



The Role Of Key Opinion Customers And Key Opinion Leaders In Purchasing Decisions For Scarlett Skincare Products On Tiktok Shop

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ABSTRACT

This study aims to analyze the impact of Key Opinion Customers (KOC) and Key Opinion Leaders (KOL) on purchasing decisions for Scarlett skincare products through the TikTok Shop platform. The approach used is quantitative, employing a survey method through a questionnaire distributed to respondents selected based on specific criteria, namely active TikTok users in Lampung Province who have viewed KOC or KOL content related to Scarlett products and have used the products. The research instrument has undergone validity and reliability testing and has been deemed suitable for use. The analysis results indicate that KOC has a positive and significant impact on purchasing decisions, meaning that authentic consumer experiences can increase user interest and confidence in purchasing products. In addition, KOL has also been proven to have a positive and significant impact, where the delivery of information by public figures helps strengthen consumer considerations in choosing products. Simultaneously, both variables indicate an important contribution to purchasing decisions, although there are still other aspects outside the scope of this study that also play a role. Overall, this study confirms that KOC and KOL have a strategic role in influencing the purchasing behavior of Scarlett skincare products on TikTok Shop.

INTRODUCTION

The development of the internet in the digital era has contributed greatly to the world of marketing, especially in Indonesia, which has experienced significant growth in internet users every year (Kharisma, 2022). According to a report by the Indonesian Internet Service Providers Association (APJII), high internet penetration rates have driven a shift in marketing strategies from conventional to more interactive and measurable digital marketing (Rini & Rahadiantino,

2020). The internet allows companies to build two-way communication with consumers through various digital media such as social media, websites, and e-commerce, thereby expanding their market reach beyond geographical boundaries (Arshiefa Krisdanu & Asoka Sumantri, 2023). This phenomenon not only increases efficiency in promotion but also creates opportunities for MSME players to compete in the digital market through content innovation and data-driven strategies (Rini & Rahadiantino, 2020). On the other hand, the integration between the internet and social media such as TikTok, Instagram, and digital marketplaces strengthens the online-based marketing ecosystem, making digital marketing a key element in the growth of the creative economy in Indonesia (Arshiefa Krisdanu & Asoka Sumantri, 2023).

TikTok is a short video platform with videos ranging from 15 seconds to 3 minutes in length, which initially featured lip-syncing and dance content (Ravi, 2024). TikTok has now added a feature that can be used as a place to buy and sell products, namely TikTok Shop (Murni & Salim, 2024). TikTok Shop is a new innovation that combines entertainment content with online shopping features, allowing users to purchase products shown in short videos without leaving the app (Sulam & Fasa, 2025). There are several products sold on TikTok Shop, such as fashion items, skincare products, kitchen appliances, and many more (TikTok, 2025). From February 2024 to January 2025, sales on TikTok Shop were dominated by the beauty care category, contributing 69% of the total sales value (Kompas.co.id, 2025). Cosmetics sales on the TikTok Shop platform have become a phenomenon that has grown significantly in recent years (Azzahra, Awliya Afwa, 2024). This is because consumer demand for skincare products has increased (Putri, Sadhono, & Rakhmawati, 2023). One skincare product that markets its goods through TikTok Shop is Scarlett Whitening with the account @Scarlett_whitening (TikTok, 2025).

Many beauty brands in Indonesia utilize the TikTok platform as their primary means of promoting their products through collaborations with Key Opinion Leaders (KOLs) and Key Opinion Consumers (KOCs), who play an important role in expanding their audience reach in the digital market (Dewi & Ekayanthi, 2023). KOLs, as experts in the field of beauty, exert influence through their credibility and expertise in recommending products (Dewi & Ekayanthi, 2023), while KOCs play a role in sharing personal experiences and authentic reviews with their followers (Aini & Zagladi, 2025). The collaboration between KOLs and KOCs on TikTok has been proven to increase consumer trust and have a significant impact on the decision to purchase skincare products among young Indonesian consumers (Aini & Zagladi, 2025).

In the era of digital marketing, Key Opinion Consumers (KOCs) and Key Opinion Leaders (KOLs) have diverse but complementary uses in influencing consumer behavior (Yi & Xian, 2024). KOCs are generally ordinary consumers who are active in small communities and interact directly to strengthen credibility (Yan & Rehman, 2025). In contrast, KOLs are professional figures with authority in specific fields who create educational and strategic content to shape public opinion (Pratama, 2024).

According to Kalodata (2025), based on data from September 2 to October 1, 2025, the total sales revenue of Scarlett skincare products reached approximately Rp 22.98 billion (Kalodata, 2025). Most of this revenue came from KOC activities, which amounted to around Rp 19.46 billion or 84.68% of total sales. The implementation of KOC by Scarlett is @lalaaofficial_ with 1,966 followers and a revenue of 152.68 million, who acts as a Key Opinion Consumer (KOC) who shares her personal experience of using the product honestly through videos (TikTok, 2025).

The role of Key Opinion Customers (KOCs) has proven to be important in driving purchasing decisions, especially in the era of social media-based digital marketing such as TikTok and Instagram (Wahyudi, Rahmadhani, & Mu, 2025). In fact, some KOCs with relatively small followings are able to generate higher sales than large-scale accounts, indicating that purchasing decisions are not merely influenced by audience size but more by the level of trust and quality of content they produce (Thuy & Phan, 2024). Furthermore, collaborations with KOCs yield greater results than promotional activities through official brand accounts, as the authenticity of reviews

and social trust have been proven to be key aspects in consumer purchasing decisions, particularly among younger TikTok users (Mersa et al., 2023)

In addition to KOC, Scarlett also has another strategy, which is to use KOLs with the largest number of followers, such as @felicyangelista_ with 9.9 million followers, which recorded sales of Rp 1.48 billion, followed by the official account @scarlett_whitening with Rp 1.19 billion (Koladata, 2025). Key opinion leaders (KOLs) typically have professional backgrounds such as dermatologists, makeup artists, or academics, which lends high credibility to their recommendations (Paramasari, 2024). However, Key Opinion Consumers (KOCs) excel in terms of authenticity and relatability, as they share more honest and relatable personal experiences that resonate with consumers' daily lives (Thuy & Phan, 2024). This indicates that the number of followers influences sales volume, although accounts with fewer followers can still make a significant contribution.

In digital marketing on the TikTok Shop platform, Key Opinion Consumers (KOCs) and Key Opinion Leaders (KOLs) play an important role in influencing consumer purchasing decisions. KOC characteristics have a substantial direct and indirect impact on customer engagement through the effectiveness of KOCs and KOC product alignment (Hoang, 2023). Conversely, Qianjiang Zhu and Akaraphun Ratasuk 2024 found that KOCs have a positive influence on purchasing decisions because authentic reviews and real experiences can increase consumer trust (Zhu & Ratasuk, 2024). Meanwhile, in the context of digital marketing, Key Opinion Leaders (KOLs) play a crucial role in shaping consumer perceptions, attitudes, and purchasing decisions through credible, informative, and relevant content for the target audience (Permana et al., 2024). On the other hand, Khumaeroh dan Fauzi 2025 indicated that Key Opinion Leaders (KOLs) do not have a significant direct impact on purchasing decisions or customer engagement, but they do have an indirect impact through the mediating variable of purchase intention (Lu'ul & Irsal, 2025).

Most previous studies have focused more on the role of Key Opinion Leaders (KOLs) in influencing purchasing decisions, while studies explaining the mechanism of KOC influence through trust and risk perception are still rare (Zhao & Zhu, 2025). In addition, there are still inconsistencies in previous research findings regarding the effectiveness of KOCs and KOLs in shaping consumer purchasing decisions, while other studies show that honest and authentic reviews from KOCs are actually more trusted by consumers (Tabar, Rahman, & Lestari, 2025).

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is a concept that describes how individuals make decisions on choosing, buying, using, and evaluating products or services in various modern marketing channels (Laurensia, 2023). In the context of digital marketing, consumer behavior is not limited to the purchasing process on a single platform, but encompasses an omnichannel journey that integrates online and offline experiences to influence the final purchase decision (Laurensia, 2023). In addition, consumer behavior is also influenced by a combination of demographic, psychological, and digital factors that together shape consumer habits and preferences in shopping through e-commerce platforms (Wigayha, Rolando, & Wijaya, 2025). These factors play an important role in creating dynamic consumer behavior patterns, where purchasing decisions are not only driven by functional needs but also by perceptions, motivations, and social interactions in the digital world (Ingriana, 2024). Thus, it can be concluded that consumer behavior in the digital era is the result of a complex interaction between cross-channel experiences, individual characteristics, and social and technological influences that shape overall decision-making patterns.

Purchase Decision

As stated by Kotler and Keller 2016, “a purchase decision is the way an individual, group, or organization selects, buys, and uses goods, services, or experiences to satisfy their needs and desires.” According to Sulistyowati 2024, “a purchasing decision is a rational and emotional process in which consumers evaluate information, consider various alternatives, and then determine which product or service to buy” (Sulistyowati, 2024). In the digital context, Shahzad, Khan, and Raza 2025 say that purchasing decisions are not only influenced by logical considerations but also involve complex psychological processes, including the role of emotions, triggers, and personal characteristics that interact with each other in determining consumers' final decisions in the digital environment (Shahzad, 2025). Furthermore, Wang and Sun 2025 state that purchasing decisions reflect consumers' rational evaluation of the balance between the utility received and the costs incurred during the exchange of goods or services (Wang, 2025). Thus, purchasing decisions can be understood as the result of the integration of rational, emotional, and social factors that influence consumers' assessment of the value and satisfaction of a product before making a final decision. Purchasing decisions have several indicators according to Hoi et al., 2025, namely search behavior, purchase behavior, and satisfaction. Search behavior describes the extent to which consumers seek information before purchasing, such as browsing reviews, comparing products, or viewing recommendations from KOCs and KOLs to ensure they make the right choice. Purchase indicators reflect consumers' actual actions in determining product choices, making transactions, selecting payment methods, and their tendency to repurchase. Meanwhile, satisfaction indicators relate to consumers' assessments after using the product, namely whether the product meets their expectations, provides the promised benefits, and encourages consumers to repurchase or recommend it to others.

Key Opinion Customer

Key Opinion Customer (KOC) is an important concept in modern digital marketing that focuses on the influence of ordinary consumers on the purchasing decisions of others through the trustworthiness and authenticity of their experiences (Zhu, Ratasuk, & Obchay, 2024). According to Zhu, Ratasuk, and Obchay 2024, KOCs play a role in building customer trust through their opinions and personal experiences, where positive perceptions of KOCs can reduce consumers' perceived risk and increase trust levels in the context of social commerce (Zhu et al., 2024). Furthermore, Hoang et al. 2025 define KOCs as active consumers who voluntarily share personal experiences and product reviews through digital platforms, building trust among other consumers without a direct contractual relationship with the brand (Hoang, 2023). This concludes that KOCs play a strategic role in shaping consumer trust and value perceptions of products through an authentic, interactive, and real-experience-based approach, making them a key factor in the effectiveness of digital marketing strategies in the era of social commerce. According to Zhao and Zhu 2025, the indicators for measuring the role of KOCs are authenticity, similarity, professionalism, interaction, and visual cues. The authenticity of KOC content based on sharing authentic experiences allows fashion consumers to accurately understand the actual condition of products, such as clothing styles, fabrics, and wear effects, which reduces consumer concerns about “misleading” products. Furthermore, KOCs' similarities with consumers, such as values and tastes, have a positive impact on purchasing decisions. Meanwhile, professional KOCs with strong professionalism, due to their focus on specific fields and long-term attention, have unique aesthetic tastes or knowledge skills, deeply understand the needs of their consumer audience, and are able to provide valuable information to aid decision-making, thereby directly influencing consumer purchasing decisions. Furthermore, interaction in the context of e-commerce, where consumers cannot physically interact with products, frequent interaction with KOCs can share product usage experiences and evaluations more transparently. In addition, visual cues can provide consumers with intuitive impressions and emotional experiences.

Key Opinion Leader

A Key Opinion Leader (KOL) is an individual who has a significant impact on shaping consumer opinions and purchasing decisions in the digital age (Mahelvi & Zusrony, 2025). According to Mahelvi and Zusrony 2025, KOLs are communicators trusted by the digital community in the purchasing decision-making process, particularly in live streaming commerce (LSC), through authenticity and trust built consistently (Mahelvi & Zusrony, 2025). Meanwhile, Setiawati and Novrianto 2025 explain that KOLs act as brand communication actors who emphasize authenticity, credibility, and personal appeal to influence public perception of brand image through digital media (Mahelvi & Zusrony, 2025). Additionally, Safitri and Ramadanty 2019 in Jackson et al. 2021 state that KOLs are individuals who are considered key figures in controlling the opinions of their followers on social media (Ranjani, Fasa, & Susanto, 2024). Thus, it can be concluded that Key Opinion Leaders are influential figures who build trust and credibility through their authenticity, thereby influencing consumer perceptions and purchasing decisions. KOLs have several indicators according to Aurida Mahelvi and Edwin Zusrony 2025, namely attractiveness, expertise, and trust. Attractiveness describes the ability of KOLs to attract the audience's attention through their appearance, communication style, or image that is in line with the product. Next, expertise shows the level of knowledge and competence of KOLs in a particular field, making their recommendations more convincing. Meanwhile, trust relates to the extent to which the audience considers KOLs to be honest and trustworthy in conveying information objectively. These three indicators together form the credibility of KOLs in influencing consumer purchasing decisions.

The Role Of Key Opinion Consumers In Purchasing Decisions

Previous research on the role of Key Opinion Consumers (KOCs) has proven to have a significant impact on consumer purchasing decisions. Qianjiang Zhu and Akaraphun Ratasuk 2024 found that KOCs have a real impact on purchasing decisions because real experiences can increase consumer trust in products (Zhu & Ratasuk, 2024). Meanwhile, research by Ngoc Thuy and Trang Phan 2024 shows that the expertise and credibility of KOCs have a positive impact on the behavior of Generation Z consumers and form the basis for further studies on influencer attributes on the TikTok platform (Thuy & Phan, 2024). In line with this, Yan and Rehman 2024 explain that KOCs have a real impact on purchasing decisions, where consumers tend to trust KOCs more than celebrity KOLs because they are considered real users who provide reviews based on personal experience. Furthermore, Abderrahmane's 2025 research confirms that KOCs are able to build more personal trust and engagement with their followers, thereby encouraging consumers to make purchasing decisions (Abderrahmane, 2025). KOC characteristics have a substantial direct and indirect impact on customer engagement through the role of KOC effectiveness and KOC product alignment (Hoang, 2023). Based on this, previous studies indicate that KOC has a significant impact on purchasing decisions.

H₁: Key Opinion Consumer (KOC) has a positive and significant effect on purchasing decisions.

The Role Of Key Opinion Leaders In Purchasing Decisions

Key Opinion Leaders (KOLs) play a crucial role in shaping consumer purchasing decisions through credible, informative content that is relevant to the target audience (Permana et al., 2024). Research conducted by Abdul Mughni and Ihwan Susila 2024 indicates that the use of KOLs has a significant impact on product purchasing decisions, where the presence of KOLs can strengthen consumer purchasing decisions, as in the case study of Fore Coffee products. Furthermore, Aurida Mahelvi and Edwin Zusrony 2025 emphasize that "factors such as attractiveness, expertise, and trustworthiness possessed by KOLs in the context of live streaming commerce play a significant role in driving consumer purchasing decisions" (Mahelvi & Zusrony, 2025). Thus, KOLs have a strategic role in influencing purchasing decisions through their credibility, expertise, and ability to build emotional connections and trust with audiences on

digital platforms. On the other hand, Khumaeroh & Fauzi 2025 indicate that Key Opinion Leaders (KOLs) do not have a significant direct influence on purchasing decisions or customer engagement, but have an indirect impact through purchasing decision variables. Based on this, KOLs generally have a significant effect on purchasing decisions through credibility, attractiveness, and expertise, but some studies also show that the influence of KOLs is not always strong or direct, depending on the context and consumer behavior.

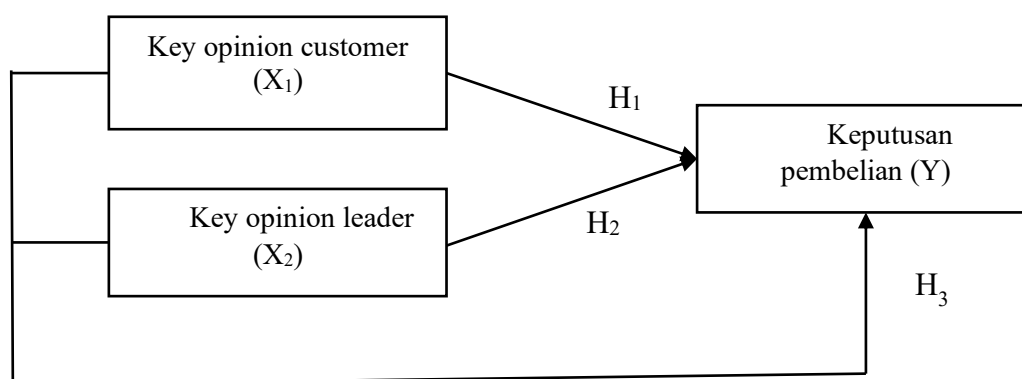
H₂: Key Opinion Leaders (KOLs) have a positive and significant effect on purchasing decisions.

The Role Of Key Opinion Customers (KOC) And Key Opinion Leaders (KOL) In Purchasing Decisions

KOCs and KOLs have a significant impact on consumer purchasing decisions (Zhu & Ratasuk, 2024). The combination of authenticity and real-life experience demonstrated by KOCs with the credibility, expertise, and appeal of KOLs creates optimal synergy in shaping positive consumer perceptions of a product (Yan & Rehman, 2025). Consumers in the digital era tend to be more easily influenced when promotional messages come from figures who are considered authentic, such as KOCs, as well as experts and trusted figures, such as KOLs, because this combination can increase trust and reduce doubts in purchasing decisions (Mahelvi & Zusrony, 2025). In the context of digital platforms such as TikTok Shop, collaboration between KOCs and KOLs strengthens the effectiveness of promotion through content that is interesting, credible, and relevant to the audience (Permana et al., 2024). KOCs contribute by providing testimonials that are perceived as authentic by consumers, while KOLs reinforce the message through their reputation and expertise (Abderrahmane, 2025). Thus, the synergy between KOCs and KOLs collectively drives increased trust, positive perceptions, and consumer purchasing decisions (Thuy & Phan, 2024). According to Hoang 2023, KOC characteristics have a substantial direct and indirect impact on customer engagement through the role of KOC effectiveness and KOC product alignment. Furthermore, KOLs do not have a significant impact on purchasing decisions or customer engagement directly, but they do have an indirect impact through purchasing decision variables (Lu'ul & Irsal, 2025). Based on this, KOC and KOL generally have a significant effect on purchasing decisions because the authenticity of KOC and the credibility of KOL increase consumer trust, but some studies find that KOL does not always have a direct effect.

H₃: Key Opinion Consumer (KOC) and Key Opinion Leader (KOL) simultaneously have a positive and significant effect on purchasing decisions.

Figure 1 Conceptual Framework



METHODS

Research design

This study design applies a quantitative approach using a survey method through the distribution of questionnaires as the main instrument for data collection. According to sugiyono 2022, "quantitative research aims to test hypotheses by analyzing numerical data obtained from respondents representing a specific population." Questionnaires are used because they are considered effective for collecting large amounts of data efficiently and measurably. Meanwhile, ghozali 2021 emphasizes that the use of questionnaires in quantitative research allows researchers to measure variables objectively through statistical analysis, so that the research results are valid, reliable, and generalizable.

Population

As defined by Sugiyono 2022, "a population is a generalization area consisting of objects or subjects with certain characteristics determined by researchers to be studied and then concluded." The population in this study is all TikTok users who are also consumers or users of Scarlett skincare products residing in Lampung Province.

Sample

According to Sugiyono 2022, "a sample is a part of the number and characteristics possessed by the population, so that it can represent the entire population being studied. The sampling technique used is purposive sampling, which is the deliberate selection of samples based on certain criteria in accordance with the research objectives" (Yan & Rehman, 2025). The sample criteria in this study included active users of the TikTok application residing in Lampung Province, who had watched promotional content created by KOC or KOL for Scarlett products on TikTok, and who had used or were currently using Scarlett products. The sample size was determined using the equation from Hair et al. 2019, known as the 10 times rule, which states that the minimum sample size must be 10 times the number of the most indicators in a construct or the largest number of structural paths to a construct. In this study, there were 11 indicators, so the sample size used in this study was 110.

Data Collection Techniques

The data collection technique in this study was conducted by distributing questionnaires online via Google Forms to TikTok users who met the research sample criteria, namely active users of the TikTok application who reside in Lampung Province and have watched promotional content created by KOC or KOL for Scarlett products on TikTok. Questionnaires were used because they allow researchers to efficiently obtain data from a large number of respondents in a relatively short time (Sugiyono, 2022).

The questionnaire instrument was designed using a Likert scale with five answer options, ranging from "Strongly Disagree" to "Strongly Agree" (Sugiyono, 2022), to measure respondents' assessments of the variables Key Opinion Customer (KOC), Key Opinion Leader (KOL), and Purchase Decision.

Data Analysis Techniques

The data analysis technique in this study applied a quantitative statistical analysis approach, which aimed to test hypotheses and examine the relationship between variables based on data obtained through questionnaires (Sugiyono, 2022). The data was analyzed using SPSS version 27 to determine the influence of Key Opinion Customers (KOC) and Key Opinion Leaders (KOL) on Purchase Decisions. Data analysis began with a validity test to ensure that each questionnaire item was able to measure the variables accurately, where an item was declared valid if $r \text{ count} > r \text{ table}$ (Sugiyono, 2022). Next, reliability testing was conducted using Cronbach's

Alpha, and the instrument was considered reliable if the value was > 0.60 (Ghozali, 2021). After the instrument was declared valid and reliable, multiple linear regression testing was conducted to examine the effect of independent variables on the dependent variable (Ghozali, 2021). Multiple linear regression testing was applied to analyze the impact of KOC and KOL variables on purchasing decisions. Next, t-testing was applied to identify the partial impact of each KOC and KOL variable on purchasing decisions. The testing was carried out by comparing the t-count and t-table at Sig. 0.05. If $t_{count} > t_{table}$ or $sig < 0.05$, then the variable has a significant impact (Ghozali, 2021). Furthermore, to identify the simultaneous impact of these two variables, an F test was applied to identify whether KOC and KOL simultaneously have a significant impact on purchasing decisions. The test was conducted by comparing the Fcount and Ftable at Sig. 0.05. If $F_{count} > F_{table}$ or $sig < 0.05$, then both variables simultaneously have a significant effect on purchasing decisions (Ghozali, 2021). Finally, the coefficient of determination (R^2) was applied to see how much the independent variable explained the dependent variable (Sugiyono, 2022). In this study, R^2 indicated the contribution of KOC and KOL to the purchase decision of Scarlett skincare products on TikTok Shop. The closer the R^2 value is to 1, the stronger the explanatory power of the independent variable (Ghozali, 2021).

RESULTS

Table 1 Respondent Criteria Results

Criteria	Number of Respondents	Percentage (%)
Gender		
Male	13	11,82%
Female	97	88,18%
Age		
< 17 Years Old	2	1,82%
18-25 Years Old	94	85,45%
26-35 Years Old	11	10,00%
36-45 Years Old	3	2,73%
>46	0	0
Occupation		
Student/University Student	85	77,27%
Civil Servant/Military/Police/Etc.	2	1,82%
Private Employee	8	7,27%
Housewife	8	7,27%
Etc.	7	6,36%
Expenses		
< Rp 1.000.000	46	41,82%
Rp 1.000.001 - Rp 3.000.000	47	42,73%
Rp 3.000.001 – Rp 5.000.000	14	12,73%
>Rp 5.000.001	3	2,73%

As shown in Table 1, out of 110 respondents, the majority were female (88.18%). In terms of age, respondents were predominantly in the 18-25 age group (85.45%), indicating that most were in their young productive years. In terms of occupation, most respondents were students (77.27%). Meanwhile, based on monthly expenditure, most respondents were in the Rp1,000,001–Rp3,000,000 category (42.73%), followed by those with expenditure below Rp1,000,000 (41.82%).

Validity Test**Table 2 Validity Test Results**

Item	R count	R table	Description
Key Opinion Customer (KOC)			
X1.1	0.568	0.1576	Valid
X1.2	0.701	0.1576	Valid
X1.3	0.595	0.1576	Valid
X1.4	0.547	0.1576	Valid
X1.5	0.705	0.1576	Valid
X1.6	0.611	0.1576	Valid
X1.7	0.677	0.1576	Valid
X1.8	0.656	0.1576	Valid
X1.9	0.620	0.1576	Valid
X1.10	0.605	0.1576	Valid
X1.11	0.671	0.1576	Valid
X1.12	0.547	0.1576	Valid
X1.13	0.690	0.1576	Valid
X1.14	0.626	0.1576	Valid
Key Opinion Leader (KOL)			
X2.1	0.647	0.1576	Valid
X2.2	0.637	0.1576	Valid
X2.3	0.626	0.1576	Valid
X2.4	0.560	0.1576	Valid
X2.5	0.624	0.1576	Valid
X2.6	0.700	0.1576	Valid
X2.7	0.664	0.1576	Valid
X2.8	0.482	0.1576	Valid
X2.9	0.703	0.1576	Valid
X2.10	0.531	0.1576	Valid
X2.11	0.691	0.1576	Valid
X2.12	0.511	0.1576	Valid
X2.13	0.633	0.1576	Valid
X2.14	0.699	0.1576	Valid
X2.15	0.531	0.1576	Valid
Purchase Decision (Y)			
Y1.1	0.751	0.1576	Valid
Y1.2	0.739	0.1576	Valid
Y1.3	0.699	0.1576	Valid

Source: Processed data SPSS V27 2025

The data above shows that all items are valid with a calculated $R >$ table R of 0.1576 and a significance of 0.05 with 110 respondents.

Reliability Test**Table 3 Reliability Test Results**

Variable	Cronbach's Alpha	Description
Key Opinion Customer (X1)	0.755	Reliabel
Key Opinion Leader (X2)	0.753	Reliabel
Purchase Decision (Y)	0.791	Reliabel

Source : Data SPSS V27 2025

As for the reliability test results, Cronbach's Alpha was found to be 0.750. This result is greater than the minimum limit of 0.60 (Ghozali, 2021), so it can be concluded that the study instrument is reliable. All items in the research variable had excellent consistency of responses and were suitable for use in subsequent data collection.

Multiple Linear Regression Test

Table 4 Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
Constant	2.902	0.455		6.381	0.001
Key Opinion Customer (X1)	0.128	0.010	0.742	12.246	0.001
Key Opinion Leader (X2)	0.039	0.011	0.215	3.541	0.001

Source : Data SPSS V27 2025

As obtained from multiple linear regression analysis, $Y=2.902+0.128+0.039$. The constant value is 2.902, while Key Opinion Customer is 0.128 and Key Opinion Leader is 0.039, indicating that Key Opinion Customer and Key Opinion Leader have a positive influence on purchasing decisions. As shown by the multiple linear regression analysis, Key Opinion Customers have a greater impact on purchasing decisions than KOLs.

Partial Test Results (t-test)

Table 5 Partial Test Results (t-test)

Hipotesis	T table	T count	Sig.	Description
Key Opinion Customer (X1)	1.659	12.246	0.001	Accepted
Key Opinion Leader (X2)	1.659	3.541	0.001	Accepted

Source: Processed data SPSS V27 2025

As shown by the partial test results for Key Opinion Customer (X1), $T \text{ count} > T \text{ table}$, namely $12.246 > 1.659$ for $\text{Sig. } 0.001 < 0.05$. The Key Opinion Customer variable has a significant impact on purchasing decisions. This means that the information and real experiences provided by KOC have been proven to encourage consumers to make purchasing decisions. Meanwhile, the Key Opinion Leader (X2) test result is $T \text{ calculated} < T \text{ table}$, namely $3.541 > 1.659$ and $\text{Sig. } 0.001 < 0.05$. The Key Opinion Leader variable has a significant impact on purchasing decisions. This means that recommendations or reviews from KOLs have a considerable impact on influencing purchasing decisions in this study.

Simultaneous Test Results (F Test)

Table 6 Simultaneous Test Results (F Test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	137.818	2	68.909	286.310	0.001
Residual	25.753	107	0.241		
Total	163.571	109			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), KOL (X2), KOC (X1)

Source: SPSS V27 2025 data

Based on the data above, the significance results show $0.001 < 0.05$ and $F_{\text{count}} > F_{\text{table}}$, namely $286.310 > 3.08$. Simultaneously, the Key Opinion Customer (X1) and Key Opinion Leader (X2) variables have a significant impact on purchasing decisions. This indicates that both variables together contribute to influencing consumer purchasing decisions.

Determination Coefficient Test Results (R²)

Table 7 Determination Coefficient Test Results (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.918	0.843	0.840	0.491

Source : data SPSS V27 2025

The coefficient of determination test results indicate an R value of 0.918, which indicates a strong relationship between KOC and KOL and purchasing decisions. The Adjusted R Square value of 0.840 means that 84% of the variation in purchasing decisions can be explained by these two variables, while the remaining 15.7% is influenced by other factors.

DISCUSSION

The Influence of Key Opinion Customers on Purchasing Decisions

As shown by the data analysis, the Key Opinion Customer (KOC) variable has been proven to have a positive and significant impact on purchasing decisions for Scarlett skincare products on TikTok Shop. The partial test results show that the calculated T value of 12.246 is greater than the table T value of 1.659, and the significance value of 0.001 is less than 0.05. This means the hypothesis is accepted, and KOC has a significant impact on purchasing decisions. The regression coefficient of 0.128 also indicates that the higher the quality of reviews, real experiences, and recommendations provided by ordinary consumers (KOC), the greater the tendency for consumers to make purchases. This greater influence of KOC is affected by the characteristics of respondents, who are predominantly female (88.18%), aged 18-25 years (85.45%), and students (77.27%). This group tends to be more active on TikTok and trusts honest reviews from fellow users more than promotions from famous figures. In addition, the majority of respondents have low to medium spending levels, so recommendations from ordinary consumers are considered more relevant, realistic, and appropriate to their circumstances when making purchasing decisions.

The Influence of Key Opinion Leaders on Purchasing Decisions

As shown by the research findings, the Key Opinion Leader (KOL) variable has a significant impact on purchasing decisions for Scarlett skincare products on TikTok Shop. This is indicated by the T count $> T_{\text{table}}$ $3.541 > 1.659$ and Sig. $0.001 < 0.05$. Although the KOL regression coefficient has a positive value of 0.039, a positive regression coefficient illustrates that KOL recommendations provide additional encouragement in the decision-making process. Consumers continue to use information from KOLs as an initial reference to recognize the quality, benefits, and use of products. KOLs help increase product exposure and make it easier for consumers to understand the value offered by Scarlett through TikTok Shop. The influence of KOLs is supported by the questionnaire results on the expertise indicator, which obtained the highest average score of 4.30, followed by the trust indicator at 4.28, and attractiveness at 4.24. The high skill score indicates that consumers believe KOLs are able to explain the benefits, quality, and how to use the product well. The trust indicator shows that the information conveyed by KOLs is considered credible and trustworthy, while the appeal of KOLs plays a role in attracting consumer attention to the product. Therefore, KOLs serve as an effective initial

reference in increasing product exposure and helping consumers understand the value offered by Scarlett through TikTok Shop.

The Influence of Key Opinion Customers and Key Opinion Leaders on Purchasing Decisions As shown by the study results, Key Opinion Customers (KOC) have a significant impact on purchasing decisions, as indicated by a T-score of 12.246 > T-table 1.659 and a significance of $0.001 < 0.05$, meaning that the real experiences of other consumers can strongly influence purchasing interest. Furthermore, Key Opinion Leaders (KOL) also have a significant partial effect with a T-value of 3.541 > 1.659 and a significance level of $0.001 < 0.05$, indicating that KOL recommendations are quite convincing to consumers in this case. Simultaneously, KOC and KOL have a significant impact on purchasing decisions, as evidenced by the F-value of 286.310 > 3.08 and Sig. $0.001 < 0.05$. The R Square value of 0.843 indicates that both variables can explain 84.3% of the variation in purchasing decisions. This is reinforced by the questionnaire results on the purchase decision indicators, where the satisfaction indicator obtained the highest average score of 4.37, followed by the purchase indicator at 4.30, and search behavior at 4.26. These high scores indicate that information from KOC and KOL not only encourages consumers to seek information and make purchases, but also creates a high level of satisfaction after using Scarlett Skincare products through TikTok Shop.

CONCLUSION

Based on the findings of this study, it can be concluded that Key Opinion Customers (KOCs) and Key Opinion Leaders (KOLs) play an important role in influencing purchasing decisions for Scarlett skincare products on TikTok Shop. KOCs are the most dominant factor because they are authentic, provide real experiences, and are considered more relevant and trustworthy by fellow consumers, especially by respondents who are mostly active TikTok users from the younger generation. Meanwhile, KOLs continue to serve as an initial source of information that helps consumers recognize the quality, benefits, and how to use the product through their expertise, appeal, and level of trust. Together, the presence of KOCs and KOLs can encourage consumers to seek information, make purchases, and create satisfaction after using Scarlett skincare products through TikTok Shop.

SUGGESTION

Based on the results of the study, the professional indicator in the key opinion customer (koc) variable had the lowest average compared to other indicators. Therefore, the researchers suggest that the company or scarlett skincare brand pay more attention to aspects of professionalism, such as the ability to convey product information clearly, objectively, and responsibly. Improving professionalism in kocs is expected to strengthen consumer trust, thereby having a positive impact on purchasing decisions on tiktok shop.

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