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DOKTER DETEKTIF'S KEY OPINION LEADER EFFECT ON THE INTENTION PURCHASE OF SKINCARE PRODUCTS

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Abstract. The development of digital technology impacted business and marketing strategies on social media. Using a Key Opinion Leader (KOL) was one of the business and marketing strategies using the name of the key opinion leader to attract the consumer's intention to buy a product. Dokter Detektif is one of the KOLs for the skin care category. She reviewed skin care products, particularly the consistency between company claims and laboratory test results. The study aimed to see the impact of Dokter Detektif's key opinion leader on purchase intention for skincare products. This research was a quantitative study using purposive sampling techniques with 100 respondents. This study used non-probability sampling for data collection. The population of this study is skincare consumers, social media users, aged 18-45, and knowledgeable about Dokter Detektif. The variables in this study were familiarity, trustworthiness, expertise, and purchase intention. The results showed that Dokter Detektif's familiarity, trustworthiness, and expertise have a significant correlation to affect the intention of consumers to purchase skin care products.

Abstrak. Perkembangan teknologi digital berdampak pada strategi bisnis dan pemasaran di media sosial. Menggunakan seorang *Key Opinion Leader (KOL)* merupakan salah satu strategi bisnis dan pemasaran untuk menarik minat konsumen untuk membeli suatu produk. Dokter Detektif adalah salah satu KOL untuk kategori *skincare*. Ia melakukan review terhadap produk *skincare*, khususnya konsistensi antara klaim perusahaan dan hasil uji laboratorium. Penelitian ini bertujuan untuk melihat dampak dari *key opinion leader* Dokter Detektif terhadap niat beli produk *skincare* Penelitian ini merupakan penelitian kuantitatif dengan menggunakan teknik purposive sampling dengan 100 responden. Penelitian ini menggunakan non-probability sampling untuk pengumpulan data. Populasi dari penelitian ini adalah konsumen skincare, pengguna media sosial, berusia 18-45 tahun, dan mengetahui tentang Dokter Detektif. Variabel dalam penelitian ini adalah *familiarity, trustworthiness, expertise*, dan niat beli. Hasil penelitian menunjukkan bahwa *familiarity, trustworthiness*, dan *expertise* Dokter Detektif memiliki korelasi yang signifikan untuk mempengaruhi niat beli konsumen terhadap produk *skincare*.

INTRODUCTION

In the age of globalization, where digital technology is accessible to almost everyone, information is growing and spreading faster. With the development of time, people are innovating all the time to make their lives more effective and practical. One of the ways people adapt and change is by using technology to make their lives easier and more efficient. Especially during the Covid-19 pandemic in 2020 and the implementation of Pembatasan Sosial Berskala Besar (PSBB), people have been led to digital technology, where activities that are accomplished outside the home must be done at home using the internet. This also affects activities such as shopping, leading to an increase in online shopping (Widiyawati et al., 2022). Furthermore, the development in the business world requires business's people to be more creative and innovative in serving their customers. The beauty sector is one of Indonesia's most dynamic business sectors. In today's modern era, everyone competes to have a perfect appearance, both young and old, both women and men. This competition is a significant factor for the beauty business to continue to grow rapidly as the demand for beauty continues to increase. There are many beauty brands and products, both local and international, creating intense competition between companies and brands (Widiyawati et al., 2022).

According to the Indonesian Association of Internet Service Providers (APJII), the number of Indonesian internet users in 2024 will reach 221,563,479 people, touching 79.5% compared to 2023, an increase of 1.4%. There are 191 million social media users, or 73.7% of the population, and 167 million active users, or 64.3% of the Indonesian population.(APJII, 2024) Social media users are predominantly aged 18-34, with 51.3% female and 48.7% male. In the average, Indonesians spend 3 hours and 14 minutes per day using social media. The use of social media has become an integral part of everyday life. When using online social networks (browsing), consumers are exposed to a variety of interesting and timely information. The information they receive is very detailed about specifications, models, prices, quality, and the pros and cons of a product's claims. And details such as these are widely shared by KOLs, influencers, celebrity endorsers, and even skincare consumers through their respective social media accounts to encourage purchase intent (APJII, 2024).

Companies continue to develop their creativity and create innovations that are different and superior to others to face intense competition.(Permana et al., 2024) A common business and marketing strategy is to use social media as a means of promotion and as an intermediary for key opinion leaders. Companies compete to market and promote product quality and even pay expensive key opinion leaders to get their products noticed and to compete for consumer attention (Permana et al., 2024).

Key Opinion Leaders (KOLs) are individuals or groups who have expertise in certain areas, whose opinions are trusted by their followers, and who actively use social media. Key opinion leaders can be described as experts, professionals, or specialists who are trusted by many people.(Faticha & Sekarsari, 2024) The ability of KOLs to package messages into narratives and

visual or video displays that are attractive to the public can create enough curiosity and influence the public to find out about and even try a product.(Ilmi & Mahendri, 2023) The results of KOLs reviews can have a significant impact on changing public attitudes towards a reviewed product. When a KOLs gives a positive review of a brand or product, it creates a positive image and builds customer credibility and trust, thereby maintaining customer purchase intentions (Artamivera, 2023). One of the KOLs that is suddenly going viral in the beauty industry is the presence of Doctor Detective, who is actively exposing various skincare companies that do not match (overclaim) the content of product ingredients claimed on the packaging. Dokter Detektif is known for its courage in exposing the contents of skincare labs using SIG Laboratory as the skincare testing laboratory discussed and educating the public about the safety and efficacy of these ingredients. According to the latest data, Doktif's account @dokterdetektif has reached 1.2 million followers on TikTok social media in less than a month. Its social media followers are very large and actively involved in discussions, as evidenced by the high level of interaction such as likes, comments, and many requests to review the content of various skincare brands, both local and international.

However, endorser or KOLs support is not always effective as a marketing strategy, sometimes it has a bad impact on the product if there is a KOL selection error (Permana et al., 2024). Artamivera's research explains the characteristics that a Key Leader Opinion must have, namely familiarity, trustworthiness, and expertise, which have a significant impact on purchase intention (Artamivera, 2023). This research is supported by Afifah and Vindiazhari's research which explains that certain Key Opinion Leader (KOL) characteristics such as familiarity, trustworthiness, and expertise have a strong relationship with a unidirectional and positive correlation with purchase intention and have a significant impact on purchase intention(Afifah, 2022; Vindiazhari, 2024). In contrast, Ilmi et al. found that only the trustworthiness attribute of the KOL influenced purchase intention (Ilmi & Mahendri, 2023). On the other hand, Al-Darraji et al. found that familiarity with the KOL had no significant effect on consumers' purchase intention (Al-Darraji et al., 2020).

Recognizing the research gap in the form of conflicting results from several previous studies, the authors were interested in further exploring the influence and impact of familiarity, trustworthiness, and expertise of KOLs on the purchase intention of personal care products. Therefore, based on the foregoing, the purpose of this study is to discuss the impact of familiarity, trustworthiness, and expertise KOLs on the purchase intention of personal care products.

LITERATURE REVIEW

1. Key Opinion Leader (KOL)

Key Opinion Leaders (KOLs) are individuals who can attract attention and influence the ideas and behavior of others (Khoirunnisa & Pinandito, 2023; Saputra & Chaniago, 2024). KOLs can be said to be the same as influencers in that they have the same impact on consumer behavior

(Permana et al., 2024). KOL is proven effective when it achieves the desired goal. In achieving the goal, it must be supported by the characteristics of the KOL's self-identity, so that followers can recognize and not doubt any message conveyed by the KOL (Syah & Rasmini, 2023). KOLs need to have familiarity, trustworthiness, and expertise to be seen as communicative and persuasive (Syah & Rasmini, 2023). The characteristics of a KOL need to be tailored to the target audience, as the suitability of these characters will increase audience interactivity and communication with a brand (Artamivera, 2023).

Key Opinion Leaders (KOLs) have characteristics and distinguishing features to help identify them among other things:

a. Familiarity
The familiarity of a KOL with the target audience will make the audience feel more connected to a KOL (Chowdhury NILOY et al., 2023; Garg & Bakshi, 2024; Xiong et al., 2021). The familiarity of a KOL is an important factor in influencing customer attitudes towards KOLs, which will create a strong relationship and positive response from target customers towards a brand. Familiarity is one of the most important factors in creating a bond between influencers and consumers towards a brand(Kasnowo et al., 2022).
b. Trustworthiness
Trustworthiness is the key to building relationships between KOLs and their audiences. A KOL who is trusted and maintains credibility has a major impact on a brand. Trustworthiness can influence followers' trust, which influences brand awareness and purchase intention (Lou & Yuan, 2019). Trust plays a crucial role in gaining practical endorsement, as consumers are more likely to trust information from KOLs who are trustworthy (Rungruangjit, 2022). Consumers are more likely to accept products suggested by social media influencers if they believe the influencer is trustworthy (Tsarashafa & Qastharin, 2021).
c. Expertise
Experise includes the knowledge, skills, and experience a KOL has in a particular area. Expertise is the extent to which a person has sufficient knowledge and experience to promote a product or brand. A source who has expertise in the communication topic is more likely to be trusted to provide an objective opinion about an object. Expertise can also be referred to as the authority, competence, and qualifications that KOLs (Dausat, 2023; Goldsmith et al., 2000).

2. **Purchase Intention**

Purchase intention is one of the stages of consumer behavior that precedes the purchase decision stage. Purchase intention is a consumer behavior where consumers have a desire to buy or choose a product based on their experience of selecting, using, and consuming a product or even wanting a product (Purwanto & Wibisono, 2019). Purchase intention is considered a benchmark, where the higher the purchase intention, the higher the likelihood of a purchase decision (Algiffary et al., 2020). Purchase intention is a trigger for consumer behavior, so it stimulates consumers to buy a product (Silalahi et al., 2021).

Purchase intention has four dimensions, described by the AIDA model of stimulation: attention, interest, desire, and action (Kotler & Keller, 2016). Attention is characterized by consumers paying attention when they first see or hear about a product or service promotion. Interest is a stage that occurs after receiving or hearing detailed information about the product, at this stage consumers are interested in the product. Desise is a stage where consumers are not only interested but have the intention to buy and try the product. Action is a stage where the consumer decides to buy the product (Kotler & Keller, 2016).

3. The Effect of Familiarity on Purchase Intention

Familiarity, similarity, liking, and closeness between the KOL and his or her followers can effectively invite followers to follow the habits or buy the products reviewed by the KOL (Syah & Rasmini, 2023; Thomas & Fowler, 2015). According to Thomas & Fowler, familiarity is an important factor in the success of KOL effectiveness, the audience will easily recognize the source of information when it is provided by individuals who are considered close and familiar (Thomas & Fowler, 2015; Vindiazhari, 2024). Familiarity with a KOL provides comfort to consumers, making it easier for them to accept the product (Supriyanto et al., 2023). Afifah, Artamivera, and Vindiazhari's research explains that familiarity has a positive and significant influence on purchase intention (Afifah, 2022; Artamivera, 2023; Vindiazhari, 2024).

4. The Effect of Trustworthiness on Purchase Intention

According to He & Jin, KOL trustworthiness can be achieved through consistency of messages delivered, transparency, and integrity in interactions with the audience (Artamivera, 2023). Consumers will consider the promoted product worth buying if the KOL can be trusted. Trust is a strong foundation for attracting purchase intentions and transactions (Ilmi & Mahendri, 2023). Research by Ilmi et al. shows the sale of MS Glow products was massive in Jombang Regency. The results of this study show that trustworthiness partially (T-test) has a positive and significant effect on consumer purchase intention, and simultaneously (F-test) trustworthiness has a positive and significant effect on consumer purchase intention (Ilmi & Mahendri, 2023). Research by Khoirunnisa et al., states that the trustworthiness attribute in KOL affects consumer purchase intention and has a strong positive correlation with consumer purchase intention (Khoirunnisa & Pinandito, 2023). Similarly, Cahya H's research states that the coefficient value of the relationship between trustworthiness and purchase intention is positive. This means that the higher the trustworthiness, the higher the purchase intention (Cahya, 2022).

5. The Effect of Expertise on Purchase Intention

Expertise can be acquired through education, training, and relevant experience. The higher the perceived expertise and knowledge of a KOL, the higher the consumer's purchase intention (Syah & Rasmini, 2023; Vindiazhari, 2024). Supported by Chaniago, KOLs who have experience and expertise in their field are the best way to visually communicate a product offering and provide data and facts that can generate purchase intentions (Saputra & Chaniago, 2024). He et al. and Artamivera Vindiazhari's research shows that the KOL attribute of expertise has a positive and significant effect on purchase intention. Consumers have stronger product purchase intentions when the KOL's expertise is higher (Artamivera, 2023; He & Jin, 2024; Vindiazhari, 2024).

Similarly, Cahya's research states that the coefficient value of the expertise relationship on purchase intention is positive. This means that the higher the expertise, the higher the purchase intention (Cahya, 2022).

RESEARCH METHOD

This research uses a quantitative approach, which is a type of research method that aims to prove a predetermined hypothesis using statistical analysis (Sudaryana & Agusiady, 2022). Data analysis in this study used SPSS version 26 software with linear regression analysis techniques. The population of this study is skincare consumers, social media users, aged 18-45, and knowledgeable about Dokter Detektif.

This study used non-probability sampling for data collection. The sampling technique used was purposive sampling, which is a sampling technique that considers several characteristics. The sample size in this study was taken using the *Lemeshow* formula and obtained 100 respondents. The research questionnaire used a 4-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (4). After preparing the questionnaire, a pilot study was carried out, and then it was distributed using Google Forms media to collect the respondents' data. This research was carried out over 2 months, from November 2024 to December 2024. The form and type of questions used are closed questions. Respondents were only asked to select answers that were already available (Sugiyono, 2013).

The research hypothesis that can be formulated is as follows (figure 1):

H1: Dokter Detektif familiarity has a positive effect on purchase intention of skincare products.

H2: Dokter Detektif *Trustworthiness* has a positive effect on purchase intention of skincare products.

H3: Dokter Detektif *Expertise* has a positive effect on purchase intention of skincare products.

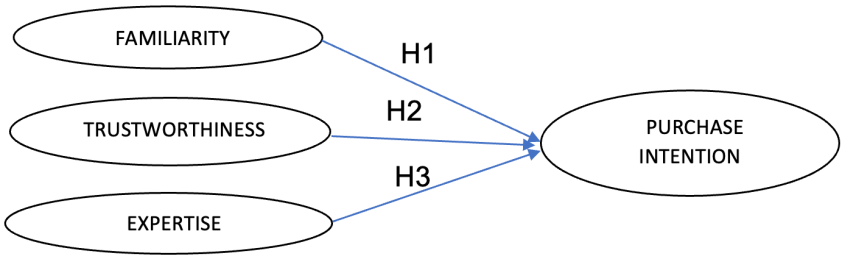

Figure 1. Research hypothesis framework.(Artamivera, 2023; Xiong et al., 2021)

This study measures fourteen items that describe the variables of familiarity, trust, expertise, and purchase intention adopted from research conducted by Xiong et al and Artamivera A (Artamivera, 2023; Xiong et al., 2021). (Table 1)

Table 1. *Measurement Items*

Variabels	Indicator
Familiarity	1. I know that the Dokter Detektif is an influencer in the field of skincare products. 2. I know the Dokter Detektif through social media. 3. Dokter Detektif is easily recognised by many people.
Trustworthiness	1. Dokter Detektif is a skincare influencer who is trustworthy. 2. Dokter Detektif is a skincare influencer who is convincing. 3. Dokter Detektif is a skincare influencer who is reliable. 4. Dokter Detektif is an influencer in the skincare field who is honest.
Expertise	1. Dokter Detektif has sufficient knowledge in the field of skincare. 2. Dokter Detektif has good expertise in the field of skincare. 3. Dokter Detektif have experience in the field of skincare.
Purchase Intention	1. I consider buying products that are reviewed safe by Dokter Detektif. 2. I have the desire to buy products that are reviewed safe by Dokter Detektif. 3. I have an interest in buying products that are reviewed safe by Dokter Detektif. 4. I have the intention to buy products that are reviewed safe by Dokter Detektif.

Sources: (Artamivera, 2023; Xiong et al., 2021)

RESULTS AND DISCUSSIONS

4.1. Results

Based on descriptive statistical tests, the total number of respondents was 100. Of the total 100 respondents, 77% were female and 23% were male. Based on the age of the respondents in the range of 18-30 years as much as 56%, 31-45 years as much as 43%, and more than 45 years as much as 1%. The number of respondents using social media is 100%. The type of social media is dominated by Instagram at 70%, Facebook at 5%, TikTok at 18%, YouTube at 1%, and others at 6%. Based on the criteria for skincare users, 81% use skincare, and 19% are not skincare users. As many as 77% know and recognize detective doctors, and as many as 23% do not know detective doctors.

In this study, the reliability of the questionnaire instrument was tested using Cronbach's alpha (α-Cronbach). If the Cronbach's alpha coefficient is ≥ 0.6, the questionnaire instrument is said to be reliable. In this study, the Cronbach's alpha coefficient value of all variables is ≥ 0.6, so the questionnaire used in this study is reliable. (Table 2) The validity test of the questionnaire was carried out using the Corrected Item Total Correlation (CITC) test. If the CITC coefficient value

≥ 0.3, the questionnaire is considered valid. In this study, the CITC coefficient value for all variables is ≥ 0.3, so the questionnaire is declared valid. (Table 2)

Table 2. CITC Reliability Test Results and Cronbach's alpha

Variables	CITC coefficient	Cronbach's alpha coefficient
Familiarity (FM)		
FM-a1	0.88	0.90
FM-a2	0.92	0.87
FM-a3	0.82	0.95
Trustworthiness (TH)		
TH-b1	0.91	0.95
TH-b2	0.92	0.95
TH-b3	0.93	0.95
TH-b4	0.88	0.96
Expertise (EX)		
EX-c1	0.92	0.96
EX-c2	0.93	0.96
EX-c3	0.95	0.94
Purchase Intention (PI)		
PI-d1	0.77	0.96
PI-d2	0.91	0.92
PI-d3	0.91	0.92
PI-d4	0.90	0.92

The correlation between familiarity, trustworthiness, and expertise in skin care purchase intention was determined by hypothesis testing. The correlation coefficient (R) is 0.869. The results show that the variables of familiarity, trustworthiness, and expertise of Dokter Detektif have a strong relationship in a positive direction towards increasing the purchase intention of skincare products among the research subjects. The regression test was conducted, and the

regression coefficient value (R Square) was obtained as 0.755 or 75% (Table 3). This regression coefficient value shows that the effect of familiarity, trustworthiness, and expertise of the detective doctors on the intention to buy skin care products is 75.5%, while the remaining 24.5% is explained by variables not examined in this study.

Table 3. Correlation (r) and Regression (R^2) Analysis of Familiarity, Trustworthiness and Expertise variables on Purchase Intention

Variables	r	R^2	p Value	Sig
Familiarity	0.713	0.508	0.000	p<0.05
Trustworthiness	0.828	0.686	0.000	p<0.05
E*xpertise*	0.846	0.715	0.000	p<0.05
Familiarity + Trustworthiness + Expertise	0.869	0.755	0.000	p<0.05

4.2 Discussion

This study shows that the familiarity, trustworthiness, and expertise of Dokter Detektif have a positive influence on skincare purchase intentions. According to Thomas & Flower, familiarity is one of the success factors of KOLs, where the audience easily recognizes the source of information if the information provider is already known. Dokter Detektif's Familiarity can provide affinity, liking, and proximity to consumers to invite his followers to follow the recommendations given by Dokter Detektif from the results of his review of a skin care product. In this study, the Dokter Detektif familiarity variable is significantly correlated with purchase intention with a value of r = 0.713. The results of the regression test with a value of R2 = 0.508 show that the influence of the Dokter Detektif familiarity variable has an effect of 50.8% on the consumer's purchase intention. This result shows that familiarity has a strong and positive relationship with consumer purchase intention. This study is consistent with the research conducted by Afifah and Artamivera, which states that familiarity has a positive and significant influence on purchase intention (Afifah, 2022; Artamivera, 2023).

Trustworthiness is a strong foundation for attracting purchase intentions based on a KOL's integrity and sincerity. In this study, the Dokter Detektif trustworthiness variable is significantly correlated with purchase intention with a value of r = 0.828. Based on this research, Dokter Detektif can gain trustworthiness from skincare consumers as evidenced by the positive correlation results. The results of the regression test with a value of R2 = 0.686 show that Dokter Detektif's trustworthiness variable has an effect of 68.6% on the consumer's purchase intention. This shows that trustworthiness has a strong and positive relationship with consumer purchase intention. This

research is consistent with Khoirunnisa and Pinandito's research that states trustworthiness has a positive influence on consumer purchase intention in Bootcamp Online (Khoirunnisa & Pinandito, 2023).

Expertise is expertise gained through education, training, and relevant experience, where the higher the perceived expertise and knowledge of a KOL, the higher the consumer's purchase intention. In this study, the Dokter Detektif expertise variable is significantly correlated with purchase intention with a value of r = 0.846. This result indicates that the expertise variable has a strong and positive relationship with consumer purchase intention. The results of the regression test, with a value of R2 = 0.715, show that the influence of Dokter Detektif's expertise variable has an influence of 71.5% on consumer purchase intention. Dokter Detektif's expertise variable has a significant positive effect on consumer purchase intention. This study is supported by Vindiazhari and Artamivera's research, which shows that the characteristics of KOL expertise will have a significant influence in a positive direction on skin care purchase intentions (Artamivera, 2023; Vindiazhari, 2024).

The variables of familiarity, trustworthiness, and expertise are components that a KOL must possess to influence his followers in promoting purchase intention. In this study, the three Dokter Detektif's KOL variables are positively correlated with purchase intention and have a significant influence on skincare purchase intention. When the three Dokter Detektif's KOL variables are combined, the three variables correlate with a higher value of r = 0.869 and R2 = 0.75, which shows that the familiarity, trustworthiness, and expertise of the Dokter Detektif can affect increasing the purchase intention of skincare products by 75% significantly.

CONCLUSION

Familiarity, trustworthiness, and expertise are components that a KOL must have. A KOL's familiarity has an impact on his followers' familiarity. This familiarity must be supported by credibility to create audience trust. In addition to the need for audience familiarity and trustworthiness, a KOL must have expertise in the area being discussed. These three variables work in synergy to influence consumer purchase intent. Dokter Detektif has familiarity, trustworthiness, and expertise that have a significant positive impact on the skincare purchase intentions of consumers who know her. The three KOL components owned by the Dokter Detektif can influence skincare purchase intention by 75%. This finding is expected to provide implications for skincare entrepreneurs to maintain product quality, especially product composition. Skincare entrepreneurs must maintain the suitability of the composition in their skincare products according to what is claimed with the results of the lab test to get a good rating from the Dokter Detektif. The suitability of the content in skincare products claimed with the results of lab tests will have an impact in the form of positive reviews from beauty influencers such as Dokter Detektif, so it will have a positive impact on the sales of skincare products circulated to consumers. Three Dokter Detektif's KOL variables can have a significant influence on consumer purchase intention 50.8% (familiarity), 68.6% (trustworthiness), and 71.5% (expertise). However, in future research, it is

necessary to analyze the effect of other KOL variables of Dokter Detektif to see their influence on consumers' purchase intention, so that it can increase the value of Dokter Detektif's influence on purchase intention.

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