SUMMARY

This study is a quantitative study that aims to analyze the influence of kol features, kol characteristics, kol recommended information and kol content feature on purchase intention, with customer trust as a mediating variable. This study also seeks to explain the inconsistencies of previous research results and deepen understanding of the factors that drive purchase intent. A case study was conducted on Markocop KOL, involving 200 respondents using a non-probability sampling technique. Data analysis was carried out using Structural Equation Modeling (SEM) with the help of AMOS software. The results of the study show that kol features, kol characteristics, kol recommended information and kol content feature have a positive influence on purchase intention, both directly and through the mediation of customer trust. These findings make a theoretical contribution by reaffirming the application of the Stimulus-Organism-Response (SOR) framework in the context of virtual game products and emphasizing the mediating role of customer trust in linking stimuli to purchase intent. Practically, this study shows that the content delivered by KOL Markocop with attractive visuals, informative and relevant delivery, and good production quality is not only able to attract the attention of the audience, but also forms a strong trust in the KOL. This trust is active, meaning that it not only makes the audience like KOLs, but also encourages them to take real action in the form of the intention to buy virtual items such as diamonds or skins in Mobile Legends. Respondents felt more confident in making a purchase when they saw KOLs using the item directly in gameplay, explaining its features and benefits in detail, and providing an objective assessment without the impression of excessive promotion. The character of the content that is honest, consistent, and appropriate to the needs of the young audience, especially male students who dominate the respondents, creates a sense of emotional involvement and belief that the recommendations are worth following. Thus, the trust formed becomes an important link between the quality of content and the increase of audience purchase intent. In addition, some model fit indicators show marginal values, suggesting the need to refine the model structure and expand the scope of research in different regions and demographics in subsequent studies to improve the strength and applicability of the findings.

Keywords*: Kol Features, Kol Characteristic, Kol Recommended information, Kol Content Feature, Customer Trust, Purchase Intention, SEM, Markocop Channel*