

ABSTRACT

The Influence of Key Opinion Leaders on Repurchase Intention Through Attitude Toward Kol as an Intervening Variable (Case Study on Blp Beauty Products)

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This study aim This study aims to determine the influence of key opinion leaders (KOLs), attitudes toward KOLs, and repurchase intention in the context of purchasing BLP Beauty products. A number of previous studies have indicated inconsistencies in the results regarding the role of attitude as a mediating variable in the relationship between key opinion leaders and repurchase intention. This study employs a quantitative approach, targeting individuals in the Jabodetabek region who have an interest in or experience purchasing BLP Beauty products. Given the uncertain population size, purposive sampling was used to determine a sample of 144 respondents. Data was collected through the distribution of questionnaires and analyzed using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with SmartPLS version 4.0 software. The analysis results show that key opinion leaders have a significant influence on attitude toward KOL and repurchase intention. Additionally, attitude toward KOL was found to have a significant influence on repurchase intention and acted as a mediator in the indirect relationship between key opinion leaders and repurchase intention.

Keywords: BLP Beauty, Key Opinion Leader, Attitude, Repurchase Intention