods (Hardani et al., 2020). In this study, data was obtained from the completion of questionnaires by respondents, which were distributed by the researcher to Kopi Fore consumers in Soloraya. The questionnaire contained questions related to several research variables that the researcher had developed for the respondents.

Data Collection Method

In this study, the researcher employed a questionnaire as the method for gathering primary data. The questionnaire contained questions about several research variables that had been developed and was distributed online via Google Forms. The questionnaire was given to respondents using a multi-system scale. All items used were measured with a Likert scale consisting of 5 points, as follows: "1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree."

RESULTS AND DISCUSSION

Respondent Profile

The study involved 160 respondents with diverse demographics. Most respondents were female (50.92%) and unmarried (70.63%). The education levels were dominated by bachelor's degrees (27.5%), high school graduates (25.625%), and diploma holders (24.375%). The majority had an income range of 5–10 million IDR (27.5%), followed by 1–5 million IDR (25.63%). Most respondents worked as entrepreneurs (27.5%), employees, and students (each 25%). The most common purchase frequency was over 12 months (32.5%) and 4–6 months (26.25%). This data supports designing more effective marketing strategies for Kopi Fore through social media and KOLs, aligning with consumption patterns, and enhancing customer loyalty.

Table 1. Respondent Profile

	Number of Respondents (People)	Percentage (%)
Gender		
Female	83	50.92%
Male	77	47.24%
Marital Status		
Unmarried	113	70.63%
Married	47	29.38%

Education Level		
Bachelor's Degree	44	27,5
High School	41	25,625
Diploma (D1-D4)	39	24,375
Postgraduate	36	22,5
Monthly Income		
5–10 million IDR	44	27.50%
1–5 million IDR	41	25.63%
< 1 million IDR	39	24.38%
> 10 million IDR	36	22.50%
Employment Status		
Entrepreneur	44	27.50%
Employee	40	25.00%
Student	40	25.00%
Civil Servant	36	22.50%
Purchasing Frequency		
> 12 months	52	32.50%
4-6 months	42	26.25%
< 2 months	37	23.13%
6-12 months	29	18.13%

Source: Primary Data, 2024

Validity and Reliability Test

Based on the validity test results, all indicators have an Outer Loading value above 0.7, indicating that the indicator significantly represents the measured construct. The Key Opinion Leader construct has an outer loading value ranging from 0.756 to 0.851, while the Social Media construct ranges from 0.706 to 0.820. The Purchase Intention construct has the highest value of 0.886, indicating a very good representation of the indicators used. Meanwhile, Buying Decision also meets the convergent validity criteria with a value range between 0.703 to 0.859.

From the VIF (Variance Inflation Factor) test results, all indicators show values below 10, which means there is no multicollinearity problem in the model. The highest VIF value of 2.724 is found in the Purchase Intention indicator but is still within the tolerance limit. This shows that the inter-indicators in the construct have a relationship that is not excessive, so this research model remains reliable for further analysis.

The reliability test results show that all constructs have Cronbach's Alpha and Composite Reliability above 0.7, which indicates good internal consistency. The AVE (Average Variance Extracted) value is also above 0.5, with Purchase Intention having the highest value of 0.743, followed by Buying Decision of 0.661. Overall, this model has met the necessary validity and reliability criteria, making it feasible to use to analyze the influence of Key Opinion Leaders and social media on purchasing decisions at Fore Coffee, with purchase intention as a mediating variable.

Table 2. Validity and Reliability Test

Constructs	Validity			Reliability		
	Items	Outer Loading	VIF	Chonbach's Alpha	Composite Reliability	AVE
Key Opinion Leader	Key opinion leaders who collaborate with Fore Coffee are attractive	0.756	1.264			

	Key opinion leaders who collaborate with Fore Coffee are recognizable to many people.	0.821	2.356	0.771	0.850	0.586
	Key opinion leaders who collaborate with Fore Coffee are influencers that I like	0.822	2.602			
	Key opinion leader who collaborates with Fore Coffee is an up-and-coming influencer	0.851	2.463			
Sosial Media	Fore Coffee social media often posts products	0.734	1.179	0.694	0.831	0.623
	Fore Coffee's social media display is very attractive	0.820	2.396			
	Fore Coffee social media provides the information I need	0.797	2.175			
	Fore Coffee social media often shares promos for its products	0.706	1.481			
Purchase Intention	Fore Coffee's social media posts make me interested in buying its products	0.877	2.650	0.827	0.896	0.743
	Fore Coffee's social media display makes me interested in buying its products	0.886	2.724			
	Key opinion leaders who collaborate with Fore Coffee make me interested in buying its products	0.822	1.469			
Buying Decision	I make purchases at Fore Coffee because it matches the price and taste I expect	0.703	1.266	0.835	0.886	0.661
	I made a purchase at Fore Coffee because Fore Coffee's social media is interesting	0.798	1.435			
	I made a purchase at Fore Coffee because Fore Coffee's key opinion leaders are interesting	0.859	1.666			

Source: Primary Data, 2024

Discriminant Validity

Based on Table 3, the discriminant validity test shows that each indicator has the highest correlation with its own variable (KOL, Buying Decision, Purchase Intention, and Social Media) compared to other constructs, indicating that the discriminant validity criteria are met. The approach recommended Henseler et al., (2015), with a threshold ratio of 0.9, suggests that the constructs measured in this study provide reliability to the research findings.

Table 3. Discriminant with Heterotrait-Monotrait Ratio (HTMT)

	Key Opinion Leader	Buying Decision	Purchase Intention	Social Media
Key Opinion Leader				
Buying Decision	0.553			
Purchase Intention	0.530	0.734		
Sosial Media	0.408	0.644	0.524	

Source: Primary Data, 2024

Inner Model Assesment

Table 6 presents the significance test results for the influence between variables in this study, offering insights into the relationships between Key Opinion Leader (KOL), Social Media (SM), Purchase Intention (PI), and Buying Decision (BD). The path from KOL to BD has a coefficient of 0.187 and a p-value of 0.012, indicating a significant influence. This suggests that a stronger KOL presence leads to higher consumer buying decisions. The influence of KOL on PI is even stronger, with a coefficient of 0.353 and a p-value of 0.000, showing that KOL significantly increases consumer purchase intention. Additionally, PI has a significant effect on BD, with a coefficient of 0.364 and a p-value of 0.000, emphasizing the importance of purchase intention in driving buying decisions.

Social Media (SM) also significantly influences BD, with a path coefficient of 0.259 and a p-value of 0.002, demonstrating that social media interactions and content can directly affect consumer purchase decisions. Furthermore, SM significantly impacts PI, with a coefficient of 0.317 and a p-value of 0.000, indicating that social media can effectively increase consumer purchase interest. The mediation test shows that Purchase Intention plays a significant mediating role between both KOL and BD (path coefficient 0.128; p 0.002) and SM and BD (path coefficient 0.115; p 0.003). This finding underscores the crucial role of purchase intention in bridging the influence of KOL and social media on buying decisions.

Overall, all the tested paths show significant influences, confirming that both KOL and social media contribute positively to purchase intention and buying decisions. Purchase intention plays a central role as a mediator in this relationship. This study highlights the importance of utilizing KOL and social media platforms as part of effective marketing strategies to encourage consumer buying decisions. Therefore, enhancing consumer purchase intention is a strategic approach to boost buying decisions.

Table 4. Significance Test Results

Variable	Path Coefficient	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Description
KOL > BD	0.187	0.191	0.074	2.522	0.012	Significant
KOL > PI	0.353	0.356	0.078	4.520	0.000	Significant
PI > BD	0.364	0.354	0.077	4.702	0.000	Significant
SM > BD	0.259	0.269	0.081	3.191	0.002	Significant
SM > PI	0.317	0.317	0.078	4.051	0.000	Significant
KOL > PI > BD	0.128	0.127	0.042	3.055	0.002	Significant
SM > PI > BD	0.115	0.113	0.039	2.946	0.003	Significant

Source: Primary Data, 2024

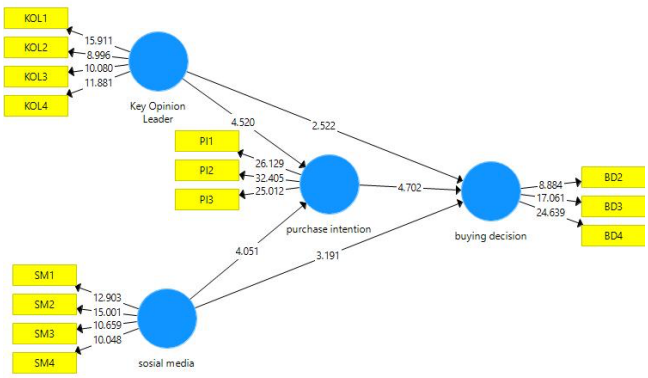

Figure 1. ***PLS Output of Struktural Model***
Source: Research Results

DISCUSSION

This study highlights the pivotal role of Key Opinion Leaders (KOL) in shaping consumer purchase decisions. The findings corroborate the assertion by Zak & Hasprova (2020), which indicated that a significant proportion of respondents made purchases influenced by KOLs. This underscores the importance of the personal appeal and expertise of KOLs in creating impactful consumer connections. Furthermore, the study's data aligns with the credibility theory, suggesting that the knowledge and trustworthiness of KOLs substantially enhance their ability to persuade consumers. The findings here also extend previous research by demonstrating that KOLs directly and indirectly (through purchase intention) influence purchasing decisions for Fore Coffee.

The results in Table 6 further support this notion. The positive relationship between KOL and purchasing decisions indicates a significant impact. This aligns with the study by Putri Rifiani et al. (2022), which highlighted the appeal and expertise of KOLs as key factors influencing consumer behavior. Additionally, KOLs strongly influence purchase intention, reaffirming their role in shaping consumer preferences and eventual purchase behavior.

Social media's role as a dominant platform for marketing and consumer engagement is further validated by this study. Consistent with the research by Indriyani & Suri. (2020), social media's ability to positively influence purchasing decisions is significant. The study demonstrates that the engaging nature of social media content effectively communicates brand value, attracting consumer interest and leading to increased purchases. The connection between social media and purchasing decisions emphasizes its substantial impact. Additionally, social media also significantly influences purchase intention, as shown in Table 6.

Purchase intention emerges as a critical mediating variable in the relationship between both KOL and social media with purchasing decisions. Similar to findings by Audrey Raihan Satrio Jati & Sherly Artadita. (2022), this study underscores how KOLs influence purchase decisions primarily through enhancing purchase intentions. The mediation effect of purchase intention in the relationship between KOL and purchasing decisions is significant. This is further supported by the indirect impact of social media on purchasing decisions through purchase intention. These findings align with the research by Citra Sugianto Putri, (2016), which highlights the importance of purchase intention as a mediating variable in the decision-making process.

An intriguing insight from the findings is the synergistic effect of KOLs and social media platforms. The combined impact of KOL's credibility and the wide reach of social media amplifies their collective influence on consumer behavior. This reflects the sentiments expressed by (Casaló et al., 2020), who noted that engaging social media campaigns driven by influential figures could significantly enhance consumer trust and purchase intentions.

For marketers, leveraging both KOLs and social media offers a powerful toolset to drive purchasing decisions. Businesses are advised to carefully select KOLs whose expertise and persona align with the brand's values and to craft engaging social media content that resonates with the target audience. By strategically integrating these elements, companies can create a compelling narrative that encourages consumer engagement and strengthens brand loyalty.

CONCLUSION

Based on the research results on the influence of Key Opinion Leader (KOL) and social media on purchasing decisions of Kopi Fore, mediated by purchase intention with 160 respondents, It can be concluded that KOLs have a substantial influence on purchasing decisions.

This indicates that the positive influence of KOL can encourage consumers to purchase the product. KOL also significantly influences purchase intention, meaning it can increase consumer interest in buying, while purchase intention significantly affects buying decisions, highlighting the importance of purchase intention in the buying process.

Furthermore, social media has been proven to have a significant impact on both purchase intention and purchasing decisions. Engagement on social media can increase purchase interest and contribute to consumers' buying decisions. Purchase intention serves as a significant mediator in the relationship between KOL, social media, and purchasing decisions. Therefore, it is recommended that companies effectively leverage KOL and social media strategies to drive purchasing decisions and strengthen consumer purchase intention, which is a key factor in this relationship.

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