

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusion

This study examined the effect of KOL Features, KOL Characteristic, KOL Recommended Information and KOL Content Feature on Purchase Intention, mediated by Customer Trust, using the SOR framework. Based on the hypothesis testing, the following conclusions can be drawn:

1. KOL Characteristic has a negative effect on Customer Trust.
2. KOL Characteristic has a negative effect on Purchase Intention.
3. KOL Recommended Information has a positive effect on Customer Trust.
4. KOL Content Feature has a positive effect on Customer Trust.
5. KOL Features has a negative effect on Purchase Intention.
6. KOL Characteristic has a positive effect on Purchase Intention.
7. KOL Recommended Information has a positive effect on Purchase Intention.
8. KOL Content Feature has a positive effect on Purchase Intention.
9. Customer Trust has a positive effect on Purchase Intention.
10. Customer Trust mediates the relationship between KOL Features on Purchase Intention.
11. Customer Trust does not mediate the relationship between KOL Characteristic on Purchase Intention.
12. Customer Trust does not mediate the relationship between KOL Recommended Information on Purchase Intention.
13. Customer Trust does not mediate the relationship between KOL Content

Feature on Purchase Intention.

B. Implication

1. Theoretical Implication

Theoretically, this study contributes by showing that the effectiveness of Key Opinion Leaders (KOLs) cannot be viewed solely from the perspective of their personal figures or characteristics. The findings strengthen the existing literature on digital marketing by highlighting that relevant content and information are more effective in building customer trust and purchase intention compared to the mere personal appeal of KOLs. Moreover, this study challenges the previous assumption that trust always has a positive influence on purchase intention. The finding that trust can, in fact, have a negative impact opens up new avenues of research on the dynamics between consumer trust, skepticism, and purchase intention. Therefore, this study broadens the academic perspective on the role of trust as a mediating variable, which appears to be contextual and highly dependent on how KOLs influence consumers.

2. Managerial Implication

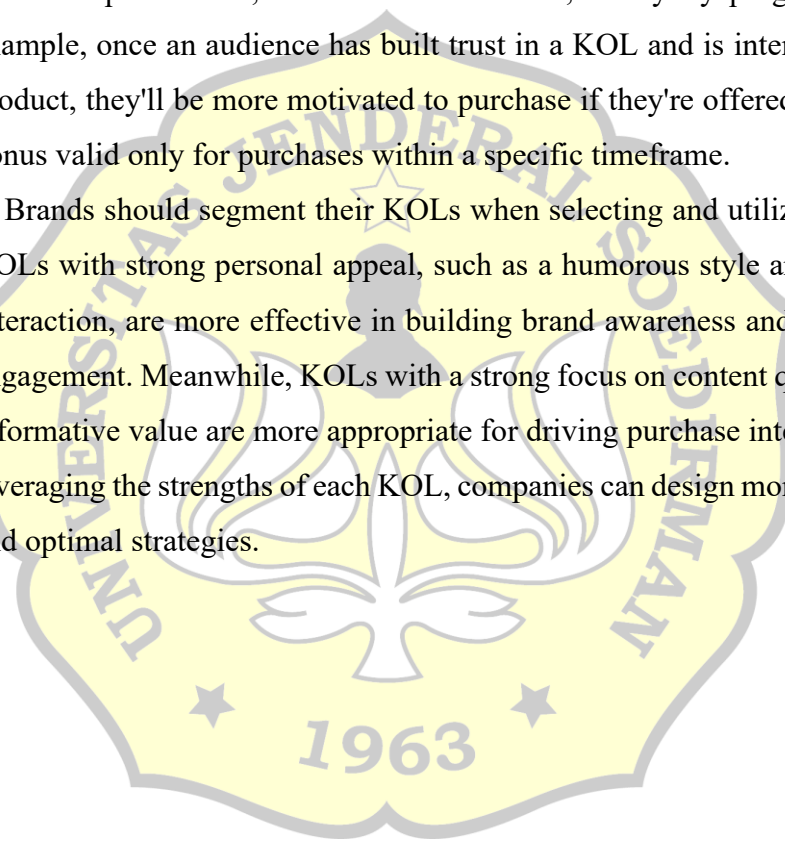
In managerial implication, the findings of this study can serve as valuable input for companies and digital marketing practitioners in designing their KOL marketing strategies.

- a. Companies shouldn't rely solely on the popularity or number of KOL followers. While popularity can expand reach, it doesn't guarantee audience trust or increased purchase intent. Therefore, brands must ensure that the content produced by KOLs is informative, creative, and relevant to the product being promoted. For example, KOLs should showcase the use of in-game items within the context of the game, provide strategy tips, or demonstrate the product's advantages over other products to ensure the content is useful to the audience.
- b. The content presented by KOLs must convey information accurately, transparently, and easily understood to build audience trust. Honesty is key, as audiences will be more trusting if they feel recommendations are

based on real experience, not simply sponsorship. Furthermore, KOLs should include added value in their content, such as feature reviews, explanations of benefits, and tips on using items in gameplay, so that the content is not only engaging but also helps audiences make purchasing intention.

c. Research shows that building trust doesn't always automatically translate into purchase intention. Therefore, companies must complement their marketing strategies with additional conversion measures, such as exclusive promotions, limited-time discounts, or loyalty programs. For example, once an audience has built trust in a KOL and is interested in a product, they'll be more motivated to purchase if they're offered a special bonus valid only for purchases within a specific timeframe.

d. Brands should segment their KOLs when selecting and utilizing them. KOLs with strong personal appeal, such as a humorous style and intense interaction, are more effective in building brand awareness and audience engagement. Meanwhile, KOLs with a strong focus on content quality and informative value are more appropriate for driving purchase intention. By leveraging the strengths of each KOL, companies can design more targeted and optimal strategies.



C. Limititation

There are several limitations in this study that need to be known,including:

1. This study has several limitations at the time of data KOLlection where some respondents tend to fill in the origin of the questionnaire and some respondents also tend not to know the KOL markocop itself.
2. A significant limitation of this study relates to the role of one variable, customer trust, which was found not to mediate the influence of the characteristic and recommended information variables on customer purchasing intention. Future researchers may consider other mediating or moderating variables to provide a more comprehensive picture.f

