Key Opinion Leader (KOL) in Influencing Customer's Buying Decision on Fashion Products through Instagram

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Abstract *Objective This study aims to assess the impact of key opinion leader, intention to interact, and intention to follow the advice on purchase intention. Methodology To collect the sample data, this research using online questionnaire and get 131 respondents who has Instagram account and looked at influencer accounts for fashion references. The collected data was analysed by Structural Equation Model (SEM) using Smart PLS 3. Findings The result shows that Key opinion leader have a direct and indirect affect through consumer behavior such as intention to follow the advice and intention to interact as mediator to purchase intention. Novelty Investigating the mediating role of intention to interact and intention to follow the advice in the relationship between key opinion leader and purchase intention.*

Keywords: *Opinion Leader, Fashion, Instagram, Purchase Intention*

I. INTRODUCTION

This study discusses Key opinion leader (KOL) marketing as this new way of marketing helps people buy products, especially fashions, through the Instagram platform. Technology and industry are two things that cannot be separated at this time. If in the past one could only find technology to maximize the process in production, today people can find it in the design of the product until it reaches the consumer. Marketing has also improved after the digital age. It can be seen that the number of Internet users is increasing every year. There are 202.6 million who active on the internet, which 75.5% of the population in Indonesia (data reportal, 2021). The method of marketing also changed from word-of-mouth marketing into digital marketing, one of that is KOL marketing.

Key opinion leaders (KOL), also known as influencers, are individuals or groups with the skills and expertise so that their opinions can be heard and accepted by the public. Because they are an expert in that part, people usually will look up their opinion about what they posted in their social media account. Thus, the company start to use KOL as the part of their marketing to promote their product through their opinion.

Consumers spend most of their time on social media to chatting, searching for information, talking and dreaming on social media (Kirvesmies, 2018). With increasing internet users in the digital era, people can get more information and also seeking for opinion that thing they are expert in that part, especially about fashion product. Opinion leaders can help consumers the to get fashion product information with the right target people. By using opinion leaders can reduce the cost to collect the information from consumers.

Furthermore, it is essential to realize the process of interaction between opinion leaders and their followers (Zhao et al., 2018). Moreover, the interaction with the customers may affects consumers beliefs with the opinion of the product their reviewing. Opinion can do the interactions with the customers through the comment section. By having a unique word of marketing in the video, customers will follow the recommendation from the opinion leader.

Some people thought that KOL are no more necessary because the Internet, particularly social media, allows people to get the information by themselves from the sources in internet. (Nisbet & Kotcher, 2009). Companies nevertheless pay more attention on the design of product and on influence the buying choices of unidentified consumers, instead of focusing in opinion leaders' product adoption and recommendations. This research to see the how KOL affecting the purchase decision of their customers through their recommendation on Instagram channel.

2. LITERATURE REVIEW

Key Opinion Leader

Opinion leaders have different perception in different studies. Weimann et al. (2007) stated that opinion leaders are characterized as those who are knowledgeable about a particular topic and willing to share their knowledge and advice with their followers. While Kotler (2001) characterized opinion leaders as people who exert influence over others in a social group through their knowledge, abilities, personalities, and other attributes. Opinion leaders are the most influential group in social systems (Rogers, 1983). By definition, an opinion leader is a person with some level of skill in a certain field, the trust of others, the ability to persuade followers to follow their opinions, and the primary ability to influence purchasing choices.

The adoption of new products and the spread of related information largely depend on opinion leadership (Chan & Misra, 1990). Opinion leaders attract others in three ways: by setting an example that may be followed, by encouraging word-of-mouth promotion, or by offering buying recommendations. (Merwe & Heerden, 2009). Based on Wang (2018), when they theoretically established the Two-Step Communication Flow, while also emphasizing the communicative role of so-called "opinion leaders."

The two-step flow model of communication places emphasis on how opinion leaders get information and form opinions from the media before sharing it to others, who are referred to as opinion seekers (Nisbet & Kotcher, 2009). With this, the emergence of key opinion leaders who can be an alternative for ordinary people to find the items they want to find but lack of knowledge (Jeyhan & Pangaribuan, 2023). Because people tend to be confused about finding

a product or service that fits their criteria, the presence of this KOL can be an alternative for consumers to find the product/service they are looking for. In context social media, Casaló et al. (2017) found that people tend to be inspired to interact and giving a recommendation an opinion leader to others who have the same needs or interests as them. Park claims that consumer behavioral intentions may be influenced by opinion leadership according to (Park, 2013). In the previous study by Casalo et al (2020), divided consumer behavioral intentions into three, which are intention to recommend, intention to interact and intention to follow the advice. Focused on fashion opinion leadership, fashion has always been thought of as a public consumer commodity that might expose characteristics of the wearer's identity and reputation to other buyers (Kim et al., 2016).

Intention to Interact

Interaction is one Opinion leaders has a high knowledge on some category. Because of the fact, according to the Casalo et al. (2020), With their expertise in some of category can motivated people to interact with them to get more information. Relationships between influencers on Instagram, Instagram or Facebook are not one-way, as users can add comments and discuss content, and content owners have the opportunity to reply to messages and comments about that content. This may be the intent of the interaction between consumers and opinion leaders. In this case intention to interact is willingness of consumers to interact between opinion leaders in the future.

Intention to Follow the Advice

Opinion leaders also influenced other behavioral intentions, which is intention to follow the advice. According to Casalo et al (2020), Intention to follow advice is related to the degree to which an individual follows, considers, and implements opinion leader advice. People can follow advice from others because of their expertise in some part. Rahman et al. (2014) found that opinion leadership has an influence on consumers' purchase intentions to buy the new models of clothes. This can be because opinion leader reviews the product first before the consumer buy the product. Since the product have not been reviewed by other people and the consumers put the trust on opinion leader, consumers are more confident to buy a product if it has been recommended by a certain opinion leader (Djafarova & Rushworth, 2017).

Intention to Purchase

Purchase intention is the possibility that a customer will purchase a specific brand in the future (Huang et al., 2011). Also, Spears and Singh (2004) defined purchase intention as "a person's intentional attempt to try and buy a brand". According to a sales forecast poll, 75.3%

of respondents who said they "certainly will buy" the product did so during the next six months. (Whitlark et al., 1993). Through their interactions with their followers on Instagram, opinion leaders can generate a positive consumer experience that directly influences online purchase intent while also indirectly influencing it through factors like product qualities.

This study proposed the following hypotheses:

H1: Key opinion leader Instagram significantly influences purchase intention of fashion products.

H2: Key opinion leader Instagram significantly influences the Intention to follow the advice of fashion products.

H3: Key opinion leader Instagram significantly influences the Intention to interact of fashion products.

H4: Intention to follow the advice significantly influences the Purchase intention of fashion products.

H5: Intention to interact significantly influences the Purchase intention of fashion products.

H6: Intention to Follow Advice significantly mediates the relationship between Key opinion leader and Purchase intention of fashion products.

H7: Intention to interact significantly mediates the relationship between Key opinion leader and Purchase intention of fashion products.

3. METHODOLOGY

The focus of this study is the effect of key opinion leader towards purchasing fashion product on Instagram in Jakarta, Indonesia. This research was conducted for three months, from February to May 2022 to collect the data from the respondents. This study targeted people who live in Jakarta and have Instagram account.

This research also has a model framework to show the connection between dependent variable. This going to describe how opinion leaders Instagram affect purchase intention of fashion product in Jakarta Indonesia. The independent variable is Key opinion leader and two intervening variables, intention to follow the advice and intention to interact. The research framework shown in Figure 1.
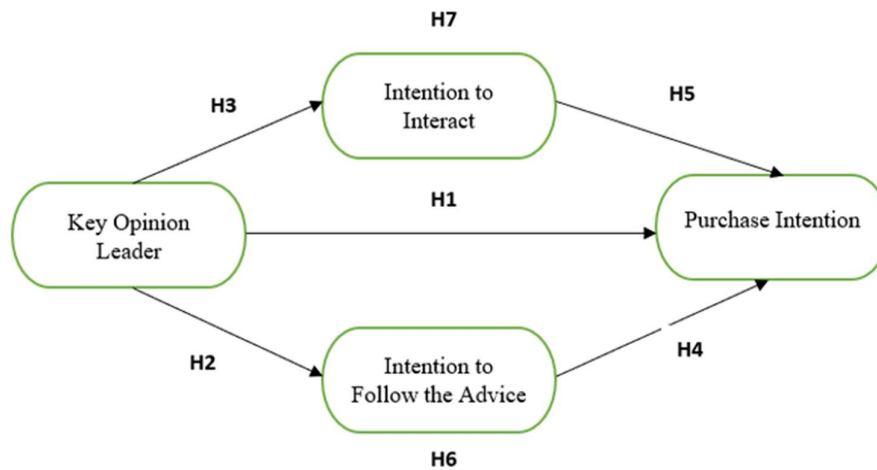
Figure 1. Conceptual Framework

Multiple linear regression analysis is being used to determine the strength of the relationship between two or more variables, as well as to show the direction of the relationship between the dependent and independent variables, whether positive or negative, and to predict that if the value of the independent variable increases or decreases, then for the dependent variable. The information utilized is on an ordinal scale.

4. RESULTS AND DISCUSSION

The first step in evaluating PLS-SEM results involves examining the measurement models, which differs for reflective and formative constructs. This test is designed to establish whether the variables under consideration are valid and reliable in their results. In the validity test, this test is a measurement of whether each question presented in the form of a questionnaire is able to represent the variable being studied. In the Smart PLS, it will divided into two categories, which are convergent and discriminant validity. Reliability test is used to determine whether the measuring instrument or instrument used in this study is reliable and remains consistent if the measurement is repeated at different times. The reliability test was carried out using the construct reliability test, which was to test the reliability and consistency of the data.

Convergent validity value is the value of the loading factor on the latent variable with its indicators. Loading above 0.708 is recommended, as it indicates that the construct explains more than 50 percent of the indicator variance, thus providing acceptable item reliability (Hair et al, 2018). An acceptable minimum AVE is 0.50 or higher than an AVE of 0.50 or higher indicating that the construct explains 50 percent or more of the variance of the items that make up the construct.

The authors will only use variables with a high loading factor, which in this case is 0.7, in this study because the higher the loading factors, the higher the correlation and significance of the variables. Low factor loadings (less than 0.7) result in scenarios where the variability in the indicator variables is explained by factors apart from the conceptual framework from which the parameter is hypothetically influenced (i.e., other constructs or types of error). As a result, low factor loadings may indicate that the measurement model depicted is problematic. As an output, all items' outcome is expected to meet this condition in order to be evaluated further.

According to Table 1, all the indicators passed the loading factor's minimum acceptable 0.708 except FA1, II1, II2, and KOL4. Those indicators are not being deleted because the result of AVE is >5, it indicates all the variables are valid.

Table 1. Outer Loadings

Code	Intention to follow the advice	Intention to interact	Key opinion leader	Purchase intention
FA1	0.587			
FA2	0.847			
FA3	0.823			
FA4	0.785			
II1		0.685		
II2		0.653		
II3		0.858		
II4		0.743		
IP1				0.797
IP2				0.855
IP3				0.846
KOL 1			0.811	
KOL 2			0.810	
KOL 3			0.781	
KOL 4			0.668	

Based on Table 2, the AVE results from Intention to follow the advice > 0.5, which is 0.589, for the value of the intention to interact variable > 0.5, which is 0.546, for the Key opinion leader variable > 0.5, which is 0.592, and for the Purchase intention variable > 0.5, that is 0.694. Those results indicate that each of the variables has a good discriminant validity

Table 2. Average Variance Extracted (AVE)

Construct	Average Variance Extracted (AVE)
Intention to follow the advice	0.589
Intention to interact	0.546
Key opinion leader	0.592
Purchase intention	0.694

Fornell-Larcker Criterion

The next validity test is the Fornell-Larcker Criterion which shows the validity of variables that have a greater correlation than the correlation between different variables. The model is said to have good discriminant validity if the AVE square root value of each construct is higher than the correlation value between each construct and each other construct in the model (Fornell & Larker, 1981). As seen in the Table 3, the square root of the AVE of each construct is higher than the correlation between that construct and the other construct. It means that each question indicator can be predicted well by each latent variable and the number that is not being highlight is the correlation value between variables with other variables.

Table 3. Fornell-Larcker Criterion

Construct	Intention to follow the advice	Intention to interact	Key opinion leader	Purchase intention
Intention to follow the advice	0.767			
Intention to interact	0.359	0.739		
Key opinion leader	0.370	0.257	0.770	
Purchase intention	0.566	0.591	0.555	0.833

Reliability

When determining if a respondent is consistent in their responses to the study's questions, the reliability measurement will demonstrate the reliability and consistency of the respondents' answers in the variables. Cronbach's Alpha and Composite Reliability are two kinds of approaches used to describe the results of the reliability test for all variables. The following are the results and explanations for the analysis:

Composite Reliability

Composite reliability is one of the part used to test the reliability value of the indicator variable. The criteria for the composite reliability value are when > 0.7 has high reliability. Based on Table 4, the result shows that all the variable is qualify the criteria. For intention to follow the advice is > 0.7, which is 0.849. The second variable is Intention to interact, also > 0.7, which is 0.826. The third one is Key opinion leader > 0.7, which is 0.852. For the last

variable is purchase intention with number 0.872, which is higher than 0.7. It means that all the variable is reliable.

Table 4. Composite Reliability Result

Construct	Composite Reliability
Intention to follow the advice (X3)	0.849
Intention to interact (X2)	0.826
Key opinion leader (X1)	0.852
Purchase intention (Y)	0.872

Cronbach's Alpha

The reliability test with composite reliability can be supported by using the Cronbach's Alpha value of the assessment criteria if the Cronbach alpha value of each variable is > 0.7 then it is said to be reliable. In the table below are the results of Cronbach's Alpha of each variable. According to Ghozali and Latan (2015), a questionnaire is considered credible if its Cronbach Alpha is more than 0.70. Based on Table 5, The Cronbach's alpha for intention to follow the advice is > 0,7, which is 0,760. It indicates that reliability for this variable is passed the criteria. For the next variable which is intention interact also >0,7 which is 0,718. It indicates that variable intention to interact is reliable. The result for variable Key opinion leader also > 0,7, which is 0,770. It also indicates that the variable is reliable. The last variable is Purchase intention, also > 0,70 in 0,780. It Indicates all the variables includes purchase intention is reliable because of the result of two methods, composite reliability and Cronbach's alpha is more than 0,70.

Table 5. Cronbach's Alpha

Construct	Cronbach's Alpha
Intention to follow the advice	0.760
Intention to interact	0.718
Key opinion leader	0.770
Purchase intention	0.780

Multicollinearity

This test is to see whether each independent variable has a correlation between the independent variables or not. The criterion that applies in the multicollinearity test is if the VIF value is <3.5-5.0. The results of the multicollinearity test are presented in Table 6.

Table 6. Multicollinearity Test Result

Construct	Intention to follow the advice	Intention to interact	Key opinion leader	Purchase intention
Intention to follow the advice				1.268
Intention to interact				1.171
Key opinion leader	1.000	1.000		1.183

The result value of the variable intention to follow advice on purchase intention is 1,268. Then the value of the variable intention to interact with purchase intention is 1.171. The value of the Key opinion leader variable on the variable intention to follow advice is 1,000. The value of the Key opinion leader variable on the intention to interact is 1,000. and for the Key opinion leader variable on purchase intention of 1.183. From each variable VIF < 5, it does not violate the multicollinearity assumption test.

Demographic Profile

Data gathered from 131 respondents are summarized and analyzed using the necessary visualization tools. Tables, charts, and figures are utilized to display the data. This section showcases four demographic information, which are age, gender, occupation, and domicile (see table 7).

Table 7. Respondent's Age

Age	Frequency	Percentage
<25	105	80.2%
25-35	14	10.7%
36-45	12	9.2%
>45	0	0%

Age is one of the most crucial parts in the demographic profile section, as it becomes one of the respondents' criteria. It reflects the demographics of the respondents, particularly their age, from total of 131 respondents. According to the questionnaire items, the age range divided into four dimensions: under 25, 25-35, 36-45, over 25. The highest percentage of respondent are in the range under 25 with 80.2% or 105 respondents. The second larger group with the highest percentage of respondent are in the range 25-35 with 10.7% or 14 respondents. The third largest group of respondents are in the range 36-35 with 9.2% or 12 people participate in the questionnaire. The last respondent is in range >45 with 0% percentage.

Table 8. Respondent's Gender

Gender	Frequency	Percentage
Male	66	50.4%
Female	65	49.6%

Respondents' gender is one of the demographic information that the research captures. As indicated in Table 8, with 66 male and 65 female respondents. It shows that male account percentage is 50.4% while for female is 49.6%.

Table 9. Respondents' Occupation

Occupation	Frequency	Percentage
Student	9	6.9%
College Student	83	63.4%
Private employee	32	24.4%
Civil Servant	7	5.3%
Housewife	1	0.24%

The occupation respondents also become a part in demographic information in this study. This study has five categorizes group from Table 9, which are student, college student, private employee, civil servant, and housewife. The majority data of the respondents come from college student, account for 83 people or 63.4% respondents. The second highest is from private employee, account for 32 people or 24,4% respondents. Student account for 9 people or 6.9% of respondents, civil servant account for 7 people or 5.3% of respondents, and 1 person or 0.24% account for housewife.

Table 10. Respondents' Domicile

Domicile	Frequency	Percentage
Central Jakarta	2	1.5%
North Jakarta	26	19.8%
South Jakarta	56	42.7%
West Jakarta	26	19.8%
East Jakarta	21	16%

Because it is one of the study's necessary criteria, domicile becomes one of the most relevant data in the demographic profile section. As stated in the previous chapter, this study focused on people who living in Jakarta, Indonesia. This study divides the respondents' residence into five categories, as indicated in Table 10: West Jakarta, Central Jakarta, South Jakarta, East Jakarta, and North Jakarta. According to the finding, 1.5% are live in Central Jakarta, 19.8% are living in North Jakarta, 42.7% are live in South Jakarta, 19.8% are live in

West Jakarta, and 16% are live in East Jakarta. By looking at these results, it shows that all of them are meet with the respondents' criteria for this study. In addition, it can conclude that the majority of the respondents in this study are those who live in South Jakarta.

Regression Analysis

The coefficient of determination (R-square) is a way to assess how much an endogenous construct can be explained by an exogenous construct. The value of the coefficient of determination (R-square) is expected to be between 0 and 1. This test is to determine whether the model that is in the form is suitable for scrutiny or not by looking at the results of the research conducted:

Table 11. R-Square

Construct	R^2	R^2 Adjusted
Intention to follow the advice	0.137	0.130
Intention to interact	0.066	0.059
Purchase intention	0.593	0.584

R square categorizes into three classifications where 0.67, 0.33, and 0.19 as strong, moderate, and low (Chin, 1998 in Ghozali and Latan, 2015). According to Table 11, it shows that the value of R^2 for variable X1 (Key opinion leader) and X2 (Intention to follow the advice) is 0.137, or 13.7%. While the remaining 86.3% is impacted by any variables other than being observed in this study. For the second result, it shows that the value of R^2 for variable X1 (Key opinion leader) and X3 (Intention to interact) is 0.066, or 6,6% while for 94.4% is impacted by any variables other than being observed in this study. For the last result, it shows that variable Y (purchase intention) is 0.593 or 59.3%. Independent that influence the purchase intention by 59.3% is Key opinion leader, intention to follow the advice, and intention to interact. While the rest 40.7% influenced by any variables other than being observed in this study.

Table 12. Path Coefficients Result

Construct	Intention to follow the advice	Intention to interact	Key opinion leader	Purchase intention
Intention to follow the advice				0.296
Intention to interact				0.397
Key opinion leader	0.370	0.257		0.344
Purchase intention				

From the results of Table 12, it can be explained that the largest influence is shown in the Intention to interact variable on Purchase intention of 3,758, then the second largest influence is the influence of the Key opinion leader variable on intention to follow the advice with a value of 3,501. The third biggest influence is the influence of the variable Key opinion leader on purchase intention with a value of 2,768. The fourth biggest influence is the Intention to follow the advice variable on Purchasing Intention with a value of 2,573. Then the smallest is the influence of the Key opinion leader variable on Intention to interact with a value of 2,424. Based on the results of the description, it can be concluded that the entire model in this variable has positive Path Coefficient. It can be seen because the greater the Path Coefficient value, the stronger the influence or relationship between the independent variable and the dependent variable.

In the path coefficient test, it will show how strong the influence of the independent variable is on the dependent variable. Table 13 explains the largest to the smallest effect.

Table 13. T-Statistic Result

Direct Path	Beta	t	P
Intention to follow the advice → Purchase intention	0.296	2.573	0.010
Intention to interact → Purchase intention	0.397	3.758	0.000
Key opinion leader → Intention to follow the advice	0.370	3.501	0.001
Key opinion leader → Intention to interact	0.257	2.424	0.016
Key opinion leader → Purchase intention	0.344	2.768	0.006

The result of the t-Test using two analyses, which using T-Statistic and P-value. T-statistics value will be compared with T-Table. The T table is determined by degrees of freedom. Degrees of freedom are calculated by subtracting the number of data collected (131) from the total number of independent variables (1) and subtracting 1. Therefore, the degree of freedom for this study is 129 (131-1-1). The value variable Key opinion leader (X1) on purchase intention (Y) with a t-statistic value is 2.768 and p-value is 0.000. Compared with the t-table and the alpha it can be said the t-statistic value 2.768 > 1.96 and 0.000 < 0.05. By looking at the result, the null hypothesis is rejected. In addition, the alternative hypothesis is accepted the Key opinion leader (X1) on purchase intention (Y). According to the results. the relationship between variable Key opinion leader (X1) has a positive effect on variable Purchase intention (Y) by 0.344. This number comes from the value in the Original Sample.

The result of the t-Test using two analyses, which using T-Statistic and P-value. T-statistics value will be compared with T-Table. The T table is determined by degrees of freedom. Degrees of freedom are calculated by subtracting the number of data collected (131)

from the total number of independent variables (1) and subtracting 1. Therefore, the degree of freedom for this study is 129 (131-1-1). The value variable Key opinion leader (X1) on Intention to follow the advice (X2) with a t-statistic value is 3.501 and p-value is 0.001. Compared with the t-table and the alpha it can be said the t-statistic value 3.501 > 1.96 and 0.001 < 0.05. By looking at the result, the null hypothesis is rejected. In addition, the alternative hypothesis is accepted the Key opinion leader (X1) on Intention to Follow Advice (X2). According to the results. the relationship between variable Key opinion leader has a positive effect on variable Intention to follow the advice (X2) by 0.370. This number comes from the value in the Original Sample.

The result of the t-Test using two analyses, which using T-Statistic and P-value. T-statistics value will be compared with T-Table. The T table is determined by degrees of freedom. Degrees of freedom are calculated by subtracting the number of data collected (131) from the total number of independent variables (1) and subtracting 1. Therefore, the degree of freedom for this study is 129 (131-1-1). The value variable Key opinion leader (X1) on Intention to interact (X3) with a t-statistic value is 2.424 and p-value is 0.016. Compared with the t-table and the alpha it can be said the t-statistic value 2.424 > 1.96 and 0.016 < 0.05. By looking at the result, the null hypothesis is rejected. In addition, the alternative hypothesis is accepted the Key opinion leader (X1) on Intention to interact (X3). According to the results. the relationship between variable Key opinion leader (X1) has a positive effect on variable Intention to interact (X3) by 0.257. This number comes from the value in the Original Sample.

The result of the t-Test using two analyses, which using T-Statistic and P-value. T-statistics value will be compared with T-Table. The T table is determined by degrees of freedom. Degrees of freedom are calculated by subtracting the number of data collected (131) from the total number of independent variables (1) and subtracting 1. Therefore, the degree of freedom for this study is 129 (131-1-1). Partially, the value generated from the variable intention to follow advice (X2) on Purchase intention (Y) with a t-statistic value of 2.573 and p-value of 0.010, it can be said that the t-statistical value of 2.573 > t-table 1.96 or p-value 0.010 <0.05. By looking at the result, the null hypothesis is rejected. In addition, the alternative hypothesis is accepted the intention to follow advice (X2) on purchase intention (Y). According to the results. the relationship between variable intention to follow advice (X2) has a positive effect on variable Purchase intention (Y) by 0.296. This number comes form the value in the Original Sample.

The result of the t-Test using two analyses, which using T-Statistic and P-value. T-statistics value will be compared with T-Table. The t-table is determined by degrees of freedom. Degrees of freedom are calculated by subtracting the number of data collected (131) from the total number of independent variables (1) and subtracting 1. Therefore, the degree of freedom for this study is 129 (131-1-1). The value variable intention to interact (X3) on purchase intention (Y) with a t-statistic value is 3.758 and p-value is 0.000. Compared with the t-table and the alpha it can be said the t-statistic value 3.758 > 1.96 and 0.000 < 0.05. By looking at the result, the null hypothesis is rejected. In addition, the alternative hypothesis is accepted the intention to interact (X3 on purchase intention (Y). According to the results. the relationship between variable intention to interact (X3) has a positive effect on variable Purchase intention (Y) by 0.397. This number comes from the value in the Original Sample.

Table 14. Indirect Effect Result

Indirect Path	Beta	*t*	*P*
Key opinion leader → Intention to follow the advice → Purchase intention	0.110	2.100	0.036
Key opinion leader → Intention to interact → Purchase intention	0.102	2.047	0.041

The result in Table 14 shows a significance relationship between Key opinion leader on Purchase intention mediated by Intention to follow the advice. The results show that the value of T-statistic is 2.100 and P value 0.036. Compared with the t-table and the alpha it can be said the t-statistic value 2.100> 1.96 and 0.036 < 0.05. By looking at the result, the null hypothesis is rejected. In addition, the alternative hypothesis is accepted the Key opinion leader on Purchase intention mediated by Intention to follow the advice. In addition, the coefficient is 0.110 which means positive. From the result above meaning that Intention to follow the advice mediates positively and significant between Key opinion leader on Purchase intention. The result also shows a significance relationship between Key opinion leader on Purchase intention mediated by Intention to interact. The results show that the value of T-statistic is 2.047 and P value 0.041. Compared with the t-table and the alpha it can be said the t-statistic value 2.100> 1.96 and 0.041 < 0.05. By looking at the result, the null hypothesis is rejected. In addition, the alternative hypothesis is accepted the Key opinion leader on Purchase intention mediated by Intention to interact. In addition, the coefficient is 0.102 which means positive. From the result above meaning that Intention to interact mediates positively and significant between Key opinion leader on Purchase intention.

5. CONCLUSION

      Analyzing the impact of key opinion leader on Instagram directly on purchase intention and indirectly through intention to follow the advice and intention to interact for fashion products in Jakarta, Indonesia is the primary goal of this study. Since social media is current marketing channel, it can be used for opinion leaders to promote the products using their social media. The first objective of this study is to identify the influence of Key opinion leader in Instagram on purchase intention for fashion product in Jakarta, Indonesia. The second objective of this study is to identify the influence of key opinion leader in Instagram on intention to follow the advice for fashion product in Jakarta, Indonesia. The third objective of this study is to identify the influence of key opinion leader in Instagram on intention to interact for fashion product in Jakarta, Indonesia. The fourth objective of this study is to identify the effect of intention to follow the advice on purchase intention for fashion product in Jakarta, Indonesia. The fifth objective of this study is to identify the effect of Intention to interact on Purchase intention for fashion product in Jakarta, Indonesia. The sixth objective of this study is to identify key opinion leader in Instagram on Purchase intention mediated by Intention to follow the advice. The seventh objective of this study is to identify Key opinion leader in Instagram on Purchase intention mediated by Intention to interact. Additionally, this study will analyze Key opinion leader influence Purchase intention directly and indirectly with moderation variable Intention to follow the advice and Intention to interact. This will help the companies in create the strategy for their campaign.

      As the result of research findings above, it can be determined that variable based on Path Coefficients, it can be found that Variable Intention to follow the advice (X2) and variable Purchase intentions (Y) have the least relationship, as their values are 0.296. variable Intention to interact (X3) and variable Purchase intention (Y), with a value of 0.397, had the strongest relationships. Furthermore, the SRMR value of less than 0.08 and the NFI value of 0.696 suggest that the model conditions have been proven to be reliable and valid also can be said as a good fit.

      For the model of regression, variable Key opinion leader (X1) has a 0.344 percent positive effect on dependent variable, which is Purchase intention (Y). Variable Intention to follow the advice (X2) on Purchase intention (Y) has a positive effect on variable Y with 0.296. For the last, the variable Intention to interact has a positive effect with 0.397 on variable Purchase intention. Based on this regression model, it can be concluded that Intention to follow the advice (X2) has the lowest impact on Purchase intention (Y). In other side, Intention to

interact (X3) comes to be the most influential factor affecting the customer purchase intention (Y). For the Indirect effect, Intention to follow the advice and Intention to interact are mediates the variable Key opinion leader on Purchase intention.

Based on the result of statistical analysis in this study, Key opinion leader, Intention to follow the advice and Intention to interact has positive significant factor in determining consumer purchase intention on Instagram for fashion product in Jakarta, Indonesia. The result of this study is Key opinion leader, Intention to follow the advice, and Intention to interact are significant factors that affecting consumer purchase intention for fashion product in Jakarta, Indonesia. An Intention to interact show the most significant impact in Intention to Purchase, followed by Key opinion leader and last Intention to follow the advice. The result in this study is not same with the previous study by Putri and Agus (2019). The study found that Intention to follow the advice is not significant.

The study has a important things for the company, marketing agency, opinion leader, and also for academic. This research give an analysis in how opinion leader Instagram affect purchase intention directly and indirectly for fashion product, especially for people in Jakarta, Indonesia. The company and marketing agency can get an insight in choosing the opinion leader for their campaign. For the opinion leadership itself, they can learn about the criteria that needed in the market. Academics also get the insight too about marketing in Instagram about opinion leader.

The research findings shows that key opinion leader can directly influence the purchase intention because of their characteristics as a person who has knowledgeable about specific subject such as fashion. Their expertise in some field that being the reason can directly influence purchase intention. Key opinion leader also has a significant effect on behavioral intention, which in this study are intention to follow the advice and intention to interact. This is consistent with the finding by Casalo et al (2020), that intention to follow the advice and intention to interact has a significant result. Also, in this research Key opinion leader can affect the purchase intention through intention to follow the advice and intention to interact.

Opinion leader has a good public speaking with the knowledge, so it can change the people perception and willing to follow the advice from them. This may affect company sales, as consumers can trust opinion leaders' posts based on their product experience and perceived knowledge (Bao & Chang, 2014). Because of that, intention to follow the advice has a significant value for consumer behavioral to intention to purchase. Opinion leaders can contribute with their knowledge when interacting with an account, and when they recommend an account, the number of followers increases, increasing the value of the influencer, a key

aspect of marketing's new dominant logic (Vargo & Lüsch, 2008). Because of that, the company and marketers should consider about opinion leader that can affect consumer behavioral too in way to get a success marketing campaign, where in this research is intention to interact and intention to follow the advice.

This study purpose is to know opinion leader in Instagram affecting the purchase intention on fashion product in Jakarta, Indonesia. This research offers a possibility for other researchers. Firstly, the researcher suggests observing another city in Indonesia. There would be a difference between another city in Indonesia since they have different backgrounds, cultures, and also preferences about opinion leader. It can also be added by conduct for specific target respondents such as Gen Z with another product such as electronic or cosmetic.

Instagram is not the most used social media in Indonesia, so the future research can discuss another social media such as Facebook, TikTok, and YouTube. It would have different results since every social media has their uniqueness compared with other social media. In addition, this study suggested that future research can discuss more deeply about Key opinion leaders such as their kindness, knowledge, number of followers, in affecting purchase intention. Since the independent in this research only covers 59.3% of the dependent variables, the rest 40.7% of purchase intention can be explain by other variables outside this research.

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