

KEY OPINION LEADER RACHEL VENNYA AND CONSUMER BUYING DECISION

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Abstract

This study aims to see how much influence the key has opinion leader (KOL) Rachel Vennya on the decision to buy bene slim beauty product . This study uses the AISAS theory which is used as a process of consumer purchasing decision making. The method used is quantitative with a sample of 400 people with Probability Sampling, using the Simple Random Sampling. Using a questionnaire as an instrument that is processed using the SPSS 26 application. The Validity Test Instrument is carried out using Correlations Products Moment and Reliability Test using Cronbac'h Alpha . To analyze using Simple Linear Regression Test. The results obtained that the influence of Key Opinion Leader (KOL) Rachel Vennya Regarding the Decision to Buy Bene Slim Beauty Product is significant. With the results of the T-test output coefficient is known T count is 0.670 while T table is 0.098 so $0.670 > 0.098$. So it is concluded that this study shows that the influence of Key Opinion Leader (KOL) Rachel Vennya has a significant influence on Bene's purchasing decisions Slim Beauty Products .

Keywords : Key Opinion Leader , Purchase Decision, AISAS Theory.

INTRODUCTION

Indonesia has been considered as one of the countries with very rapid business development . The development of the business world and business is currently growing rapidly, causing competition in the field of promotion to continue to occur. In an era that is closely related to technology like today, various marketing methods depend on the presence of social media. The Indonesian Internet Service Providers Association (APJII) said that currently social media has content with access in Indonesia. Social media has great potential and opportunities as one of the marketing communication tools that can be relied on today (Moriansyah, 2015). Promotion using social media is very effective on the target to be targeted, namely the target of promotion through social media is wide and most social media users can access and get information quickly (Narottama & Moniaga, 2022).

At present, social media has become a medium for disseminating information by covering a wide environment and can influence public perception. This condition is supported by the results of research conducted by " we are social 2023" where Indonesia is the country with the 4th largest number of active Instagram users in the world with 89.15 million users. Instagram is currently one of the social media that is used as an efficient product or service promotion medium, both in terms of time and cost. Instagram is also a social media that allows individuals to build personal branding , in addition, Instagram accounts can be used globally as business accounts that can build brands , as well as build a public profile of the owner of the

Instagram account This has given rise to various names for Instagram artists such as celebgrams, influencers and key opinion leader (KOL) (Nadhira, S., Diana, A., 2020).

Key Opinion Leader (KOL) is a person who has the basics and is stated as the key to control and influence the public opinion of his social media account followers. Social media and Key Opinion Leader (KOL) is the right combination to be a promotional media event, because the use of social media has become a necessity in everyday life (Baharsyam & Wahyuti, 2022). The high enthusiasm and public trust in Key Opinion Leaders (KOL) can have an impact on people's purchasing interest.

Key Opinion Leaders (KOL) are utilized by product owners to help promote the products they have because Key Opinion Leaders (KOL) are considered to have high credibility towards their followers. One of the Key Opinion Leader (KOL) domiciled in Indonesia is Rachel Vennya. This 27-year-old woman has an Instagram account @rachelvennya and has 7.3 million followers and will continue to grow every day. With millions of followers and engagement quite high rate, Rachel Vennya is trusted to be able to promote products with a wide reach and have a significant impact (Faliha & Ridanasti, 2023).

Thank you Slim Beauty Product is one of the main products that Rachel Vennya always promotes compared to many other products that are promoted because of its benefits. Slim Beauty Product is a product owned by Rachel Vennya. Bene slim beauty This product collaborates with various influencers on Instagram to expand the reach of promotion to the public. Likewise, Rachel Vennya as the product owner who also always promotes bene slim beauty product and become key opinion leader (KOL) on her own product. Rachel Vennya in promoting her product on Instagram uses features like Instagram stories, reposts, feeds, tags, and highlights (Agmelia, 2019).

Rachel Vennya as the product owner is also one of the Key Opinion Leader (KOL) who promotes Bene This Slim Beauty Product. As a slimming product that has chosen Instagram as its promotional media, Bene Slim Beauty Product is also important to know about how influential Key Opinion Leader (KOL) on purchasing decisions for Bene products This Slim Beauty Product.

Purchasing decision is an activity of consumers to choose the desired product from several available alternatives, where this product will be used by the consumer. According to Peter and Olson, purchasing decisions also have several stages, before someone finally determines their purchasing decision, namely: problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior (Indrasari, 2019).

A purchasing decision can occur if a Key Opinion Leader (KOL) is able to provide a good and correct review so that consumers can pay attention, be interested, then look for the product that has been promoted, so that an action arises and consumers will also share the product, as according to Dentsu (in Kachamas et al., 2019:92) the AISAS theory (Attention-Interest-Search-Action-Share) is related to the consumer purchasing process that takes data on the internet as a consideration before buying something.

Based on the initial observations that the author made, most people use Instagram social media. Where they have of course also followed Key Opinion Leader (KOL) Rachel Vennya on Instagram, there have even been several women who have made purchases of products promoted by a Key Opinion Leader (KOL). Therefore, the researcher wants to know the influence of using key opinion leader (KOL) Rachel Vennya on the decision to buy bene slim beauty product using the AISAS theory. Based on the background that has been explained, it

encourages researchers to conduct research on "The Influence of Key Opinion Leader (KOL) Rachel Vennya Regarding the Decision to Buy Bene Slim Beauty Products ”.

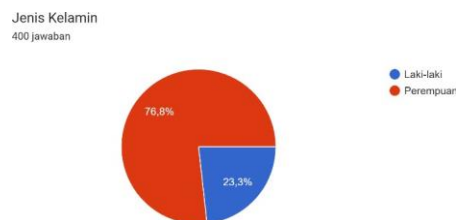
METHOD

The approach used by researchers in this study is a quantitative approach. The quantitative approach is a systematic, controlled, empirical and critical research approach related to hypotheses about the assumptions of the relationship between natural phenomena. The quantitative approach emphasizes a more positivistic way of thinking that starts from social facts drawn from objective reality (SUGIYONO, 2022). This method is used to determine the effect of variable (X) on variable (Y). Study This done on Rachel Vennya's Instagram followers namely 7.3 million so from That For taking sample study This is use formula slovin so sample study This is 400 respondents .

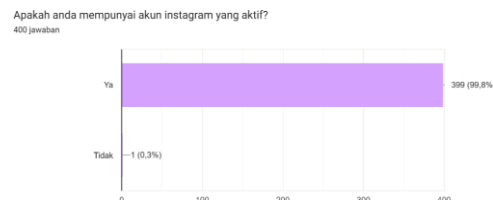
RESULTS AND DISCUSSION

Research results regarding the influence of key opinion Leader (KOL) Rachel Vennya on the decision to buy bene slim beauty product using AISAS theory with the type of data used in this study is primary data obtained from the results of distributing questionnaires to respondents, namely followers. Rachel Vennya's Instagram, which totals 9400 people, was used as a research sample. The researcher distributed the questionnaire via an online questionnaire link (Google form), where google This form is distributed via social media Instagram.

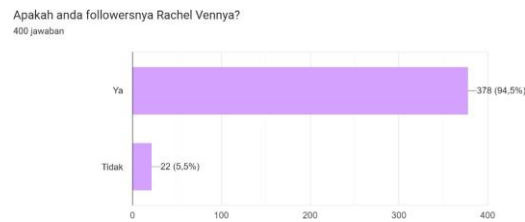
1. Description of Respondent Characteristics



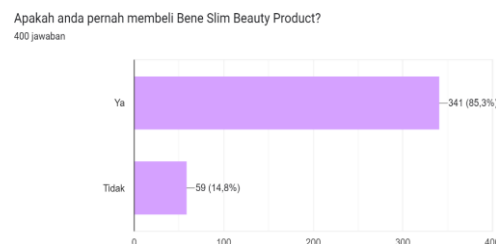
Based on the data that has been obtained, the number of samples in this study that were used as respondents was 400 respondents. Based on diagram, it can be seen that the female gender is 76.8%, while the male gender is 23.3%.



As seen in diagram, it can be seen that most of the respondents are active social media users. As many as 99.8% of respondents said YES and 0.3% of respondents said NO.



As seen in diagram, it can be seen that 94.5% or 378 respondents are followers. instagram @ rachelvennya and 5.5% or 22 respondents said they did not follow instagram @ rachelvennya



Based on diagram, it can be seen that 85.3% or 341 respondents have seen @rachelvennya promoting bene slim beauty product and as many as 14.8% or 59 respondents said they had never seen @rachelvennya promoting bene slim beauty product .

2. Validity Test and Reliability Test

a. Validity Test

Validity test can be used with the value of r table, where if r count is more than r table then the instrument is said to be valid. As for R table product moment for sample 400, namely $df = (N-2) = 400-2 = 398$, then the significance level of 0.05 is 0.098. In addition, it can be known based on the following significant values:

- If the sig value < 0.05 then the indicator is said to be VALID
- If the sig value > 0.05 then the indicator is said to be INVALID

Based on the results of data validity testing on key influence variables opinion leader (KOL) Rachel Vennya (X) and the decision to buy bene slim beauty product (Y) , the validity value obtained for each statement item is >0.098 , so it can be stated that all statement items are valid.

b. Data Reliability Test

The reliability test in this study used Cronbach Alpha and using the help of the SPSS 22.00 program. Variables can be said to be reliable if the Cronbach value Alpha minimum 0.6.

Table 4.11 Reliability Test

Source:	Variables	Cronbac'h Alpha	Provision
Data	<i>Key Opinion Leader</i>	0.938	0.6
processing	<i>Rachel Vennya (X)</i>		
with SPSS	<i>Decision Buy Thank you</i>	0.962	0.6
22	<i>Slim</i>		
Based	<i>Beauty Products (Y)</i>		

on table 4.11 above, reliability testing on key variables opinion leader (KOL) Rachel Vennya (X) got a value of 0.938 and the variable Purchase Decision Benefit Slim Beauty Product (Y) got a value of 0.962. Both variables were stated as reliable because the Cronbac'h value Alpha > 0.6 so it is stated that the question items in the questionnaire are reliable.

3. Simple Linear Regression Analysis

Simple linear regression is used to determine the influence of one independent variable on one dependent variable. Therefore, the simple linear regression analysis in this study is to determine the magnitude of the influence of the key variable. opinion Leader (KOL) Rachel Vennya on the decision to buy bene slim beauty product , then the analysis technique used to determine the influence uses a simple linear regression formula with the help of SPSS 22.00.

Table 4. 12 Test Regression Linear Simple

	<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>T</i>	<i>Sig .</i>
		<i>B</i>	<i>Std . Error</i>	<i>Beta</i>		
1	(Constant)	2,918	4,354		,670	,503
	<i>Key Opinion Leader (KOL) Rachel Vennya</i>	1,177	,042	,812	27,707	,000

Coefficients^a

a. Dependent Variables : Purchase Decision Thank you Slim Beauty Products

In the linear regression equation above , it can be concluded that the constant value is 2.918, while the value (b/regression coefficient) is 1.177, so the regression equation is written as follows:

$$Y = a + bX$$

$$Y = 2.918 + 1.177 X$$

This equation can be translated as:

- The value of a = 2.918 which is a constant value if all independent variables are considered zero, then the value of the buying decision is correct slim beauty product is 2,918.
- The value of bX = 1.177 which is the regression coefficient for the key variable opinion leader (KOL) Rachel Vennya who shows the key variables opinion leader (KOL) Rachel Vennya increases or is increased by one unit, then the purchase decision variable is better slim beauty product will experience an increase of 1,177.

In this test, the regression coefficients have a positive value, so the key opinion leader (KOL) Rachel Vennya (X) has a positive influence on the decision to buy bene slim beauty product (Y).

4. Hypothesis Testing

Based on table 4.13 above , a significance value of $0.000 < 0.05$ can be obtained, so it can be concluded that the key variable opinion leader (KOL) Rachel Vennya t (X) has a significant influence on the purchase decision variable bene slim beauty product (Y). In addition to seeing the significance value, it can also be done by comparing t count with t table . If t count $>$ t table then Ho is rejected. The size of t count can be seen from the distribution of t table .

Formula for finding ttable $T_{table} = \alpha/2 : nk-1)$

$= (0.05/2 : 400-1-1)$

$= (0.025 : 398) = 0.098$ (seen from the table distribution value)

Based on the t value in table 4.13, it can be seen that the calculated T is $0.670 > T_{table}$ 0.098, so it can be concluded that the variable (X) is the key opinion Leader (KOL) Rachel Vennya has an influence on the variable (Y), namely the decision to buy bene slim beauty product .

So it can be concluded that Ho is rejected and Ha is accepted, because there is a key influence. opinion leader (KOL) Rachel Vennya on the decision to buy bene slim beauty product .

5. Coefficient of Determination Test

Model Summary

Model	R		Adjusted R Square		Std . Error of the Estimate	
	Model	R Square	Unstandardized Coefficients	Standardized Coefficients	T	Sig .
1		,812 ^a	,659	,658	7,875	
	Model	B	Std . Error	Beta	T	Sig .
	1 (Constant)	2,918	4,354		,670	,503
	Key Opinion Leader (CABBAGE) Rachel Vennya	1,177	,042	,812	27.707	,000

- a. Predictors : (Constant), Key Opinion Leader (CABBAGE) Rachel Vennya

Based on the calculation of the determination coefficient value (R Square), it was obtained as 0.659, which means that the key variable opinion Leader (KOL) Rachel Vennya

has an influence of 65.9% on the decision to buy bene slim beauty product . The remaining 34.1% is influenced by other factors not included in this study.

Based on the results of the study of the identity of respondents on the Instagram account @ rachelvennya which was the sample in the study, it showed that there were more women than men, where the number was 307 people with a percentage of 76.8%, while there were 93 men with a percentage of 23.3%. Furthermore, the respondents were followers of @ rachelvennya who had active Instagram accounts with the number of respondents being 399. And the last one was all respondents who had seen @ rachelvennya's activities promoting bene slim beauty product , but not all respondents have ever bought the product slim beauty product promoted by @ rachelvennya .

Based on the research results in hypothesis testing to determine whether the variable (X) is the key opinion Leader (KOL) Rachel Vennya has an influence on the variable (Y) of the decision to buy bene slim beauty product by looking at the significance value of the output coefficient in table 4.13, a significance value of $0.000 > 0.05$ was obtained. Meanwhile, based on the output t value coefficient is known T count is 0.670 while T table is 0.098 so $0.670 > 0.098$. So it can be concluded that the key variable opinion Leader (KOL) Rachel Vennya has an influence on the purchasing decision variable bene slim beauty product , with a coefficient of determination (R Square) of 0.659 or 65.9%. Thus, H_0 is rejected and H_a is accepted, namely that there is a significant influence between key opinion leader (KOL) Rachel Vennya on the decision to buy bene slim beauty product .

CONCLUSION

Based on the research objectives and research results that have been carried out by researchers, there is an influence between key opinion leader (KOL) Rachel Vennya on the decision to buy bene slim beauty product . Based on the results of the study with data collection from 400 respondents who are followers of @ rachelvennya and have active Instagram social media accounts .

Based on the calculation of the coefficient of determination value obtained 0.659. This shows that the key opinion Leader (KOL) Rachel Vennya has an influence of 65.9% on the decision to buy bene slim beauty product . While the remaining 34.1% is influenced by factors outside the key variables . opinion leader (KOL) Rachel Vennya. Meanwhile, the results of the hypothesis test obtained 0.670, this shows that the key opinion Leader (KOL) Rachel Vennya has a significant influence on the purchase decision of bene slim beauty product .

In addition, the AISAS theory has been proven to be used as a purchasing decision-making process. Where the process is as follows:

1. Attention , namely the consumer stage when seeing and paying attention to an advertised product or service.
2. Interest , namely the consumer stage that shows interest in a product or service that has been advertised through.
3. Search , which is the consumer stage in searching for further information about the product or service that has been advertised.
4. Action , namely the consumer stage in making a purchasing decision on a product or service advertised via the internet or social media.
5. Share , which is the consumer stage in sharing information and experiences related to products that have been purchased and used. numbering system .

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