UNDERSTANDING CONSUMER PURCHASE INTENTION TOWARDS THE ORIGINOTE PRODUCTS: THE ROLE OF BRAND IMAGE AND KEY OPINION LEADERS

MEMAHAMI NIAT BELI KONSUMEN TERHADAP PRODUK THE ORIGINOTE: PERAN CITRA MEREK DAN KEY OPINION LEADER

Oleh:
Jefferson A. Mautang[1]
Maria V. J. Tielung[2]
Shinta J. C. Wangke[3]

[123]International Business Administration, Management Department
Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:
[1]jeffersonmautang062@student.unsrat.ac.id
[2]mariatielung@unsrat.ac.id
[3]shintajc@unsrat.ac.id

Abstract: The Indonesian skincare industry has witnessed substantial growth, particularly among younger consumers increasingly attuned to self-care, wellness, and digital engagement. This study investigates the influence of brand image and key opinion leaders (KOLs) on consumer purchase intention towards The Originote, a local skincare brand known for its affordability and accessibility. Adopting a quantitative research methodology, data were gathered from social media users familiar with The Originote through a structured questionnaire. The study employed multiple linear regression analysis to examine the individual and combined effects of brand image and KOLs endorsements on purchase intention. The empirical findings demonstrate that both brand image and KOLs exert a statistically significant and positive influence on consumers' intentions to purchase skincare products. Furthermore, the simultaneous interaction of these variables enhances explanatory power in predicting consumer behavior. The result showed that KOLs exert a significant impact on consumer purchase intention. Additionally, Brand Image emerges as a crucial factor in influencing consumer decisions. Notably, the combined effect of both Key Opinion Leaders and Brand Image demonstrates a particularly strong and synergistic influence on shaping consumer purchase intention.

Keywords: Purchase Intention, Brand Image, Key Opinion Leaders, Skincare.

Abstrak: *Industri perawatan kulit Indonesia telah mengalami pertumbuhan yang substansial, terutama di kalangan konsumen muda yang semakin peka terhadap perawatan diri, kesehatan, dan keterlibatan digital. Studi ini menyelidiki pengaruh citra merek dan pemimpin opini utama (KOL) terhadap niat beli konsumen terhadap The Originote, merek perawatan kulit lokal yang dikenal karena keterjangkauan dan aksesibilitasnya. Dengan mengadopsi metodologi penelitian kuantitatif, data dikumpulkan dari pengguna media sosial yang familiar dengan The Originote melalui kuesioner terstruktur. Studi ini menggunakan analisis regresi linier berganda untuk menguji efek individual dan gabungan dari citra merek dan dukungan KOL terhadap niat beli. Temuan empiris menunjukkan bahwa citra merek dan KOL memberikan pengaruh positif dan signifikan secara statistik terhadap niat konsumen untuk membeli produk perawatan kulit. Lebih lanjut, interaksi simultan dari variabel-variabel ini meningkatkan daya penjelasan dalam memprediksi perilaku konsumen. Hasil penelitian menunjukkan bahwa KOL memberikan dampak yang signifikan terhadap niat beli konsumen. Selain itu, Citra Merek muncul sebagai faktor krusial dalam memengaruhi keputusan konsumen. Khususnya, efek gabungan dari Key Opinion Leader dan Citra Merek menunjukkan pengaruh yang sangat kuat dan sinergis dalam membentuk niat beli konsumen.*

Kata Kunci*: Niat Pembelian, Citra Merek, Pemimpin Opini Utama, Perawatan Kulit.*

INTRODUCTION

Research Background

In recent years, the skincare industry has witnessed a significant surge in demand, driven by a growing consumer consciousness towards personal grooming, health, and beauty. This trend is particularly pronounced among younger demographics who prioritize self-care and wellness. As a result, understanding the factors influencing consumer purchase intention within the skincare market has become paramount for both researchers and practitioners.

One of the key determinants shaping consumer behavior in this context is the concept of brand image. Brand image encompasses consumers' perceptions, beliefs, and attitudes towards a brand, including its reputation, credibility, and associations. In the skincare industry, where numerous brands compete for market share, establishing a favorable brand image is essential for attracting and retaining customers. Consumers often rely on brand image cues such as brand heritage, product quality, and endorsements to make purchase decisions.

Moreover, the emergence of social media and digital platforms has revolutionized the way consumers interact with brands and make purchasing choices. Within the skincare sector, Key Opinion Leaders (KOLs) play a pivotal role in shaping consumer preferences and purchase intentions. KOLs are individuals who possess expertise, credibility, and a strong presence on social media platforms, influencing their followers' perceptions and behaviors. Endorsements and recommendations from trusted KOLs can significantly impact consumers' attitudes towards skincare products and brands.

There has been increasing use of social media platforms to attract potential customers in the Business to Consumer (B2C) e-commerce environment. This scenario generates a challenge for supply chain planners to upgrade and transform their marketing strategies via digital exposure to reach the public, especially for the young generation of users who are familiar with internet services and digital activities.

Digital marketing can be classified into online and offline channels. Traditional marketing via television and broadcasting media belongs to offline channels, while online digital marketing via websites, social media, mobile and search engine optimization, is a recent trend in promotion (Kotler & Keller, 2016). Differing from traditional offline marketing strategies, promotion on the Internet provides direct interaction with the target customers.

While the influence of brand image and KOLs on consumer behavior in the skincare industry is evident, there remains a gap in the literature regarding their combined effect on purchase intention. Existing studies have primarily focused on either brand image or KOLs individually, neglecting the potential synergies between these factors. Therefore, there is a need for comprehensive research that investigates how brand image and KOL endorsements interact to shape consumer purchase intention in the skincare market.

Skincare is a dominant trend in the Indonesian beauty industry, accounting for about 30% of the market share. This segment includes a wide variety of products, ranging from daily moisturizers and sunscreens to specialized treatments for the face, hands, and feet, all aimed at nourishing, protecting, and addressing specific skin concerns. Within the Indonesian skincare market, facial care products are the most prominent, holding a substantial share of roughly 57%. This highlights the enduring importance of facial skincare routines among Indonesian consumers. Factors such as easy access to information and a growing variety of facial care products tailored to different skin needs further enhance this segment's significance. The Originote is an Indonesian skincare brand established in 2022, offering a variety of skincare ranges tailored to address different skin issues and suitable for use from the age of 13 (teenagers). Each product is designed to tackle specific skin problems with advanced ingredients, yet remains affordable. The Originote's product lines are accessible to everyone, regardless of age or background, aligning with their vision and tagline, "Affordable Skincare for All."

This study aims to address this gap by providing a thorough examination of the interplay between brand image, KOL influence, and consumer purchase intention within the context of skincare products. By adopting a quantitative approach, this research seeks to unravel the underlying mechanisms driving consumer decision-making processes in skincare product purchases. Additionally, this study will explore the moderating effects of demographic variables such as age, gender, and socio-economic status on the relationships between brand image, KOL influence, and purchase intention.

Research Objectives
1. To examine the influence of Brand Image on social media user purchase intention of The Originote Product
2. To examine the influence of Key Opinion Leader on social media user purchase intention of The Originote product
3. To examine the influence of Brand Image and Key Opinion Leader on social media user purchase intention of The Originote Product.

LITERATURE REVIEW

Brand Image
Kotler and Keller (2016) define brand image as the perception held in consumers' minds, shaped by brand associations, experiences, and interactions. It represents the mental picture that consumers develop regarding a

brand's identity, credibility, and quality. A favorable brand image strengthens consumer trust and loyalty, reducing uncertainty in purchasing decisions. Foster (2016) emphasizes that a strong brand image not only builds emotional connections but also enhances consumer confidence, which subsequently increases the likelihood of repeat purchases and long-term customer retention. In highly competitive industries such as skincare, brand image becomes a critical differentiator, influencing consumers' evaluation of product attributes, credibility of claims, and alignment with personal values.

Consumer Purchase Intention

Purchase intention refers to the consumer's conscious plan to buy a product or service, reflecting attitudes, preferences, and perceived value. It is often considered a reliable predictor of actual purchasing behavior. According to Hermanda et al. (2019), purchase intention demonstrates a consumer's readiness to purchase within a defined period, influenced by both rational factors (such as product quality and price) and emotional factors (such as trust and brand attachment). In the context of skincare products, purchase intention is shaped by perceptions of effectiveness, safety, affordability, and social influence. The stronger the purchase intention, the higher the probability that the consumer will engage in actual buying behavior, making it a vital construct in consumer behavior research.

Key Opinion Leaders (KOLs)

Key opinion leader (KOL) is an individual who possesses influence, credibility, and expertise within a particular field or domain, and whose opinions and recommendations are valued and trusted by a significant audience. KOL's play a pivotal role in shaping consumer perceptions, attitudes, and behaviors, particularly in the age of social media and digital communication. Brown and Hayes (2008) describe Key Opinion Leaders (KOLs) as individuals who exert significant influence over others due to their expertise, credibility, and social standing. In the digital era, KOLs have become central to marketing strategies, functioning as trusted intermediaries between brands and consumers. Unlike traditional advertising, which often suffers from skepticis

Previous Studies

Suwuh, Kindangen, & Saerang (2020) analyzed the influence of Korean wave, brand ambassador, brand image on purchase intention of Somethinc skincare product in Manado simultaneously or partially. The research variables consist of Korean wave, Brand ambassador, Brand image and Purchase Intention. The sample of the research was the female and user skincare in Manado. The result showed that Korean wave has negative effect on Purchase Intention, while Brand ambassador and Brand image has positive effect on Purchase Intention

Harvina, Ellitan, & Lukito (2022) analyzed the effect of social media marketing, brand image, and brand trust on the purchase intention of Somethinc skincare products in Surabaya. This study used a purposive sampling technique, with the number of samples being 160 respondents. The respondents' characteristics were social media users who had seen content on Somethinc social media, were domiciled in Surabaya, and aged more than 17 years old. The results of the study prove that Social Media Marketing has a significant effect on Brand Image, Social Media Marketing has a significant effect on Brand Trust, Brand Image has a significant effect on Purchase Intention, Trust has a significant effect on Purchase Intention, Social Media Marketing has an effect which has a significant effect on Purchase Intention through Brand Image, and Social Media Marketing has a significant effect on Purchase Intention through Brand Trust

Dwidienawati et al. (2020) investigated the impact of customer review and influencer review to purchase intention and the mediating role of trust to those relationship. A quantitative experimental study (2 × 1) was conducted. Two hundred respondents from three cities in Greater Jakarta were divided into two groups to self-rate their opinion on customer review, influencer review, trust and purchase intention. The study results showed that influencer review has a positive impact on purchase intention. On the other hand, customer review failed to show its influence. Trust as a moderating variable was also not validated in this study.

Research Hypothesis

H1: Key Opinion Leader is considered to influence on Consumer Purchase Intention partially
H2: Brand Image is considered to influence on Consumer Purchase Intention Partially
H3: Key Opinion Leader and Brand Image is considered to influence on Consumer Purchase Intention simultaneously
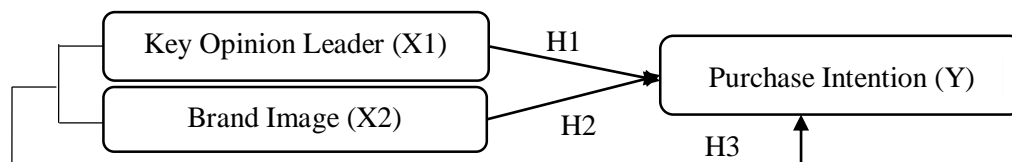
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

RESEARCH METHOD

Research Approach

    This study adopted a quantitative research approach to analyze the influence of brand image and key opinion leaders (KOLs) on consumer purchase intention towards The Originote skincare products. The quantitative design was chosen because it allows for the measurement of relationships between variables using statistical methods.

Population, Sample and Sampling Technique

    The research population consisted of social media users in Indonesia who were aware of or had encountered The Originote products. A non-probability sampling technique, specifically purposive sampling, was applied to ensure that respondents met the criteria of being active social media users and potential skincare consumers. The sample size was determined using the Slovin formula, resulting in 100 valid responses considered adequate for statistical analysis.

Data Collection

    Data were collected using a self-administered online questionnaire distributed via social media platforms. The instrument was designed with items measured on a Likert scale, ranging from strongly disagree (1) to strongly agree (5). The questionnaire included items representing three constructs: brand image, key opinion leaders, and consumer purchase intention.

Operational Definition and Indicator of Research Variables
Table 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicators
Key Opinion Leader (X_1)	Credible individuals whose authority, expertise, and trustworthiness enable them to shape consumer attitudes and behaviors towards The Originote products	1. Long Term Engagement 2. Activities 3. Attention 4. Authority
Brand Image (X_2)	Perceptions about The Originote products as reflected by the brand associations held in consumer memory	1. Brand Identity 2. Brand Personality 3. Brand Association 4. Brand Attitudes and Behaviors 5. Brand Benefits and Advantages
Purchase Intention (Y)	A measure of the strength of a consumer's intention to buy a product, or the likelihood that a consumer will plan or be willing to buy The Originote products in the future.	1. Transactional Value 2. Refrential Value 3. Preferential Value 4. Explorative Value

Testing of Research Instruments
Validity and Reliability Tests

    A validity test demonstrates how well the measuring tool employed in a measurement captures the subject being assessed. According to Ghozali (2009), a validity test is used to assess a questionnaire's legitimacy or validity. A questionnaire is considered valid when the answers to its questions can yield data that the questionnaire will utilize to measure it.

According to Ghozali (2009), a questionnaire's reliability can be used to determine a variable or construct. When a respondent continually offers consistent responses to statements on a questionnaire, it is deemed reliable. Reliability refers to a test's stability, consistency, predictability, and correctness. Measurements with high dependability produce trustworthy data.

Data Analysis Method
Classical Assumption Tests
Normality Test

A normality test's findings show whether or not the sample data originated from a normally distributed population. It is usually done to verify that the data used in the research have a normal distribution. Numerous statistical methods, including as regression, t-tests, ANOVA, and correlation—also referred to as parametric tests—are based on the normal distribution of data.

Heteroscedasticity Test

It is used to test for heteroskedasticity in a linear regression model and assumes that the error components are normally distributed. It ascertains if the variance of the regression errors is influenced by the values of the independent variables.

Multicollinearity Test

A statistical concept known as multicollinearity describes the relationship between numerous independent variables in a model. Fully collinear is defined as two variables with a correlation coefficient of +/- 1.0.

Multiple Linear Regression Analysis

Multiple regression is a variant of simple linear regression. It is utilized when the value of a variable needs to be predicted. It is calculated using the values of two or more other variables. A multiple linear regression model is a linear equation that has the general form. The equation general form of multiple linear regression is as follow:

$$Y = a + \beta 1 X1 + \beta 2 X2 + e$$

Descriptions:
Y:　Consumer Purchase Intention
a:　The intercept (also called the constant), which is the value of Y when both X_1 and X_2 are equal to 0.
X_1:　Key Opinion Leader
X_2:　Brand Image
β_1:　The regression coefficient for Key Opinion Leader
β_2:　The regression coefficient for Brand Image
e:　The error term

Hypothesis Testing
T-Test and F-Test

Some statistical methods can be used to partially test the regression coefficient:
a. If the t-count exceeds the t-table at a 95% confidence level ($a = 0.05$), H0 is rejected and H1 is accepted, indicating that the independent variable has a partial effect on the dependent variable.
b. If t-count < t-table at 95% confidence level ($a = 0.05$), H0 is accepted and H1 is rejected, indicating that the independent variable does not have a substantial effect on the dependent variable partly.

To evaluate the regression coefficient simultaneously, below are some statistical F-tests:
a. If F-count exceeds F-tabel at 95% confidence level ($a = 0.05$), H0 is rejected and H1 is accepted, indicating that all independent factors have a significant effect on the dependent variable simultaneously.
b. If F-count < F- tabel at 95% confidence level ($a = 0.05$), H0 is accepted and H1 is rejected, indicating that no independent factors have a substantial effect on the dependent variable concurrently.

RESULT AND DISCUSSION

Research Results
Validity and Reliability Tests

Table 2. Validity Test

Variable	Indicator	r table	Pearson Correlation	Sig.	Status
Key Opinion Leader	X1_1	0.361	0.894	0.000	Valid
	X1_2	0.361	0.861	0.000	Valid
	X1_3	0.361	0.915	0.000	Valid
	X1_4	0.361	0.800	0.000	Valid
Brand Image	X2_1	0.361	0.802	0.000	Valid
	X2_2	0.361	0.865	0.000	Valid
	X2_3	0.361	0.805	0.000	Valid
	X2_4	0.361	0.740	0.000	Valid
	X2_5	0.361	0.846	0.000	Valid
Purchase Intention	Y1	0.361	0.958	0.000	Valid
	Y2	0.361	0.975	0.000	Valid
	Y3	0.361	0.982	0.000	Valid
	Y4	0.361	0.973	0.000	Valid

Source: Data Processed, 2025

The total Sig. 2-tailed results are used to establish whether or not the questionnaire is valid. If the result is less than 0.05, then it is valid. Based on the data processed, the total Sig 2-tailed value is <0.001, indicating that the data is valid.

Table 3. Reliability Test

Variable	Cronbach's Alpha	N of Items	Reliability Result
Key Opinion Leader	0.889	4	Reliable
Brand Image	0.870	5	Reliable
Purchase Intention	0.980	4	Reliable

Source: Data Processed, 2025

The reliability tests confirmed that all variables in the study demonstrated strong internal consistency. Cronbach's Alpha values for Key Opinion Leaders (0.889), Brand Image (0.870), and Purchase Intention (0.980) all exceeded the minimum threshold of 0.60. These results indicate that the measurement items used in this study are reliable and suitable for further statistical analysis.

Test of Classical Assumptions
Normality Test
Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	30
Mean	0.0000000
Std. Deviation	1.01692723
Most Extreme Differences (Absolute)	0.156
Most Extreme Differences (Positive)	0.156
Most Extreme Differences (Negative)	-0.091
Test Statistic	0.156
Asymp. Sig. (2-tailed)	0.062

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Data Processed, 2025

Based on the output results, the Asymp. Sig. (2-tailed) value is 0.062, which is greater than the significance level of 0.05. Therefore, it can be concluded that the data is normally distributed.

Multicollinearity Test
Table 4 Multicollinearity Test

Variable	Tolerance	VIF
(Constant)	–	–
Key Opinion Leader	0.563	1.776
Brand Image	0.563	1.776

Source: Data Processed, 2025

Based on the output results, the Tolerance values for Key Opinion Leader and Brand Image are 0.563, which are greater than the threshold of 0.10, while the corresponding Variance Inflation Factor (VIF) values are 1,776 < 10,00. Therefore, it can be concluded that there is no indication of multicollinearity in the regression model.

Heteroscedasticity Test
Table 5. Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.277	0.409	–	3.122	0.004
Key Opinion Leader	-0.032	0.032	-0.241	-0.975	0.338
Brand Image	-0.005	0.025	-0.044	-0.178	0.860

Source: Data Processed, 2025

Based on the output results, the significance values (Sig.) for Key Opinion Leader and Brand Image are 0.338 and 0.860 > 0,05. Therefore, it can be concluded that there is no indication of heteroscedasticity in the regression model.

Multiple Linear Regression Analysis
Table 6. Multiple Linear Regression Analysis

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.738	0.613	–	1.204	0.239
Key Opinion Leader	0.396	0.048	0.460	8.168	0.000
Brand Image	0.410	0.038	0.609	10.817	0.000

Source: Data Processed, 2025

$$Y = 0{,}738 + 0{,}396X1 + 0{,}410X2$$

Based on the regression model equation, the interpretation is as follows:
a. The constant value is 0.738, which indicates that if all independent variables are equal to zero, the value of Consumer Purchase Intention will be 0.738 units.
b. The regression coefficient for Key Opinion Leader is 0.396, implying that an increase of 1 unit in the Key Opinion Leader variable will result in an increase of 0.396 units in Consumer Purchase Intention, assuming other variables remain constant.
c. The regression coefficient for Brand Image is 0.410, indicating that a 1-unit increase in the Brand Image variable will lead to an increase of 0.410 units in Consumer Purchase Intention, holding other variables constant.

Result of Multiple Regression Correlation Coefficient (R) and Coefficient Determination Test (R2)
Table 7. Result of Multiple Regression Correlation Coefficient (R) and Coefficient Determination Test (R2)

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.976[a]	.952	.948	1.05392

a. Predictors: (Constant), Brand Image, Key Opinion Leader
Source: Data Processed, 2025

Based on the output results, the coefficient of determination (R^2) is 0.952, indicating that Key Opinion Leader and Brand Image collectively explain 95.2% of the variance in Consumer Purchase Intention. The remaining 4.8% is influenced by other variables not examined in this study.

Hyphotesis Testing
Table 6 shows that:
1. The significance value (Sig.) of the Key Opinion Leader variable is $0.000 < 0.05$. Therefore, it can be concluded that there is a significant influence of Key Opinion Leader on Consumer Purchase Intention.
2. The significance value (Sig.) of the Brand Image variable is $0.000 < 0.05$. Therefore, it can be concluded that there is a significant influence of Brand Image on Consumer Purchase Intention.

F-Test
Table 8. F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	592.977	2	296.488	266.928	.000b
Residual	29.990	27	1.111		
Total	622.967	29			

Source: Data Processed, 2025

Based on the output results, the significance value (Sig.) is $0.000 < 0.05$, indicating that Key Opinion Leader and Brand Image simultaneously have a significant influence on Consumer Purchase Intention.

Disscusion
The Influence of Key Opinion Leader on Consumer Purchase Intention
       The regression analysis results show that the Key Opinion Leader variable has a positive and significant effect on Consumer Purchase Intention. This suggests that when consumers perceive the key opinion leader as credible, relatable, and influential, their intention to purchase the endorsed product increases accordingly. This finding aligns with previous studies which argue that KOLs play a vital role in shaping consumer behavior through trust, expertise, and persuasive communication (Lim et al., 2017). In the context of modern digital marketing, KOLs serve as trusted figures whose opinions and endorsements are perceived as authentic and credible by their audience. Their influence stems not only from their expertise or popularity, but also from the emotional connection and trust they establish with followers. This trust increases the likelihood that consumers will consider and act upon the products or brands promoted by these individuals. The data suggests that the presence of a credible KOL can serve as a powerful marketing tool, encouraging consumer interest, engagement, and eventual purchase decisions.In essence, consumers tend to follow the recommendations of opinion leaders who they perceive to be authentic and aligned with their values, thus significantly enhancing their purchase intentions.

The Influence of Brand Image on Consumer Purchase Intention
       The regression result indicates a positive and statistically significant relationship with Consumer Purchase Intention. Among the two independent variables analyzed, Brand Image has the higher standardized beta, implying that it contributes slightly more to the purchase intention variance. This result is consistent with brand equity theory, which posits that a strong, positive brand image enhances consumer confidence and reduces perceived risk, thereby increasing purchase likelihood (Aaker, 1996). A brand that is perceived as positive, consistent, and aligned with consumer values contributes to the formation of favorable attitudes and emotional associations. A strong brand image reduces perceived risks, enhances perceived value, and builds consumer trust—factors that are essential in the decision-making process. The analysis confirms that consumers are more inclined to purchase from brands that they recognize, respect, and associate with positive attributes. Thus, companies that invest in building a favorable and consistent brand image are more likely to influence consumer behavior positively.

The Influence of Key Opinion Leader and Brand Image on Consumer Purchase Intention
       The influence of Key Opinion Leader and Brand Image on Consumer Purchase Intention is substantial. finding underscores the synergistic effect of KOL endorsements and a strong brand image in shaping consumer decisions. While each factor independently contributes to purchase intention, their combined presence significantly amplifies the effect, confirming that consumers are more likely to make purchase decisions when both the brand is trusted and endorsed by a credible opinion leader. When these two factors operate in alignment, their impact on

consumer purchase intention is amplified. A well-positioned brand, when endorsed by a respected opinion leader, creates a synergistic effect that enhances credibility, reinforces brand perception, and accelerates consumer decision-making. This suggests that strategic marketing efforts which integrate both influencer marketing and brand management are likely to be more effective than those that focus on either element in isolation.

CONCLUSION AND RECOMMENDATION

Conclusion
1. The findings reveal that Key Opinion Leaders significantly influence consumer purchase intention.
2. The study shows that Brand Image plays a vital role in shaping consumer purchase intention.
3. The influence of Key Opinion Leaders and Brand Image was found to be particularly strong.

Recommendation
1. Companies should prioritize collaboration with Key Opinion Leaders who align closely with their brand values, target audience, and market positioning. The effectiveness of KOLs is strongly rooted in authenticity, trust, and perceived expertise. Therefore, it is recommended that brands: Conduct thorough background checks to ensure the KOL has a strong, engaged, and relevant follower base. Focus on long-term partnerships rather than one-off endorsements to build deeper credibility and trust with consumers. Empower KOLs with creative freedom to present products in a way that feels genuine and organic to their audience, thereby enhancing relatability.
2. To build and sustain a favorable brand image, companies should: Invest in consistent brand messaging across all marketing channels to ensure coherence and clarity in brand perception. Emphasize brand storytelling that highlights values, quality, and emotional connection with the consumer. Monitor consumer perceptions regularly through brand audits and adapt branding strategies based on market trends and feedback.
3. Given the synergistic effect observed when combining KOL influence and strong brand image, it is recommended that businesses adopt an integrated marketing communication (IMC) approach. Specifically, companies should: Align influencer campaigns with broader branding objectives to create a unified and reinforcing message. Use KOL endorsements not just for promotion but also for co-branding opportunities, product launches, and storytelling initiatives that enhance brand equity. Leverage digital platforms and data analytics to measure the performance and ROI of influencer-brand partnerships.

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