

ABSTRAK

**PENGARUH EFEKTIVITAS *KEY OPINION LEADER* TERHADAP
BRAND IMAGE DENGAN *SKINCARE CONSCIOUSNESS* DAN *SOCIAL
INFLUENCE* SEBAGAI VARIABEL MODERASI
(Survei pada pelanggan produk perawatan kulit)**

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ABSTRACT

This study aims to examine the effect of KOL Effectiveness on Brand Image with Skincare Consciousness and Social Influence as moderating variables. This study applies a quantitative approach using primary data collected from 160 respondents who are consumers of skincare products and followers of beauty KOL on social media. Data were analyzed using Partial Least Squares–Structural Equation Modeling (SEM-PLS), which consists of two stages of analysis: outer model evaluation and inner model evaluation. The results show that KOL Effectiveness has a positive effect on Brand Image. Furthermore, Skincare Consciousness and Social Influence positively and significantly moderate the relationship between KOL Effectiveness and Brand Image. These findings indicate that Skincare Consciousness and Social Influence fully moderate the relationship between KOL Effectiveness and Brand Image. The implication of this study suggest that skincare companies should select KOLs with their credibility and communications skills in order to build a stronger brand image.

Keywords: KOL Effectiveness, Brand Image, Skincare Consciousness, Social Influence