KOL (Key Opinion Leader) as Consumer Trust Factor at Instagram Store

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Introduction

Percieved benevolance, perceived integrity and KOL (Key Opinion Leader) by Che, Cheung & Thadani (2017) were found as consumer trust factors in instagram stores. Buying and selling was not done directly in instagram, it is necessary information about sellers and products to form consumer trust. (Lim et al., 2006). Cheung & Thadani (2017) also believes that the external environment can give influence to prospective customers of instagram store, because the prospective consumer cannot see the goods or services they want to buy, the KOL and the comments from the consumer (peer reference) become the initial reference before the transaction further. L. Casalo, C.Flavian, S.Ibanez (2017) added the importance of interaction between instagram stores and consumers significantly in the instagram application, instagram with more followers was assessed to have higher interaction rates. Egger (2016) found that the Key Opinion Leader (KOL) who has close relationships with his follower can be very useful in marketing strategies, KOL is preferred with more knowledge and experience in a field and the follower believes in the KOL recommendation. KOL instagram becomes one of the alternative jobs that provide a high enough income for someone who can be a KOL for many products. So more research needs to be done to understand how to be a KOL. This research tries to dig deeper about KOL in order to give practical and academic advice about marketing strategy using KOL (Key Opinion Leader).

Literature Review

The research of Che, Cheung, Thadani (2017) "Consumer Purchase Decision in Instagram Stores: The Role of Consumer Trust" understands the reasons for customers to spend on instagram virtual stores, this study identifies three groups of factors that can shape trust to shop in the instagram store. The first is the confidence level of the instagram store, where the factor is formed by 3 variables of percieved benevolance, percieved integrity, and competence owned by instagram store. The second is the habit to believe, with a psychological perspective on this research is also considered a factor that can affect customer confidence, where customers who have a tendency to believe in something can also easily believe in the store instagram. The third factor is the external environment, key opinion leader and peer reference into the variables tested in this study. The percieved benevolance, percieved integrity of the instagram store and the

support of the Key Opinion Leader are three important factors for forming customer trust found in this research.

Research Methodology

This research uses the method of secondary data analysis (SDA) in accordance with the purpose of this study is to test the results of research Che, Cheung & Thadani (2017). SDA applies new research problems and research objectives that are different from previous research using old data to generate new ideas, test the results of research that has been done, either "verify" to test untruth with the correct evidence), "refutation" with evidence of untruth) or "refinement", also explores data from different perspectives (Hinds, Vogel & Clarke-Steffen, 1997; Heaton, 2004; Fielding, 2004; Amirin, 2015)

Heaton (2004) formulated the analysis of secondary data as a research strategy that utilized existing or quantitative or qualitative data to find new problems or test the results of previous research and the research strategy is equivalent to the research method (Heaton 2004: 16 ; Andrews, et.al., 2012: 12; Amirin, 2015)

Amirin (2015) formulates three things about secondary data analysis. SDA (secondary data analysis) is not a method of data analysis, but method (strategy) research. Therefore, data analysis methods such as grounded theory (qualitative data analysis) and stastisic analysis (quantitative data analysis) can be used by secondary data analysis methods. Second, SDA uses or utilizes secondary data, ie data that already exists. In this case the SDA researchers do not collect their own data, either by interviews, questionnaires or listings, performing tests, using a scale of scales or likert scale, or observation. Secondary data that can be data of research results, can also be institutional documentary data. Third, the purpose of natural resources can be to explore and find new research questions, or to test the results of previous research (Heaton, 2004: 16; Andrews, et.al., 2012: 12; Amirin, 2015).

Results

Stewart (2003) find the trust can be transmitted through third parties who have influence to the trustor and have information or experiences related to products unknown to the trustor. Third parties referred to KOL (Key Opinion Leader) in marketing context through social media instagram. Egger (2016) found that the Key Opinion Leader (KOL) who has close relationships with his follower can be very useful in marketing strategies, KOL is preferred with more knowledge and experience in a field and the follower believes in the KOL recommendation. The effectiveness of KOL Endorsement can be measured by how well KOL provides useful information and trust guarantees to consumers that can guide consumers' buying decisions (Che, Cheung & Thadani, 2017). The use of KOL in endorse a goods or services on social media instagram assessed a

marketing technique that is quite effective, but how to determine the KOL is considered feasible and able to provide more benefits for the store instagram.

KOL or Opinion leader is a consumer that provides information and can influence the views of followers on a product or service (Childers, 1986). Opinion leader is considered important as a liaison from the mass media to his followers by giving views and influencing his followers to the buying decision (S. Chakravarthy & G. Prasad, 2011). The Opinion Leader is intended for people who have more influence than others in the social environment, usually an expert in a particular field and often consulted and counseled in the field (Lazarsfeld, Berelson & Gaudet, 1944; S. Chakravarthy & G. Prasad 2011). Opinion leader is considered important as a liaison from the mass media to his followers by giving views and influencing followers to the buying decision, where communication flows from the mass media to the opinion leader and forwarded to people who trust the opinion leader (Severin & Tankard, 1979; Chakravarthy & G. Prasad, 2011).

There are several characteristics in determining the Opinion leader:

- Opinion leaders must be knowledgeable or competent in areas where leadership or influence is seen.
- five attributes that make opinion leaders in like and respected by members of the community, namely:
    1. Make wise decisions
    2. Have an understanding of the circumstances and needs of community conditions
    3. Proven successful in activities or work
    4. Want to help the community to grow
    5. Have a common background with community-led.
- Opinion leaders have access or more contact to external information sources than their followers, especially radio and print media.
- By becoming an Opinion leader, informal leadership within the community is also gained and to maintain it requires technical competence, social access and following prevailing norms. (Savile, 1965; Katz & Lazarsfeld, 1966; Severin & Tankard, 1979; Rogers, 1988; Chakravarthy & G. Prasad, 2011)

Opinion leaders are divided into two types: polymorphism and monomorphism. Polymorphism is a measure for someone who becomes an opinion leader with several fields or themes, while monomorphism is a measure for someone who becomes an opinion leader with only one prominent field or theme. Monomorphism resides in a progressive community and is able to adapt to rapid technological advances, while polymorphism is in a community that is slow to adapt to technological advances (S. Chakravarthy & G. Prasad, 2011).

Conclusion

KOL is a third party used by the seller to market the goods or services sold. With the experience and knowledge possessed by KOL can influence the opinion of its followers about a product or service so it is suitable to be used in instagram where KOL can give influence with content posted on instagram. Instagram store must be able to choose KOL suitable for goods or services sold. KOLs that have more views and knowledge in one area are preferred because followers follow because they believe in KOL's ability in the field. To become a KOL it is necessary to have knowledge or competence in areas where leadership or influence is seen and can provide advice related to the field. The second is having influence, being respected, caring and contributing more to his community. Third, KOL has connections and access to more information.

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