



The Influence of Key Opinion Leaders (KOL) and Consumer Trust on Purchasing Decisions at Agro Meat Shop

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Abstract

This study aims to examine the influence of Key Opinion Leaders (KOL) and consumer trust on purchasing decisions of meat products at Agro Meat Shop. This research employs a quantitative approach using a survey method. Primary data were collected through questionnaires distributed to 148 respondents who were consumers of Agro Meat Shop, supported by unstructured interviews. Secondary data were obtained through literature studies. The data analysis techniques used include validity test, reliability test, classical assumption test, multiple linear regression analysis, coefficient of determination, as well as hypothesis testing using partial test (t-test) and simultaneous test (F-test). The results show that Key Opinion Leaders (KOL) have a positive and significant effect on purchasing decisions. Similarly, consumer trust also has a positive and significant effect on purchasing decisions. Simultaneously, Key Opinion Leaders (KOL) and consumer trust have a significant effect on purchasing decisions of meat products at Agro Meat Shop. These findings indicate that the role of KOL in attracting attention and delivering information, along with consumer trust formed through experience and product perception, are important factors influencing purchasing decisions. The better the role of KOL and the higher the level of consumer trust, the greater the likelihood of consumers making purchasing decisions.

INTRODUCTION

The Indonesian meat industry has experienced steady and sustainable growth in recent years. According to data from the Ministry of Agriculture's Center for Agricultural Data and Information Systems (Pusdatin), beef and buffalo meat consumption is expected to increase by 1.30% annually during the 2023–2027 period. In 2024, consumption is projected to reach 2.57 kg per capita and will increase to 2.60 kg per capita in 2025 (Heatubun & Matatula, 2023). This increase demonstrates growing public awareness of the importance of animal protein intake, in line with increasing purchasing power and shifts to healthier lifestyles.

The highest increase in consumption occurred in 2024, reaching 2.70 kg/capita/year, a 10.57% increase compared to the previous year (2023) of 2.44 kg/capita/year. Consumption declined in 2020 by 7.81%, from 2.56 kg/capita/year to 2.36 kg/capita/year, due to the impact of the COVID-19 pandemic, which affected distribution and purchasing power. However, consumption has increased again since 2021 in line with the national economic recovery (Lahcen et al., 2020; Martin et al., 2020; Muhyiddin & Nugroho, 2021).

In addition, in the last five years (2020–2024), household beef consumption was relatively stable with an average of 0.47 kg/capita/year, this condition reflects that some people not only consume fresh meat, but also meat products in processed or ready-to-eat form.

As consumption increases, consumer behavior in purchasing meat products is also changing. Consumers are becoming more selective in their product choices, considering not only price but also halal certification, food safety, quality certification, and product image (Purwanto et al., 2021; Usman et al., 2022; Yener, 2022). This reflects the importance of consumer trust in purchasing decisions, particularly for fresh food products that carry a relatively high level of risk (Nuttavuthisit & Thøgersen, 2017; Teng & Wang, 2015).

The development of digital technology further reinforces this shift. Marketing, previously dominated by conventional methods, is now shifting to digital marketing, utilizing social media as a marketing communication tool (Bharti et al., 2024; Kapoor & Kapoor, 2021; Lamberton & Stephen, 2016; Nesterenko et al., 2023). Consumers tend to seek product information through social media and place greater weight on recommendations from credible figures, such as Key Opinion Leaders (KOLs), compared to traditional advertising (Nurhasanah & Djuniardi, 2024). In this context, KOLs play a role in conveying product information and shaping consumers' initial perceptions of product quality and image.

This phenomenon is also evident at Agro Meat Shop, a retail business unit of PT Berkah Citra Agro, which supplies fresh meat. Agro Meat Shop offers a variety of meat products, emphasizing halal certification, freshness, and hygiene as its core values. However, based on internal data, consumer purchasing decisions had not shown optimal improvement before the implementation of digital marketing strategies. This situation indicates that even though the products offered meet quality standards, other factors still influence consumer purchasing decisions.

At the beginning of the year, sales tended to be stable, averaging around 4,000–6,800 kg per month. A significant increase occurred in April 2024, coinciding with the implementation of promotions through collaboration with Key Opinion Leaders (KOLs) on social media. However, after that period, sales declined, reaching a low of 3,791.64 kg in September 2024. A surge occurred again in December 2024, with total sales reaching 9,338.54 kg, coinciding with the implementation of the year-end KOL campaign and increased consumer demand ahead of the holiday season.

This fluctuation pattern shows that digital promotional activity through KOLs is related to changes in sales volume, although the increases are not entirely consistent across periods. This suggests that the success of KOL promotions in capturing consumer attention does not necessarily translate directly into increased purchasing decisions.

One promotional content piece involving a KOL achieved over 1.5 million views, significantly higher than the 4,246 views of the non-KOL content. Furthermore, audience engagement also saw a significant increase, as reflected in the number of likes, comments, and likes. content re-sharing. This condition shows that the use of KOL is effective in increasing the visibility and consumer engagement with the promotional content delivered.

Despite a significant surge in digital engagement, this increase hasn't been fully matched by growth in actual purchasing decisions. According to internal data, promotional views increased by approximately 35,200% after KOL involvement, but actual sales only increased

by 48.78% in the April 2024 promotion and 141.2% in the December 2024 promotion compared to the previous month.

This situation shows that although promotions through KOLs are effective in attracting attention and increasing consumer interest, this increase has not been consistently followed by purchasing decisions. This suggests that besides the influence of KOLs, there are other factors that influence purchasing decisions, one of which is consumer trust. Thus, it is understandable that consumer purchasing decisions at Agro Meat Shop are influenced not only by digital promotional activities through KOLs, but also by the level of consumer trust in the products offered.

Key Opinion Leaders (KOLs) are individuals who wield influence on social media due to their credibility, expertise, and closeness to their audience. In the context of digital marketing, KOLs play a role in conveying product information and shaping consumer perceptions of product quality and image. However, the effectiveness of KOLs in influencing purchasing decisions is inconsistent, requiring other factors to strengthen this influence, such as consumer trust.

This situation shows that while the use of KOLs is effective in attracting consumer attention, this increase has not directly driven purchasing decisions. Thus, there is a gap between consumer interest in promotional content and actual purchasing decisions. This suggests that besides the influence of KOLs, other factors play a role in influencing purchasing decisions, one of which is consumer trust.

Consumer trust is an individual's belief that a product and seller will meet expectations and deliver the promised quality (Kotler & Keller, 2016). In the context of fresh food products, trust is a crucial factor because it relates to product safety and halal aspects. At Agro Meat Shop, some consumers still expressed doubts about the clarity of product information, particularly regarding halal status and meat origin, despite promotion through KOLs. Based on pre-survey results, some consumers expressed satisfaction with cleanliness and service, but remained skeptical about product information that was not fully conveyed clearly.

Differences in previous research results show that the influence of Key Opinion Leaders (KOL) and consumer trust on purchasing decisions is still inconsistent.

Several studies have shown that KOLs have a positive and significant influence on purchasing decisions because the presence of credible public figures can increase consumer trust and purchasing interest (Theresya & Aini, 2024). However, other studies have found that KOLs do not directly influence purchasing decisions, but rather through the mediating variable of purchase intention (Khumaeroh & Fauzi, 2025).

Furthermore, consumer trust also shows mixed results. Research by Razak et al. (2024) states that consumer trust has a positive and significant influence on purchasing decisions, while Tegowati and Khamimah (2024) found that trust has no significant influence because consumers are more influenced by promotions and brand image.

This inconsistency indicates that the relationship between KOL, consumer trust, and purchasing decisions still needs further research, especially in the context of fresh food products such as those found at Agro Meat Shop.

This study uses grand The Theory of Planned Behavior (TPB) proposed by Ajzen (1991). This theory explains that individual behavior is determined by intentions, which are formed from attitudes, subjective norms, and perceived behavioral control. In the context of

this research, Key Opinion Leaders (KOL) play a role in shaping consumers' attitudes and subjective norms through social influence and the credibility of public figures, while consumer trust is related to perceived behavioral control, namely the belief that the product purchased is safe and meets expectations. These three components contribute to forming purchase intentions which ultimately influence purchasing decisions.

Theoretically, this study extends the application of the Theory of Planned Behavior (Ajzen, 1991) to the context of fresh food products that require a high level of trust. Practically, this study is expected to provide input for Agro Meat Shop in designing digital promotion strategies through credible KOLs and strengthening consumer trust in the product. Socially, this study is expected to increase consumer literacy regarding halal products and encourage information transparency in the food retail sector. Therefore, this study is entitled "The Influence of Key Opinion Leaders and Consumer Trust on Agro Meat Shop's Meat Purchasing Decisions."

The problem identification in this research revolves around the influence of Key Opinion Leaders (KOLs) on purchasing decisions at Agro Meat Shop, as well as the role of consumer trust in influencing these decisions. Specifically, this study aims to explore whether KOLs have a significant impact on consumer purchasing behavior at Agro Meat Shop. Additionally, it seeks to understand how consumer trust affects purchasing decisions in this context. Moreover, the research investigates the simultaneous influence of both Key Opinion Leaders and consumer trust on the purchasing decisions at Agro Meat Shop.

The objectives of this research are threefold. First, the study aims to test and analyze the influence of Key Opinion Leaders (KOLs) on purchasing decisions at Agro Meat Shop. Second, it seeks to test and analyze how consumer trust influences these purchasing decisions. Lastly, the research intends to explore the combined influence of both Key Opinion Leaders and consumer trust on the purchasing decisions of consumers at Agro Meat Shop.

METHOD

Research Design

This study used a quantitative approach that aims to examine the relationship between variables through statistical analysis. This quantitative approach was chosen because this study focuses on measuring the influence of Key Opinion Leaders and consumer trust on purchasing decisions objectively and measurably. According to Sugiyono (2023: 16), quantitative research methods are methods based on the philosophy of positivism, used to study specific populations or samples by collecting data using research instruments and analyzing statistical data to test hypotheses.

This study aimed to determine the extent of the influence of Key Opinion Leaders and consumer trust on meat purchasing decisions at Agro Meat Shop. Furthermore, it also aimed to obtain data representative of the Agro Meat Shop consumer population who viewed promotional content through Key Opinion Leaders.

Types of research

The type of research used is quantitative research with an explanatory approach through survey and cross-sectional methods. This explanatory approach was used because this study aims to explain the causal relationship between Key Opinion Leader variables and consumer

trust in purchasing decisions. According to Sugiyono (2019), explanatory research is used to explain the relationship between the variables studied.

The survey method used was distributing questionnaires to Agro Meat Shop consumers to obtain data on their perceptions of Key Opinion Leaders, consumer trust, and purchasing decisions. A cross-sectional design was chosen because data was collected at a specific point in time to analyze the relationship between variables under current conditions. According to Sekaran & Bougie (2016), a cross-sectional study is research conducted by collecting data only once within a certain time period.

Data source

1. Primary Data

Primary data is data obtained directly by researchers from primary sources through designed instruments, such as questionnaires and interviews (Creswell 2017; Hardani et al. 2020).

In this study, primary data was obtained through:

Questionnaire

A questionnaire was used as the primary data source distributed to Agro Meat Shop consumers to measure perceptions of Key Opinion Leaders, consumer trust, and purchasing decisions. The questionnaire was distributed directly to consumers who were currently or had made purchases at Agro Meat Shop.

Unstructured interviews

Interviews were conducted as supporting data to obtain additional information related to the research phenomenon. The interviews were unstructured, allowing researchers the flexibility to gather information relevant to the research from consumers and Agro Meat Shop.

Secondary Data

Secondary data is data obtained indirectly from existing sources and collected by other parties (Creswell, 2017; Hardani et al., 2020). In this study, secondary data was obtained through a literature review, including scientific journals, books, articles, and official company data relevant to the research topic. Secondary data was used to support and strengthen the analysis of primary data.

Operationalization of Variables

Research variables are attributes or characteristics that have certain variations to be studied and conclusions drawn (Sugiyono, 2023:68). In this study, there are three variables used, namely Key Opinion Leader as the first independent variable (X_1), consumer trust as the second independent variable (X_2), and purchasing decisions as the dependent variable (Y). Measurement of the Key Opinion Leader variable refers to the dimensions developed by Kotler and Armstrong (2018). The consumer trust variable is measured based on the dimensions proposed by Kotler & Keller, (2016:225), while the purchasing decision variable is measured based on the stages of purchasing decisions according to Kotler and Keller (2016:188).

Population and Sample

Population A population is a generalized area consisting of objects or subjects with certain characteristics to be studied and conclusions drawn (Sugiyono, 2022:126). The population in this study was all Agro Meat Shop consumers who had purchased meat products and were aware of or were exposed to promotions through Key Opinion Leaders (KOLs).

A sample is a portion of the number and characteristics of a population (Sugiyono, 2023:127). The sampling technique in this study used non-probability sampling with a purposive sampling technique, which determines the sample based on certain criteria. criteria in this study are:

- a. Consumers aged 20-60 years
- b. Consumers who have purchased meat products at Agro Meat Shop regularly
- c. Consumers who know or have seen promotions through Key Opinion Leaders (KOL)

Sample Size

The sample size in this study refers to the opinion of Hair et al. who suggested that the minimum sample size is 5-10 times the number of research indicators.

Jumlah Sampel = Jumlah indikator $\times$ 5 sampai 10

This study has 29 indicators, so the minimum sample size is a minimum of 1.45 and a maximum of 290 respondents.

Data collection technique

Data collection is a crucial stage in quantitative research because it aims to obtain the information needed to answer the research problem. Data collection techniques are the methods researchers use to obtain data relevant to the research objectives (Sugiyono, 2023). The data collection techniques used in this study are:

Questionnaire

A questionnaire is a data collection technique conducted by providing a set of written questions or statements to respondents for their answers (Sugiyono, 2023:199). In this study, the questionnaire used consists of several questions concerning the measurement of indicators from the Key Opinion Leader (X1), Consumer Trust (X2), and Purchase Decision (Y) variables distributed to consumers who have purchased meat from Agro Meat Shop. The questionnaire data is the primary data in this study.

Data Processing Techniques

Statistics software through the following steps:

1. Editing
This stage is carried out to check the completeness and consistency of respondents' answers in the questionnaire.
2. Coding
This stage is carried out by changing the respondents' answers into numerical form so that they can be analyzed statistically.
3. Tabulating

This stage is carried out by presenting data in tabular form to facilitate descriptive analysis and data interpretation.

Validity Test

Validity testing is used to measure the instrument's ability to measure the variables studied (Hardani et al., 2020). In this study, the validity test was conducted using the Pearson Product Moment correlation technique, by correlating the score of each item with the total score of the variable. If the significance value (Sig.) obtained is <0.05 and the calculated r value is $> r$ table, then the item is considered valid and suitable for further analysis.

Reliability Test

Testing refers to the degree of consistency of an instrument in producing stable results on repeated measurements, or internal consistency between items. Reliability is an important characteristic of a trustworthy instrument, as it indicates the stability and uniformity of results (Hardani et al., 2020). Based on this theory, it can be concluded that reliability testing is used to measure the extent to which research results from questionnaires remain consistent when used repeatedly. Respondents' answers will be considered reliable if each question is answered consistently and not randomly. A scale is said to be reliable if it produces the same results when measurements are taken repeatedly and under the same conditions.

The reliability test in this study used the Cronbach's Alpha method with the following formula:

$$\alpha = \frac{k}{k - 1} \left(1 - \frac{\sum \sigma_i^2}{\sigma_t^2} \right)$$

Information:

k = number of items

σ_i^2 = variance of each item

σ_t^2 = total variance

If the Cronbach Alpha value is ≥ 0.70 (Creswell, 2017), then the instrument is declared reliable and can be used in data collection.

Data Analysis Techniques

Data analysis techniques are conducted statistically to test hypotheses and answer the research problem formulation. Data analysis techniques in quantitative research consist of descriptive and inferential statistical analysis (Creswell, 2017). This study uses inferential analysis because the goal is to examine the influence between variables based on sample data and generalize it to the population.

Hypothesis Testing

Hypothesis testing is conducted to verify the validity of assumptions or predictions proposed in research based on empirical data. According to Creswell (2017), a hypothesis is a prediction regarding possible research outcomes and is usually expressed in terms of a relationship between two or more variables. Hardani et al. (2020) add that hypothesis testing serves to determine whether there is a significant relationship or difference between the variables studied. This study uses multiple linear regression analysis to test the hypothesis,

supported by calculations of the coefficient of determination (R²), partial significance tests (t-tests), and model fit tests (f-tests).

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to test whether there was a direct and significant influence of Key Opinion Leaders and consumer trust (independent variables) on purchasing decisions (dependent variable). According to Creswell (2017), regression analysis is a statistical method used to predict the value of a dependent variable based on one or more independent variables. Hardani et al. (2020) explained that multiple linear regression is used when researchers want to determine how much two or more independent variables contribute to changes in the dependent variable simultaneously. Sugiyono (2019) added that multiple linear regression analysis aims to test the causal relationship between several independent variables and one dependent variable, and can determine which independent variable has the most dominant influence. The multiple linear regression model is written in the equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Information :

Y = Purchase Décision

a = Constant

b₁ = Key Opinion Leader régression coefficient

b₂ = Consumer Confidence Régression Coefficient

X₁ = Key Opinion Leader

X₂ = Consumer Confidence

e = Error term/residual

Interpretation of the regression results is done by looking at the direction and magnitude of the influence of X on Y.

Coefficient of Determination

The coefficient of determination (R²) is used to determine how much of the variation in the dependent variable (purchase decision) can be explained by the independent variables (Key Opinion Leaders and consumer trust). According to Creswell (2018), the coefficient of determination indicates the percentage of variance in the dependent variable that can be explained by the independent variables in the model. Hardani et al. (2020) explain that the R² value indicates how well the regression model is able to explain the variation in the dependent variable, where a higher value indicates a better model. The coefficient of determination value ranges between 0 and 1 (0 ≤ R² ≤ 1) with the following formula:

$$KD = r^2 \times 100\%$$

Information

KD: Coefficient of determination

r² : Pearson correlation coefficient

The R² value ranges from 0 to 1. If the value is close to 1, then the relationship between the variables can be said to be strong and the model has high predictive power.

T-test

The t-test (partial significance test) is conducted to determine the influence of individual independent variables on the dependent variable. According to Creswell (2017), the t-test is

used to assess whether the regression coefficient of an independent variable is statistically significant, that is, whether the variable makes a significant contribution to the prediction of the dependent variable. Hardani et al. (2020) added that the t-test aims to test partial hypotheses, namely whether each independent variable individually has a significant influence on the dependent variable. The test is conducted by looking at the significance value (Sig.) in the SPSS output results. If the Sig. value is <0.05 , it can be concluded that Key Opinion Leaders and consumer trust have a significant partial influence on purchasing decisions.

F test

According to Ghozali, (2018: 98) "The model feasibility test (F test) functions as a tester of the regression model data used whether it can be used to estimate the influence of independent variables on dependent variables carried out simultaneously". If the calculated F value results $> F$ table, then the null hypothesis (H_0) will be rejected and the alternative hypothesis (H_a) will be accepted. This shows that overall, the independent variables have a significant influence on the dependent variable with a significance level of 5%. In addition, this can also be confirmed by looking at the probability value, where the independent variables jointly influence the dependent variable if the probability value is less than 0.05 (for a significance level = 5%).

Location and Time of Research

The research was conducted at Agro Meat Shop, a business specializing in meat sales, particularly beef and lamb, both fresh and processed, located at Jl. Ciliwung No. 9, Cihapit, Bandung Wetan District, Bandung City, West Java 40114.

RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of the respondents in this study were used to describe the consumer profiles of the research subjects, thus providing context for the analysis. This study involved consumers who had purchased meat products at Agro Meat Shop after receiving recommendations from Key Opinion Leaders (KOLs).

Descriptive Analysis of Respondents Based on Agro Meat Shop Consumers

Based on the data processing results, the number of respondents in this study was 148 people, consisting of 67.57% women and 32.43% men. In terms of age, respondents were dominated by the 20–30 age group at 41.22%, followed by the 31–40 age group at 33.78%, and those over 40 at 25%.

Based on purchase frequency, the majority of respondents (49.3%) make purchases monthly, followed by purchases every 2–3 months (29.7%), weekly purchases (16.9%), and less frequent purchases (4.1%). Furthermore, all respondents stated that they had made purchases after receiving recommendations from Key Opinion Leaders (KOLs) via social media.

Description of Respondents' Answers Key Opinion Leaders

Key Opinion Leader (KOL) variable in this study illustrates the role of individuals who have influence in conveying information and shaping consumer perceptions of a product through social media. The presence of Key Opinion Leaders in promotional activities can help increase consumer attention to the promoted product and influence consumer attitudes and considerations in the purchasing decision-making process.

In this study, the Key Opinion Leader variable was developed through five main dimensions: expertise, credibility, attractiveness, information accessibility, and social connectivity. These five dimensions are used to describe the extent to which Key Opinion Leaders are able to convey product information, attract audience attention, and build relationships with their followers on social media.

Next, the Key Opinion Leader variable was analyzed based on respondents' responses to the questions in the questionnaire listed in items 1–11. The data obtained were then processed using descriptive statistical analysis to obtain a general overview of respondents' perceptions of the role and effectiveness of Key Opinion Leaders in promoting Agro Meat Shop meat products.

Description of Respondents' Answers to Consumer Confidence

The consumer trust variable in this study reflects the level of consumer confidence in Agro Meat Shop as a meat product provider. Consumer trust is a crucial aspect of the marketing process because it can influence consumer confidence in product quality, the honesty of information provided, and the seller's commitment to meeting customer expectations. A high level of trust will encourage consumers to feel more confident in purchasing the products offered.

In this study, the consumer trust variable was developed through four main dimensions, namely honesty, competence, integrity, and benevolence, which represent aspects of honesty, ability, consistency, and good intentions of the seller or Agro Meat Shop in serving consumers. These four dimensions are used to describe consumer perceptions of their level of trust in the products offered by Agro Meat Shop.

Next, the consumer trust variable was analyzed based on respondents' responses to questions in the questionnaire listed in numbers 12–19. The data obtained was then processed using descriptive statistical analysis to obtain an empirical picture of the level of consumer trust in meat products offered by Agro Meat Shop.

Data Instrument Test Results

1. Validity Test

Data instrument testing is necessary to determine whether the variables studied function as a means of proof, including validity and reliability tests. The basis for decision making is by comparing the calculated r value with the r table $df = n-2$ at a significance level of 5% as follows:

1. If the calculated r value $> r$ table, then the questionnaire is declared valid.

calculated r value $< r$ table, then the questionnaire question is declared invalid.

Table 1 Key Opinion Leader Validity Test (X1)

Variables	No Item	r count	r table (df = 146; a = 5%)	Information
Key Opinion Leader	1	0.647	0.1614	VALID
	2	0.594		VALID
	3	0.642		VALID
	4	0.567		VALID
	5	0.609		VALID
	6	0.595		VALID
	7	0.546		VALID
	8	0.619		VALID
	9	0.587		VALID
	10	0.540		VALID
	11	0.570		VALID

Source: Processed by Researchers, 2026

Based on the r value The calculated values obtained from all question items, based on the decision-making guidelines, can be concluded that all question items are said to be valid because they have a calculated r value greater than 0.1614.

2. Reliability Test

The basis for making decisions on reliability testing can also be seen by comparing *Cronbach's alpha values*.

- If *Cronbach's alpha* > 0.70 then the question item is reliable.
- If *Cronbach's alpha* < 0.70 then the question item is not reliable.

Table 2. Reliability Test

No	Variables	Cronbach's Alpha Value	Critical Point	Information
1	Key Opinion Leader	0.815	0.70	RELIABLE
2	Consumer Trust	0.837	0.70	RELIABLE
3	Buying decision	0.774	0.70	RELIABLE

Source: Processed by Researchers, 2026

Based on table 2, it can be seen that all variables in this study obtained a *Cronbach's Alpha value* greater than 0.70 so it can be concluded that the three variables in this study are declared reliable.

Data analysis

Classical Assumption Test

The classical assumption test is used to determine the accuracy of the data between the independent and dependent variables so that the analysis results can be interpreted more accurately and efficiently, and avoid weaknesses that occur due to symptoms of inappropriate classical assumptions. The test was conducted using the SPSS program. In this study, the classical assumption tests used consisted of normality tests, multicollinearity tests, and heteroscedasticity tests.

Normality Test

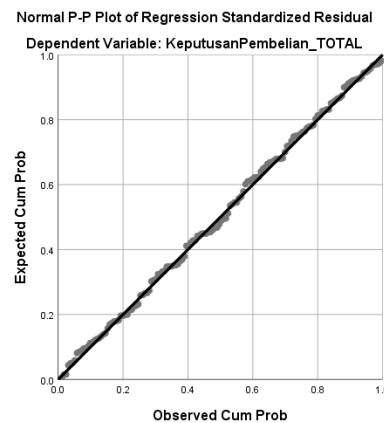


Figure 1 Results of the Probability Plot Normality Test

Source: Processed by Researchers, 2026

Based on the SPSS output above, the residual distribution of the data in the normal PP Plot graph also forms a straight line. To further ensure that the residual data follows the normality assumption, the residuals are retested using the non-radical *Kolmogorov-Smirnov Test*.

According to Creswell (2017), the basis for making decisions regarding *the Kolmogorov-Smirnov Test for normality* is as follows.

- 1) If *the Asymp Sig. (2-tailed)* value > 0.05 then the data is normally distributed.
- 2) If *the Asymp Sig. (2-tailed)* value is < 0.05 then the data is not normally distributed.

Table 3 Results of One-Sample Kolmogorov-Smirnov Test for Normality

Parameter	Value
N	148
Mean	0.0000000
Standard Deviation	1.90792246
Most Extreme Differences (Absolute)	0.030
Most Extreme Differences (Positive)	0.025
Most Extreme Differences (Negative)	-0.030
Test Statistic	0.030
Asymp. Sig. (2-tailed)	0.200

Based on the table above, the *Asymp Sig. (2-tailed)* value is 0.200. This value is greater than 0.05, so it can be concluded that the data is normally distributed.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether a regression model exhibits differences in variance from residuals or observations to one another. If the variance from one

observation to another differs, it is called heteroscedasticity. If the significance value is greater than 0.05, the model is said to be free of heteroscedasticity. If the significance value is less than 0.05, it indicates heteroscedasticity.

Table 4 Results of Heteroscedasticity Test (Glejser)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.535	1.028		2.466	.015		
	KOL_TOTAL	-.009	.020	-.039	-.477	.634	.997	1.003
	KepercayaanKonsumen_TOTAL	-.020	.022	-.077	-.934	.352	.997	1.003

a. Dependent Variable: ABS_RES

Source: Processed by Researchers, 2026

Based on the output above, the green *glejser* for the heteroscedasticity test of the *Key Opinion Leader* (X1), Consumer Trust (X2), and Purchasing Decision (Y1) variables obtained a significance value (Sig.) > 0.05. Thus, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

Heteroscedasticity testing can also be done by looking at the scatterplot graph between the bound predicted value (ZPRED) X and the residual value (SRESID) Y with the following provisions:

- 1) The data points are spread above and below or around the number 0.
- 2) The dots don't just collect above or below the number 0.
- 3) If the points form a certain pattern like a wave that widens then narrows and widens again, then heteroscedasticity has occurred.
- 4) If the points are spread out without forming a particular pattern, then there is no heteroscedasticity disorder.

The results of the heteroscedasticity test are in the form of a scatterplot as follows.

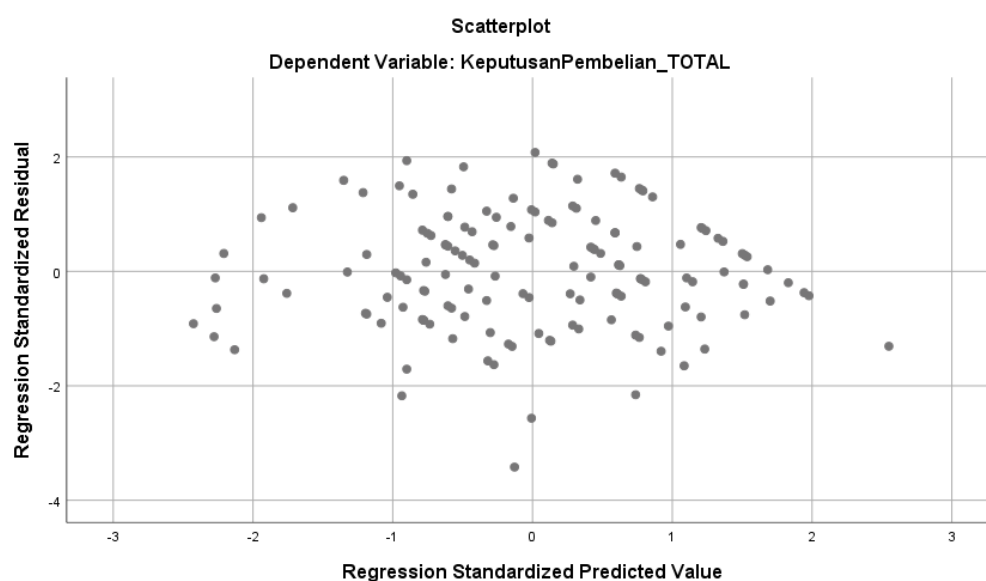


Figure 2 Scatterplot Graph of Heteroscedasticity Test Results

Source: Processed by Researchers, 2026

Based on the results of the image above, the points on the scatterplot graph do not have a clear distribution pattern or do not form a certain pattern and are spread above and below the number 0 (zero), thus there is no heteroscedasticity disturbance in the regression model so that the regression model is suitable for use as research data.

Multicollinearity Test

The multicollinearity test aims to determine whether a regression model determines collinearity between independent variables. If a correlation occurs, it is considered a multicollinearity problem. A good regression model should have no correlation between independent variables. Multicollinearity can be detected by examining the *variance inflation factor* (VIF) and *tolerance values*. The following are guidelines for decision-making based on *tolerance values*:

- 1) If the *Tolerance value* > 0.10 , it means that there is no multicollinearity in the regression model.
- 2) If the *Tolerance value* is < 0.10 , it means that multicollinearity occurs in the regression model.

Decision making guidelines based on VIF values:

- 1) If the VIF value is < 10.00 , it means that there is no multicollinearity in the regression model.
- 2) If the VIF value > 10.00 , it means that multicollinearity occurs in the regression model.

Table 5 Multicollinearity Test Results

Model	Tolerance	VIF
(Constant)	0.997	1.003
KOL_TOTAL	0.997	1.003
Kepercayaan Konsumen_TOTAL	0.997	1.003

Source: Processed by Researchers, 2026

Based on the output above, the *Tolerance value* for both *Key Opinion Leader (X1)* and *Consumer Trust (X2)* variables is > 0.10 . In addition, the VIF value for both *Key Opinion Leader (X1)* and *Consumer Trust (X2)* variables is < 10.00 . Therefore, it can be concluded that there are no symptoms of multicollinearity in the regression model.

Hypothesis Testing

Multiple Linear Regression Analysis Test

Table 6 Multiple Linear Regression Test Results

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	Beta	t	Sig.
(Constant)	12.712	1.737			7.317	0.000
KOL_TOTAL	0.437	0.033	0.593	13.170	0.000	
Consuming Trust TOTAL	0.463	0.037	0.564	12.535	0.000	

Source: Processed by Researchers, 2026

In general, the multiple regression equation is $Y = \alpha + \beta_1 X_1 + \beta_2 X_2$ So based on the output above, the regression model is obtained:

$$Y = 12.712 + 0.437 X_1 + 0.463 X_2$$

- 1) A. is a constant number of *Unstandardized Coefficients*. Its value is 12.712, which means that if *Key Opinion Leader* and Consumer Trust are zero, then the Purchase Decision is 12.712.
- 2) B1. is the regression coefficient (regression direction coefficient) X1. Its value is 0.437, meaning that assuming Consumer Trust remains constant (unchanged), then for every 1 unit increase in *Key Opinion Leaders*, the *Purchasing Decision* will increase by 0.437.
- 3) B2. is the regression coefficient (regression direction coefficient) X2. Its value is 0.463, meaning that assuming *the Key Opinion Leader* remains constant (unchanged), then for every 1 unit increase in Consumer Trust, the Purchase Decision will increase by 0.463.

Coefficient of Determination Test

Table 7 Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.841	0.707	0.703	1.92104

Notes:

Predictors: (Constant), Consuming Trust TOTAL, KOL_TOTAL

Dependent Variable: Buying Decision TOTAL

Source: Processed by Researchers, 2026

Based on the "Model Summary" output table above, the R-square coefficient is 0.707, equivalent to 70.7%. This figure indicates that *the Key Opinion Leader* and Purchasing Decision variables simultaneously (together) influence the Purchasing Decision variable by 70.7%. The remaining 29.3% (100% - 70.7%) is influenced by other variables outside this regression equation (variables not examined).

T-test

Table 8 T-Test

Model	t	Sig.
(Constant)	7.317	0.000
KOL_TOTAL	13.170	0.000
Consuming Trust TOTAL	12.535	0.000

Source: Processed by Researchers, 2026

Based on the significance value (Sig.) from the “Coefficients” output table:

- 1) T-test to see the influence between *Key Opinion Leaders* on Purchasing Decisions. Based on the output in the "Coefficients" table above, the Sig. value for variable X1 is 0.000 where this value is smaller than 0.05 ($0.000 < 0.05$) and if by comparing the calculated t value with the t_{table} , the results obtained are where the calculated t is greater than the t_{table} ($13.170 > 1.976$). So based on the decision-making guidelines by comparing the significance values, it can be concluded that the hypothesis is accepted or there is an influence between *Key Opinion Leaders* on Purchasing Decisions.
- 2) T-test to see the influence of Consumer Trust on Purchasing Decisions.

Based on the output in the “Coefficients” table above, the Sig. value for variable X2 is 0.000 where this value is smaller than 0.05 ($0.000 < 0.05$) and if by comparing the calculated t value with the t_{table} , the results obtained are where the calculated t is greater than the t_{table} ($12.535 > 1.976$). So based on the decision-making guidelines by comparing the significance values, it can be concluded that the hypothesis is accepted or there is an influence between Consumer Trust on Purchasing Decisions.

Simultaneous Significance Test (F Test)

The Key Opinion Leader and Consumer Trust variables on Purchasing Decisions was carried out using the F statistical test (simultaneous test) with a significance of 5% (0.05).

The guidelines for making decisions on the f test are as follows:

- 1) Based on the significance value (Sig.) from the “ANOVA” output table
 - a) If the Sig. value is < 0.05 , there is a significant influence between *Key Opinion Leaders* and Consumer Trust simultaneously on Purchasing Decisions.
 - b) If the Sig. value is > 0.05 , then there is no significant influence between *Key Opinion Leaders* and Consumer Trust simultaneously on Purchasing Decisions.
- 2) calculated F value and the F_{table}
 - a) If the calculated F value $> F_{table}$, then there is a significant influence between *Key Opinion Leaders* and Consumer Trust simultaneously on Purchasing Decisions.
 - b) If the calculated F value $< F_{table}$, then there is no significant influence between *Key Opinion Leaders* and Consumer Trust simultaneously on Purchasing Decisions.

Table 9 F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1293.564	2	646.782	175.262	.000 ^b
	Residual	535.105	145	3.690		
	Total	1828.669	147			

a. Dependent Variable: KeputusanPembelian_TOTAL

b. Predictors: (Constant), KepercayaanKonsumen_TOTAL, KOL_TOTAL

Source: Processed by Researchers, 2026

Based on the output in the "ANOVA" table above, the Sig. value is 0.000 where this value is smaller than 0.05 ($0.000 < 0.05$) and the calculated F value $> F_{table}$ ($175.262 > 3.06$). So

based on the decision-making guidelines by comparing the significance value and the ^{calculated F} value with the F_{table} , it can be concluded that there is a significant influence between *Key Opinion Leaders* and Consumer Trust simultaneously on Purchasing Decisions.

The Key Opinion Leader, consumer trust, and purchasing decision variables in this study showed varying scores across their respective dimensions. The study was conducted on 148 Agro Meat Shop consumer respondents using a closed-ended questionnaire and analyzed using SPSS software to test the influence between variables.

The results of the study show that Key Opinion Leaders and consumer trust simultaneously influence purchasing decisions. This finding indicates that purchasing decisions are influenced not only by promotional factors but also by the level of consumer confidence in the product being offered. In other words, promotions through Key Opinion Leaders play a role in attracting attention and shaping initial perceptions, while consumer trust is a factor that strengthens confidence in decision-making. This finding aligns with Chen et al. (2020) and Jacob and Sarah (2024), who assert that social influence and trust are key determinants in purchasing decisions.

Descriptively, the Key Opinion Leader variable scored high across all dimensions, with attractiveness being the highest. This indicates that the attractiveness of KOLs is a dominant factor in attracting consumers' attention to promotional content. This attractiveness extends beyond visuals to communication styles and content presentations that enhance audience engagement. This indicates that, in the context of digital marketing, consumer attention tends to be formed primarily through emotional aspects before entering the rational evaluation stage. Therefore, the role of KOLs extends beyond simply conveying information and also as an initial stimulus in shaping consumer interest in a product.

Furthermore, the consumer trust variable also showed high ratings across all dimensions, with benevolence as the highest. This indicates that consumers assess not only product quality but also the company's goodwill and concern in serving their needs. This indicates that the relationship between consumers and Agro Meat Shop is not merely transactional but has evolved into a more relational one. On the other hand, the honesty dimension, which scored relatively lower, indicates that information transparency remains an aspect that needs to be strengthened to optimally increase trust.

In the purchasing decision variable, all dimensions are in the very high category, with the post-purchase behavior dimension being the highest. This indicates that consumers' purchasing decisions don't stop at the transaction stage, but continue to satisfaction, repeat purchases, and recommendations to other consumers. This condition indicates that positive consumer experiences play a role in shaping loyalty. Meanwhile, the relatively lower value of the alternative evaluation dimension indicates that consumers continue to consider other options before making a purchase decision, indicating that competition between product providers remains a relevant factor.

Furthermore, the analysis results show that Key Opinion Leaders and consumer trust simultaneously contribute 70.7% to purchasing decisions. This value indicates that both variables play a dominant role in explaining consumer purchasing behavior. Mechanistically, Key Opinion Leaders function as an external factor that influences consumers' initial perceptions and interests, while consumer trust serves as an internal factor that strengthens confidence in decision-making. Thus, the relationship between these two variables is

complementary, where the effectiveness of promotions through KOLs will be stronger if supported by a high level of consumer trust.

Based on these results, it can be concluded that Agro Meat Shop's success in driving purchasing decisions depends not only on an engaging promotional strategy, but also on its ability to build and maintain consumer trust. Effective promotions will increase attention and interest, but strong purchasing decisions will only occur if consumers have confidence in the quality and credibility of the products offered.

CONCLUSION

Based on the research results and discussion regarding the influence of Key Opinion Leaders (KOL) and consumer trust on purchasing decisions for meat products at Agro Meat Shop, it can be concluded that both variables have a significant role in influencing consumer purchasing decisions. Key Opinion Leaders have been proven to have a positive and significant influence on purchasing decisions, where KOLs act as external stimuli that can attract consumers' attention, shape initial perceptions, and accelerate the decision-making process. Dimensions such as attractiveness and information accessibility are dominant factors that make it easier for consumers to understand the product and increase confidence in making a purchase. Furthermore, consumer trust also has a positive and significant influence on purchasing decisions. A high level of trust, reflected through honesty, competence, integrity, and benevolence, indicates that consumers feel confident in product quality, the appropriateness of information, and the service provided. This trust not only drives purchasing decisions but also contributes to repeat purchasing behavior and recommendations to other consumers. Simultaneously, Key Opinion Leaders and consumer trust have a positive and significant influence on purchasing decisions, where the two complement each other. KOLs play a role in building awareness and initial perceptions, while consumer trust strengthens confidence until the purchase is realized. Thus, consumer purchasing decisions are formed through a combination of external and internal factors, resulting in a stronger, more consistent, and sustainable decision-making process.

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