

**PENGARUH MEDIA SOSIAL DAN *KEY OPINION LEADER* (KOL)
TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINCARE
SKINTIFIC DENGAN MINAT BELI SEBAGAI VARIBEL MEDIASI**

Fajar Istiqomah¹, Murwani Eko Astuti²

INTISARI

Latar Belakang : Penelitian ini dilatarbelakangi oleh maraknya penggunaan media sosial dan peran Key Opinion Leader (KOL) dalam memengaruhi perilaku konsumen, khususnya pada produk skincare Skintific. Fokus utama penelitian adalah mengkaji pengaruh media sosial dan KOL terhadap keputusan pembelian, serta peran minat beli sebagai variabel mediasi.

Tujuan Penelitian : Tujuan dari penelitian ini adalah untuk mengeksplorasi pengaruh media sosial dan *Key Opinion Leader* terhadap keputusan pembelian produk skincare Skintific, serta menguji peran minat beli sebagai variabel mediasi dalam hubungan tersebut.

Metode Penelitian : Penelitian ini menggunakan pendekatan kuantitatif eksplanatori dengan 205 responden pengguna Skintific. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan SEM-PLS dengan bantuan software SmartPLS 4.

Hasil Penelitian : Hasil penelitian menunjukkan KOL berpengaruh signifikan terhadap minat dan keputusan pembelian. Media sosial hanya berpengaruh pada minat beli. Minat beli berpengaruh pada keputusan pembelian, namun tidak memediasi hubungan KOL dan media sosial terhadap keputusan pembelian.

Kesimpulan : Key Opinion Leader (KOL) terbukti berpengaruh signifikan terhadap keputusan pembelian, baik secara langsung maupun melalui minat beli. Sebaliknya, media sosial hanya memengaruhi minat beli dan tidak berpengaruh langsung pada keputusan pembelian. Minat beli juga tidak mampu menjadi mediator yang signifikan dalam hubungan tersebut, sehingga dibutuhkan faktor lain seperti brand trust atau brand image sebagai penghubung.

Kata Kunci: Media Sosial, *Key Opinion Leader*, Minat Beli, Keputusan Pembelian, Skincare

**THE INFLUENCE OF SOCIAL MEDIA AND KEY OPINION LEADER
(KOL) ON PURCHASE DECISION OF SKINTIFIC SKINCARE PRODUCTS
WITH PURCHASE INTENTION AS A MEDIATING VARIABLE**

Fajar Istiqomah¹, Murwani Eko Astuti²

ABSTRACT

Background: This study is based on the growing phenomenon of digital consumer behavior in the skincare industry, especially among young consumers in Indonesia. The widespread use of social media and the rise of Key Opinion Leaders (KOL) have significantly influenced how consumers perceive, evaluate, and decide to purchase skincare products.

Objective: The purpose of this study is to explore the influence of social media and Key Opinion Leaders (KOL) on purchase decisions, and to examine the mediating role of purchase intention in the relationship between both variables and consumer purchasing decisions for Skintific skincare products.

Methods: This study uses a quantitative research approach with a cross-sectional time dimension. A sample of 100 respondents who are users of Skintific skincare products was selected using purposive sampling through online questionnaires. The data analysis method used in this study is Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0 software.

Results: The results show that Key Opinion Leader has a significant positive effect on both purchase intention and purchase decision. Social media has a positive effect on purchase intention but does not significantly influence purchase decision. Purchase intention positively affects purchase decision. However, purchase intention does not significantly mediate the relationship between either social media or KOL and purchase decision.

Conclusion: Key Opinion Leader is proven to be a strong predictor of consumer purchasing behavior both directly and indirectly through purchase intention. Social media, while effective in increasing consumer interest, does not lead directly to purchasing decisions unless supported by additional variables such as brand trust or brand image. The role of purchase intention as a mediating variable is not significant in this study, indicating the complexity of digital purchasing behavior.

Keywords: Social Media, Key Opinion Leader, Purchase Intention, Purchase Decision, Skincare