

**THESIS**

**"INFLUENCE KEY OPINION LEADERS (KOL) IN INCREASING  
PURCHASE INTENTION THROUGH CUSTOMER TRUST AS  
MEDIATION OF MOBILE LEGENDS VIRTUAL PRODUCTS  
ON YOUTUBE (Study on Markocop Channel)"**



By:  
**ZAHARAN AL KHAIRY AZHAR**  
**C1H021001**

**MINISTRY OF HIGHER EDUCATION, SCIENCE, AND TECHNOLOGY**  
**UNIVERSITAS JENDERAL SOEDIRMAN**  
**FACULTY OF ECONOMICS AND BUSINESS**  
**MAJORING IN MANAGEMENT**  
**2025**