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THE EFFECT OF KOL REVIEWS, SOCIAL MEDIA ADS, AND PRODUCT VISUAL APPEAL ON PURCHASE INTENTION MODERATED BY SHOPPING EXPERIENCE

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ABSTRACT

The development of digital technology has changed consumer behavior in the purchasing decision-making process, especially in the retail sector. This study aims to analyze the influence of Key Opinion Leader (KOL) Reviews, Social Media Ads, and Product Visual Appeal on Purchase Intention, with Shopping Experience as a moderating variable. The research was conducted on consumers using retail applications such as Alfagift and Klik Indomaret in Bandar Lampung City. The approach used was quantitative with a survey method through a Likert scale-based questionnaire, and the data were analyzed using multiple linear regression and statistical hypothesis tests (t-test, F-test, and classical assumption tests) with the help of SPSS software. The research results indicate that KOL Review, Social Media Ads, and Product Visual Appeal simultaneously and partially have a positive and significant effect on Purchase Intention. In addition, Shopping Experience is proven to strengthen the influence of these three independent variables on consumers' purchase intentions. These findings provide theoretical implications for enriching digital marketing literature, as well as practical implications for retail business actors in Indonesia in designing more effective digital marketing strategies, especially through the utilization of KOLs, social media advertisements, and attractive and informative product visual presentations.

Keywords: KOL Review, Social Media Ads, Product Visual Appeal, Purchase Intention, Shopping Experience, Digital Marketing.

1. INTRODUCTION

The world of business and marketing has undergone a major shift with advances in information and communication technology. Consumers are now increasingly connected through various digital platforms that provide a means for interaction between brands, where customers are no longer confined to physical locations like brick-and-mortar stores. This creates a situation where marketing needs to adapt to more fluid consumer behavior, where purchasing decisions are often influenced by fast and easily accessible information. The desired situation is an effective and efficient marketing system that can increase purchase intention through the right strategy. However, the reality shows that many companies still struggle to understand the factors that truly influence consumer purchase intention in the digital world, resulting in a gap between what is expected and what actually happens.

The shift to online sales is also unavoidable for the retail industry in Bandar Lampung. This is because consumers want ease of transactions, ease of viewing products, ease of seeing reviews from other consumers to decide on purchases when shopping. Therefore, several retail industries in Bandar Lampung use e-catalogs in their shopping applications that aim to provide information about the products they sell. Which includes review columns, product visuals, reviews and so on. In (Li & Li, 2022a) In this digital age, the retail sector is experiencing fundamental changes where technology is not just a tool, but has become the core of the entire business process. The increasing level of consumer connectivity in cyberspace forces retail companies to include digital channels in their marketing and sales strategies. In (Harditiyanto et al., 2025) competition in the retail industry today is not determined by the physical presence of stores, but by how quickly digital innovation is carried out, the ability to utilize customer data, customer ratings,

and how effectively online platforms are implemented in attracting and retaining consumers. Retailers who do not quickly adapt to digital changes usually face decreased purchasing interest and loss of market share.

Alfamart is one of the largest modern retail stores in Indonesia. Modern retail refers to retail that is carried out in a modern way, with a large location and a centralized location pattern in one building. According to (Yunarni, 2017) the term "retail" is defined in the dictionary as "selling of goods and or services to the public" or the act of selling goods or services to the general public. According to (Berman and Evans, 2017) The term "retail" in relation to retail management can be defined as "those business activities involved in the sale of goods and services to consumers for their personal, family, or household use" or all activities related to the sale of products and services to consumers for their own, family, or household use.

As part of its retail service digitalization strategy, Alfamart launched the Alfagift app, an online shopping platform that allows consumers to purchase products online with features such as a digital catalog, electronic payments, a loyalty program, and delivery or pickup services at the nearest store. Alfagift not only facilitates consumer access to products but also serves as a primary means of delivering various digital marketing elements such as Key Opinion Leader (KOL) reviews, integrated social media advertising, and attractive product visual displays that directly influence user perceptions and purchase intentions. In Bandar Lampung City, this app has become a popular shopping channel, especially among the younger generation who value convenience, speed, and an interactive shopping experience. Therefore, Alfagift is an ideal context to examine how these digital factors interact with consumers' shopping experiences in shaping purchase intentions.

From a theoretical perspective, marketing literature suggests that purchase intention is a key element reflecting a consumer's desire to purchase. Theories such as the Consumer Behavior Model (Malins, 2021) highlight that purchase intention is influenced by external stimuli, including information from credible sources. However, previous studies have shown that these models have not fully accounted for the role of KOL reviews, namely consumer reviews from apps. Research (Deka and Niser, 2023) suggests that consumers' purchase intentions are more likely to be based on information on social media and reviews via retail apps than on conventional advertisements.

Furthermore, social media advertising is one of the digital advertisements that is able to reach all elements of society, (Sun et al., 2021) stated that advertising is considered effective if it can raise awareness and interest, advertising on digital media today is social media ads being one of the platforms that is able to convince consumers by providing comments on products consumed by the public through shopping on social media.

In the sector of product visual appeal, research results (Li and Li, 2022) state that a product's visual appeal can elicit positive emotional reactions, which can subsequently increase the desire to purchase. In (Sunstrum et al., 2024) stated that the visual appeal of a product is one of the most crucial components influencing consumers' perspectives and purchasing choices in this digital age. Visual aesthetics, which includes elements such as color, shape, composition, and image clarity, has been shown to trigger positive emotional reactions, increase perceived value, and build consumer trust in the product presented. Recent research shows that quality visual representation, whether in the form of product photos, packaging design, or digital promotional content, has a significant relationship with increased purchase intention.

Another practical phenomenon is the growing influence of advertising on social media, which often leads to issues like ad blocking or ad fatigue. Consumers report that excessive advertising actually reduces engagement, but the problem lies in a lack of alignment with the product's visual appeal. Shopping experiences show that products with poor visuals, even when promoted on social media, rarely generate high purchase intent. Therefore, companies need to understand this interaction to address this practical issue.

Furthermore, the shopping gap also involves factors such as shopping experience, which influences how consumers respond to KOL reviews, social media advertising, and product visual appeal. (Min & Wakslak, 2022) state that past experience can influence future behavior, but in practice, experienced consumers are often more skeptical of KOL reviews, resulting in a lack of immediate purchase intention. The problem is that many studies have not explored how shopping experience can moderate the influence of these variables, creating a gap between general theory and specific applications in the Indonesian context. This study is significant because it addresses this gap by incorporating specific variables into the model that are influenced by shopping experience. From a theoretical perspective, this will add to the rich digital marketing literature with empirical data on the relationship between KOL reviews, social media advertising, and product visual appeal on purchase intention. From a practical perspective, these findings can provide support for e-commerce companies in Indonesia to develop more effective strategies, address issues such as declining sales figures, and increase purchase conversion rates. This research is also interesting because it aligns with current digital trends, where consumers are increasingly relying on visual and social information, making its contribution significant not only for academics but also for the business sector. Therefore, this background emphasizes the importance of research on this issue to bridge the gap between ideals and realities in digital marketing.

Based on the above, the author wrote this research with the title "The Influence of Key Opinion Leader Reviews, Social Media Ads, and Product Visual Appeal on Purchase Intention Moderated by Shopping Experience"

2. LITERATURE REVIEW

2.1 Grand Theory

In today's digital marketing era, the Theory of Planned Behavior (TPB), first proposed by Ajzen (1991), still serves as an important theoretical basis for understanding how purchase intentions are formed, especially when the theory is expanded to include aspects of the digital environment. The modern version of the TPB (Schnack et al., 2021) states that consumer purchase intentions are shaped by three main factors:

1. Attitude toward the behavior.
2. Subjective norms.
3. Perceived behavioral control.

In this study, these three elements are operationalized through

digital variables: Product Visual Appeal and Social Media Advertising shape attitudes toward actions by influencing consumers' aesthetic perceptions, information value, and emotional responses to products. KOL Reviews reflect subjective norms, as KOL reviews serve as social proof that influence consumer normative pressures and beliefs; while Shopping Experience serves as a reinforcement of perceived behavioral control, as prior experience shapes consumers' beliefs about their ability and readiness to make purchases on digital platforms. The application of the TPB in this context is supported by findings (Liu et al., 2021) showing that shopping experience moderates the influence of visual cues and social proof on purchase intentions, and by findings (Schnack et al., 2021) showing that the success of influencer marketing (KOL) is strongly influenced by the context of consumer experience and engagement. Therefore, the TPB is not only theoretically relevant but also able to explain the complex interactions between digital stimuli and individual characteristics in shaping purchase intentions in the era of platform-based marketing such as Alfagift.

2.2 Purchase Intention Theory

In consumer behavior theory, it is stated that purchasing interest is one of the actions taken by consumers. Purchasing interest, or in English called purchase intention , is a behavior that indicates that consumers have a desire to buy or choose an item based on experience in selecting, using, and consuming the product, or even simply wanting the product. Purchase intention is one of the important steps before consumers make a decision to buy a product. Before deciding to buy, consumers will usually express an intention to obtain the product in question. Therefore, the existence of purchasing interest or purchase intention is one of the key factors in marketing strategies aimed at consumers.

According to (Septiani, 2024) purchase intention has four aspects, namely:

1. Transactional intention, namely the direct intention to make a purchase.
2. Referential intention, namely the intention to recommend to others.
3. Preferential intention, namely a strong preference for a brand or product.
4. Explorative intention, namely the desire to explore, to seek more information.

Here is a simple scheme of KOL review according to Septiani:

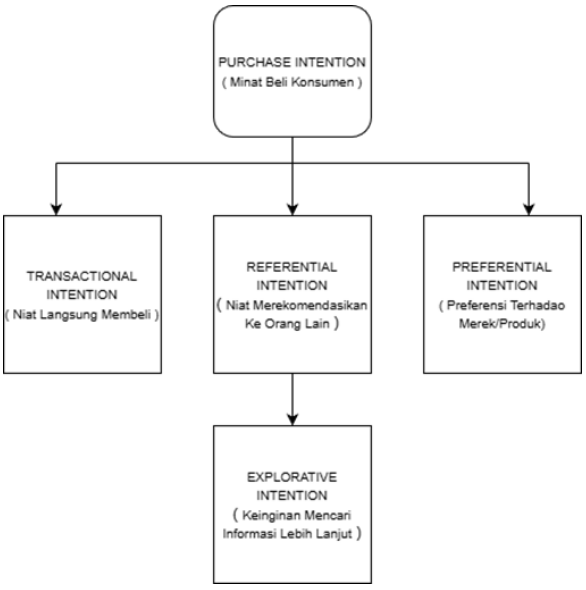


Figure 1 Simple Scheme of Purchase Intention (Source: Septiani, 2024)

digital word-of-word , which are increasingly integrated into society, have become effective methods for generating consumer interest. Furthermore, the fear of missing out (FOMO) phenomenon has become a solid foundation in consumer behavior. The findings of this study indicate that social media marketing, FOMO , and digital word-of-word have a positive impact on purchase intention .

(Pertiwi et al., 2024) stated that purchase intention increases when consumers are receptive to the information they receive. When consumers perceive information about a product as relevant, reliable, and useful, they are more likely to consider purchasing or trying that product.

2.3 Key Opinion Leader (KOL) Theory Review

Key opinion leaders (KOLs) are individuals who wield significant influence within a particular community or group, often due to their credibility, knowledge, or social influence, enabling them to influence the opinions and actions of others. In digital marketing , KOLs typically serve as influencers on social media platforms , where their product reviews or endorsements can boost consumer trust, influence purchasing decisions, and engage with elements such as social media advertising and the product's visual appeal . KOL theory, derived from the principle of opinion leadership in sociology, emphasizes that KOLs help manage the influence of information through the consumer's shopping experience, making them effective marketing tactics. (Stahl, 2022) states that key opinion leaders (KOLs) are individuals who act as key elements in digital social networks, possessing the ability to influence the views, attitudes, and actions of their audience through their reputation, knowledge, and the connections they have built with their followers. As individuals who play a crucial role in the innovation environment, KOLs serve as a benchmark that influences the progress of interactions and member choices within that ecosystem. According to (Kim et al., 2020), the factors influencing KOLs include:

1. Attractiveness : This factor refers to the physical appeal, lifestyle, or personality of a KOL that makes them appealing to the public. KOLs who are considered attractive typically generate more convincing reviews because consumers feel

compelled or emotionally connected.

2. Similarity (sameness or homophily) Homophily refers to similarities between KOLs and their audience, such as age, values, interests, or cultural background. KOLs who share similarities with consumers are generally more trusted because their opinions are perceived as more relevant and authentic.
3. Social proof is the idea that the behavior or opinions of other individuals influence consumer decisions, for example through a large number of KOL followers, positive feedback, or support from a group. Social proof creates a "bandwagon" effect, where KOL reviews appear more credible when they are recognized by a large audience.

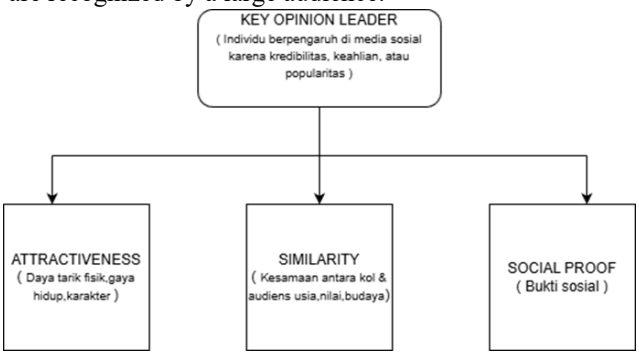


Figure 2 Key Opinion Leader Scheme
(Source : Kim et.al, 2020)

2.4 Social Media Ads Theory

Social media advertising is a type of digital advertising displayed on various social platforms such as Instagram, Facebook, TikTok, and Twitter to introduce products, services, or brands to a broad or more specific audience. This form of advertising can take the form of paid content such as sponsored posts, promotional videos, display ads, or collaborations with influencers, designed to attract attention, increase engagement, and influence buyer behavior. The success of social media advertising is influenced by the credibility of the source, the appeal of the content, the level of interactivity, and social proof such as likes , comments, or endorsements, so that ads not only provide information but also create consumer perceptions and purchase intentions through emotional and social influences. In (Hanaysha & Alhyasat, 2025) stated that social media ads are not just ordinary advertisements, but have four main features that have proven to be the most influential, namely:

1. Informativeness means providing accurate, complete, precise and timely information.
2. Perceived relevance is how relevant an advertisement on social media feels.
3. Entertainment is being able to attract attention and create a pleasant experience.
4. Interactivity means allowing users to interact.

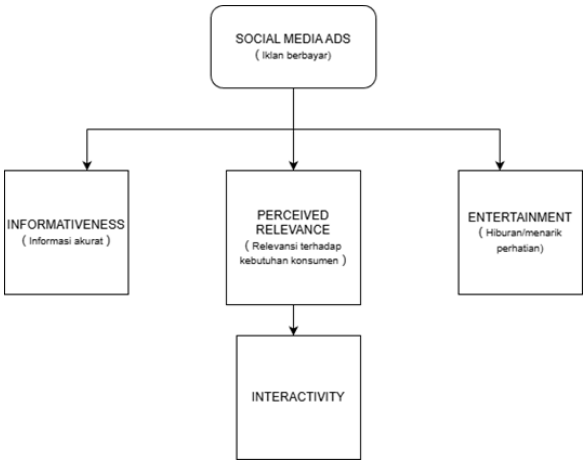


Figure 3 Social Media Ads Scheme
(Source: Hanaysha & Alhyasat, 2025)

2.5 Product Visual Appeal Theory

Product visual appeal refers to an item's ability to capture a buyer's attention and influence their perception of the product. These elements include design, color, shape, packaging, and the overall visual presentation. Strong product visuals can stimulate curiosity, build a positive image, and strengthen a product's position in the competitive market. In marketing and sales, a product's visual appeal is crucial because it can influence emotional and intuitive purchasing choices and create a positive experience for consumers. Therefore, effective product visual management is a key tactic for increasing a product's appeal and success in the market. (Nguyen et al., 2024) state that product visuals refer to how the product is presented on social media. A product's visual appeal is expressed through various factors, including product descriptions, product display photos, and variations in the product catalog. A product's visual appeal relates to the product's appearance, font type, graphic elements, and related design arrangements, resulting in an overall attractive and attention-grabbing appearance.

The factors that influence product visual appeal according to (Gulfraz et al., 2022) are:

1. The attractive design of a virtual environment includes the overall aesthetic appearance of an application such as color, design style, site, and so on.
2. The layout and quality of the website, namely the visual beauty and the way the products are displayed digitally, are very important to attract the attention of consumers.
3. Digital design elements are the use of various design elements that are deliberately chosen to make using an application more interesting and satisfying.

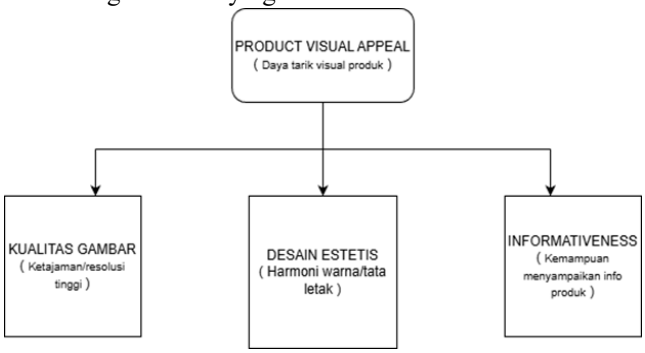


Figure 4 Product Visual Appeal Scheme
(Source : Gulfraz et al., 2022)

2.6 Shopping Experience Theory

The shopping experience encompasses the overall interactions and feelings felt by consumers before, during, and after shopping activities both in physical stores and online which include elements such as the shopping atmosphere (design of the place or website interface), quality of customer service, ease of browsing, interaction with goods, smoothness in the payment process, and emotions and perceptions that arise throughout the experience; this experience has a major impact on consumer satisfaction, brand image, and intentions to repurchase and recommend to others, so it is often the focus of studies on marketing and consumer behavior. (Chi et al., 2024) states that the shopping experience is a multidimensional process that reflects the totality of customer perceptions during their purchase of a product, which is influenced by various internal and external stimuli, and has a direct impact on long-term purchasing decisions with the brand.

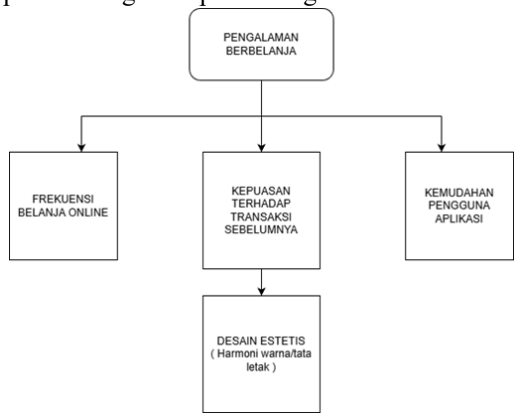


Figure 5 Shopping Experience Scheme
(Source : Chi et al., 2024)

3. RESEARCH METHODOLOGY

This research methodology uses a quantitative approach to analyze the influence of Key Opinion Leader (KOL) reviews, social media ads, and product visual appeal on purchase intention, with shopping experience as a moderating variable. The independent variables consist of KOL reviews (X1), social media ads (X2), and product visual appeal (X3), while the dependent variable is purchase intention (Y), and the moderating variable is shopping experience (M). KOL reviews are understood as credible sources of information capable of influencing consumer trust and purchase intention (Coccia, 2023). Social media ads act as a targeted digital promotional tool and can improve consumer attitudes and trust (Zhao et al., 2022). Meanwhile, product visual appeal is related to the aesthetic appeal of a product, which influences consumer perceptions of quality and emotions (Diakakis & Papagiannaki, 2021). Purchase intention reflects a consumer's tendency to make a purchase (Wu et al., 2022), and shopping experience serves as a contextual factor that strengthens the relationship between variables (Megeed & Kadry, 2023).

The variables were operationalized by establishing measurable indicators such as attractiveness and similarity in KOLs (Kim et al., 2020), informativeness and interactivity in advertisements (Kim et al., 2021), and product visual quality (Gulfraz et al., 2022). Measurements were made using a five-point Likert scale (Sugiyono, 2021).

The study population was Alfagift app users in Bandar Lampung aged over 12 years. The sample was determined using non-probability sampling techniques and the Cochran formula because the population was not precisely known, resulting in a minimum of 97 respondents rounded up to 100 (Sugiyono, 2019). The study design was cross-sectional to capture conditions at a specific point in time (Sekaran & Bougie, 2016).

Data were collected through questionnaires and analyzed using SPSS (Varghese et al., 2023). Data quality testing included validity and reliability tests with Cronbach's Alpha ≥ 0.60 (Ghozali, 2018). Furthermore, classical assumption tests were conducted in the form of normality, heteroscedasticity, and multicollinearity. The main analysis used multiple linear regression with Moderated Regression Analysis (MRA) to examine the interaction effect between the independent and moderator variables. Hypothesis testing was carried out using the t-test (partial) and F-test (simultaneous) with a significance level of 0.05, and the coefficient of determination (Adjusted R^2) to measure the model's ability to explain the dependent variable.

4. RESULTS AND DISCUSSION

4.1 Data Description

The data description shows that the study involved 100 respondents who were active users of the Alfagift application in Bandar Lampung, with a questionnaire return rate of 100%, making all data suitable for analysis. Data collection was conducted using a combination of offline (70%) and online (30%), which strengthens the validity of respondent representation in survey-based quantitative research (Sugiyono, 2019).

Respondents were predominantly female (52%) compared to male (48%), indicating a tendency for women to be more active in digital shopping activities. Based on age, the majority of respondents were between 19 and 25 years old (58%), reflecting the dominance of the younger generation as primary users of digital retail platforms, in line with findings that younger consumers are more adaptable to technology (Schnack et al., 2021).

In terms of frequency of use, the majority of respondents had used the app more than three times (56%), indicating a relatively high level of shopping experience. This is important because shopping experience plays a role in shaping consumer perceptions and purchase intentions (Chi et al., 2024) .

4.2 Model Selection

Validity Test

Validity testing serves to ensure the validity of a survey. Validity indicates the level of accuracy of the measuring instrument in measuring research variables precisely and describing the intended variables through the questionnaire. The questionnaire instrument must meet construct validity and content validity. In this study, the author used SPSS software with a significance level of α = 5% (0.05) as a testing criterion to assess the validity of the instrument items. Based on the significance level (α = 5%) and degrees of freedom (df) calculated as (n-2), with df = 100, the r table value was obtained at 0.1966. The validity of each survey item was evaluated by comparing the calculated r value and the two-way significance (*Sig. 2-tailed*). A question item is declared valid if the calculated r value is greater than the r table or if the *Sig. (2-tailed) value* is less than the 5% significance level. The following are the

results of the validity test:

Table 1. Validity Test

No	Variables	Statement	r-Count	r-Table	P (Sig.)	Information
1	*Key Opinion Leader* (X1)	P1	0.588	0.1966	0.000	Valid
		P2	0.706	0.1966	0.000	Valid
		P3	0.728	0.1966	0.000	Valid
		P4	0.754	0.1966	0.000	Valid
		P5	0.645	0.1966	0.000	Valid
		P6	0.594	0.1966	0.000	Valid
2	*Social Media Ads* (X2)	P1	0.507	0.1966	0.000	Valid
		P2	0.647	0.1966	0.000	Valid
		P3	0.728	0.1966	0.000	Valid
		P4	0.744	0.1966	0.000	Valid
		P5	0.731	0.1966	0.000	Valid
		P6	0.598	0.1966	0.000	Valid
		P7	0.565	0.1966	0.000	Valid
		P8	0.537	0.1966	0.000	Valid
3	*Product Visual Appeal* (X3)	P1	0.728	0.1966	0.000	Valid
		P2	0.735	0.1966	0.000	Valid
		P3	0.709	0.1966	0.000	Valid
		P4	0.617	0.1966	0.000	Valid
		P5	0.624	0.1966	0.000	Valid
		P6	0.571	0.1966	0.000	Valid
4	*Purchase Intention* (Y)	P1	0.689	0.1966	0.000	Valid
		P2	0.703	0.1966	0.000	Valid
		P3	0.702	0.1966	0.000	Valid
		P4	0.608	0.1966	0.000	Valid
		P5	0.654	0.1966	0.000	Valid
		P6	0.666	0.1966	0.000	Valid
		P7	0.612	0.1966	0.000	Valid
		P8	0.574	0.1966	0.000	Valid
5	Shopping Experience (M)	P1	0.657	0.1966	0.000	Valid
		P2	0.694	0.1966	0.000	Valid
		P3	0.592	0.1966	0.000	Valid
		P4	0.717	0.1966	0.000	Valid
		P5	0.691	0.1966	0.000	Valid
		P6	0.639	0.1966	0.000	Valid
		P7	0.650	0.1966	0.000	Valid
		P8	0.560	0.1966	0.000	Valid

Judging from Table 1, the two-tailed significance value (*Sig. 2-tailed*) of each statement item in the questionnaire shows a result of 0.000, which is smaller than the 5% significance level (0.05). In addition, the calculated r value for each statement item is greater than the r table value. Thus, all items in the questionnaire are declared valid. This conclusion is based on the previous theory which states that a question item is considered valid if the calculated r value exceeds the r table or if the *Sig* . value (*2-tailed*) is smaller than the 5% significance level.

Test Reliability

Reliability testing determines the precision and accuracy of a measuring instrument during the measurement process. The

reliability of a test instrument will indicate the extent to which individual differences in the 16 scores can be attributed to chance error and true differences in the characteristics under consideration. In this study, reliability was tested using a single measurement. The Cronbach's Alpha (α) statistical test, available in SPSS, can be used to evaluate the reliability of a variable. A variable is considered reliable if its Cronbach's alpha value is greater than 0.60.

Table 2. Reliability

No	Variables	Cronbach's Alpha	Condition	Information
1	Cabbage Review	0.753	0.6	Reliable
2	Social Media ads	0.788	0.6	Reliable
3	Product Visual Appeal	0.748	0.6	Reliable
4	Purchase Intention	0.805	0.6	Reliable
5	Experience Shop	0.801	0.6	Reliable

The results of the reliability test in Table 4.3 which was carried out using IBM SPSS 23 obtained the following results:

1. The Col Review variable has a Cronbach's Alpha value of 0.753 > 0.60
2. The Social Media Ads variable has a Cronbach's Alpha value of 0.788 > 0.60
3. The Product Visual Appeal variable has a Cronbach's Alpha value of 0.748 > 0.60
4. Purchase Intention variable has a Cronbach's Alpha value of 0.805 > 0.60
5. The Shopping Experience variable has a Cronbach's Alpha value of 0.801 > 0.60

Basis for decision making for reliability testing If the Cronbach's Alpha value is > 0.60 then the questionnaire is declared reliable, so it can be concluded that the data obtained from the questionnaire that has been distributed is reliable and its reliability has been tested.

4.3 Classical Assumption Test

Classical assumption tests are conducted using various standardized statistical methods to ensure compliance with the Ordinary Least Squares (OLS) principle. Residual normality is generally tested using the Kolmogorov-Smirnov or Shapiro-Wilk tests and can be visualized using QQ plots. Multicollinearity is detected using the Variance Inflation Factor (VIF) with a critical limit generally ≤10; while heteroscedasticity is identified using the Glejser test, the Park test, or observing scatterplot patterns between residuals and predicted values. If assumption violations are found, researchers can make corrections through data transformation, outlier removal, or the use of alternative estimation methods such as robust regression or generalized least squares (GLS) to obtain more valid and statistically accountable analysis results (Ghozali, 2021).

Normality Test

This test determines whether the residual values are normally distributed. A good regression model is one with normally distributed residual values. This can be detected by observing the distribution of data along the diagonal of the Normal PP Plot of standardized regression as a basis for decision-making. If the data spreads around the line and follows the diagonal, the regression model is considered normal and suitable for predicting the independent variables, and vice versa (Mardiatmoko, 2020).

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		101
Normal Parameters [a,b]	Mean	,0000000
	Standard Deviation	2.37635421
Most Extreme Differences	Absolute	,061
	Positive	,035
	Negative	-,061
Test Statistics		,061
Asymp. Sig. (2- tailed)		,200 [c,d]

a. Test distribution is Normal .

b. Calculated from data .

c. Lilliefors Significance Correction .

d. This is a lower bound of the true significance .

(Source: Processed Data, 2026)

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

Heteroscedasticity Test

According to (Mardiatmoko, 2020), heteroscedasticity is a condition where there is inequality in the variance of the residuals for all observations in a regression model. A good model does not exhibit heteroscedasticity. The basis for decision-making is that if

a certain pattern, such as the existing points (points) form a certain regular pattern, then heteroscedasticity occurs. If there is no clear pattern, and the points (points) are spread below 0 on the Y-axis, then heteroscedasticity does not occur.

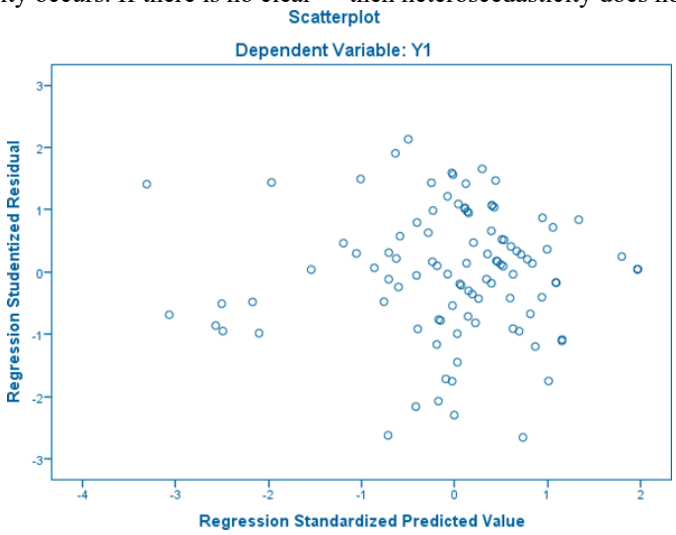


Figure 6. Heteroscedasticity Regression
(Source: Processed Data, 2026)

Figure 6 shows points that are spread randomly, not forming a clear pattern, so heteroscedasticity does not occur.

Table 4. Heteroscedasticity Test

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,440	1,736		2,558	,012
	X1	-,001	,070	-,002	-,017	,987
	X2	-,040	,053	-,100	-,764	,447
	X3	-,045	,076	-,081	-,591	,556
	M1	-,001	,067	-,003	-,021	,983

a. Dependent Variable: Purchase Intention
(Source: Processed Data, 2026)

Multicollinearity Test

Multicollinearity is a condition where there is a perfect or near-linear relationship between independent variables in a regression model. A regression model is said to experience multicollinearity if there is a perfect linear function for some or all of the independent variables in the linear function. Symptoms of multicollinearity include observing the Variance Inflation Factor (VIF) and Tolerance values . If the VIF value is <10 and the Tolerance value is >0.1, multicollinearity is declared absent (Mardiatmoko, 2020). The following is a table of multicollinearity tests conducted using IBM SPSS 23:

Table 5. Multicollinearity Test

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	*Std. Error*	Beta			Tolerance	VIF
1	1,816	2,803		,648	,519		
Constant X1	,183	,113	,139	1,626	,107	,586	1,707
X2 X3	,300	,085	,300	3,518	,001	,589	1,699
M	,343	,122	,250	2,805	,006	,539	1,855
	,257	,107	,245	2,395	,019	,411	2,436

a. Dependent Variable: Purchase Intention Y
(Source: Processed Data, 2026)

Based on the table above, it can be described as follows:

1. The significance value of the tolerance value for the key opinion leader review variable (X1) is 0.586 > 0.1 and the VIF value is 1.707 < 10.

2. The significance value of the tolerance value for the social media ads variable (X2) is 0.589 > 0.1 and the VIF value is 1.699 < 10.
3. The significance value of the tolerance value for the product visual appeal variable (X3) is 0.539> 0.1 and the VIF value is 1.855 < 10.
4. The significance value of the tolerance value for the shopping experience variable (M) is 0.411 > 0.1 and the VIF value is 2436 < 10

The description above shows that the Variance Inflation Factor (VIF) value is <10 so it can be concluded that the variables do not experience multicollinearity.

4.3 Regression Analysis

Multiple Linear Regression Analysis

Multiple Linear Regression is a linear regression model involving more than one independent variable or predictor . Multiple linear regression analysis is used to test the influence of independent variables (col reviews, social media ads , and product visual appeal) on the dependent variable (purchase intention) which is moderated (shopping experience). Moderated Regression Analysis (MRA) where the regression equation contains an interaction element (multiplication of two or more independent variables). The results of this analysis will show how much influence each independent variable and moderator have on purchase intention . The following are the results of processing multiple regression analysis data in this study:

Table 6. MRA Multiple Linear Regression Equation

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6,278	17,501		-,359	,721
	Key Opinion Leader Review	-,203	1,107	-,155	-,184	,855
	Social media Ads	-,028	,800	-,028	-,035	,972
	Product Visual Appeal	1,534	1,206	1,126	1,273	,206
	Experience Shop	,488	,562	,462	,867	,388
	X1M	,012	,032	,510	,358	,721
	X2M	,009	,023	,528	,395	,693
	X3M	-,034	,035	-1,498	-,983	,328

a. Dependent Variable: Purchase Intention

(Source: Processed Data, 2026)

Based on the table, the multiple linear regression analysis equation is created as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_1 . M + \beta_5 X_2 . M + \beta_6 X_3 . M + \varepsilon$$

Information:

Y = Purchase Intention
a = Constant
X1 = Key Opinion Leader Review
X2 = Social Media Ads
X3 = Product Visual Appeal
M = Shopping Experience
X1.M = Key Opinion Leader Review . Shopping Experience
X2.M = Social Media Ads . Shopping Experience
X3.M = Product Visual Appeal . Shopping Experience
e = Standard Error

The constant α = -6.278 shows the magnitude of the influence of all independent variables (X1), (X2), (X3) on the dependent variable Y, which is moderated by the moderation variable M.

1. It is known that the significance value of the interaction variable between key opinion leaders and shopping experience is 0.721 > 0.05, so it can be concluded that the shopping experience variable is not able to moderate the influence of the review column variable on the purchase intention variable.
2. It is known that the significance value of the interaction variable between social media ads and shopping experience is 0.693 > 0.05, so it can be concluded that the shopping experience variable is not able to moderate the influence of the social media ads variable on the purchase intention variable .
3. It is known that the significance value of the interaction variable between product visual appeal and shopping experience is 0.328 > 0.05, so it can be concluded that the shopping experience variable is not able to moderate the influence of the product visual appeal variable on the purchase intention variable.

Partial Test (T-Test)

The t-test is a statistical method used to evaluate the existence of a previously hypothesized statement or assumption. The partial t-test aims to test the level of significance of the correlation coefficient, which serves to determine the degree of significance of the relationship.

between the independent variable (X) and the dependent variable (Y) based on the correlation coefficient obtained. Decision-making criteria:

a. Ho is accepted if the significance > 0.05 (no effect).
b. Ho is rejected if the significance is < 0.05 (influential).

This research, after conducting a partial test using SPSS 23, obtained results as in the table below:

Table 7. Partial Test Results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,645	2,848		,928	,355
	Key Opinion Leader (X1)	,275	,109	,208	2,530	,013
	Social Media Ads (X2)	,354	,084	,355	4,220	,000
	Product Visual Appeal (X3)	,488	,109	,355	4,473	,000

a. Dependent Variable : Purchase Intention

(Source: Processed Data, 2026)

Based on the table above, the following analysis can be made:

1. key opinion leader variable (X1) has a significant value of 0.013 < 0.05, meaning that the review column variable has a positive and significant influence on purchase intention (Y).
2. social media ads variable (X1) has a significant value of 0.000 < 0.05, meaning that the social media ads variable has a positive and significant influence on purchase intention (Y).
3. The product visual appeal variable (X1) has a significant value of 0.000 < 0.05, meaning that the product visual appeal variable has a positive and significant influence on purchase intention (Y).

Each variable has a p value < alpha (0.05) meaning that all independent variables, namely Live Streaming Promotion , Service Quality, and Product Quality, have an influence on the dependent variable, namely Consumer Purchase Interest. The b coefficient table indicates that the higher the value, the greater the influence on the dependent variable . The results of data analysis, the service quality variable shows the highest value, namely 0.448.

Simultaneous Hypothesis Test (F Test)

Table 8. Hypothesis Test Results (F Test)

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	816,156	7	116,594	19,400	,000 [b]
	Residual	558,933	93	6,010		
	Total	1375,089	100			

a. Dependent Variable: Purchase Intention

a. Predictors: (Constant), X3M, Key Opinion Leader, Social Media Ads, Shopping Experience, Product Visual Appeal, X2M, X1M

(Source: Processed Data, 2026)

The results of the simultaneous test in the table show a significance value of 0.000<0.05 so it can be concluded that the variables key opinion leader (X1), social media ads (X2), product visual appeal (X3) and shopping experience as moderating variables have a joint influence on purchase intention (Y).

Coefficient of Determination Test (Adjusted R-Square)

According to Mardiatmoko (2020), determination analysis is a measure that shows how much variable X contributes to variable Y. This analysis is used to determine the percentage of the influence of independent variables simultaneously on the dependent variable . The coefficient of determination value ranges from 0 (0%) to 1 (100%). A small Adjusted R-Square value means the ability of the independent variables to explain the variation in the dependent variable is very limited. After conducting a determination coefficient test using SPSS 23, the following results were obtained:

Table 9. Results of the Determination Coefficient Test (Adjusted R-Square)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,772 [a]	,596	,566	2,436

a. Predictors: (Constant), Key Opinion Leader Review , Social Media Ads , Product Visual Appeal , Shopping Experience, X2M, X1M, X3M.

(Source: Processed Data, 2026)

The R Square results show a value of 59.4%, meaning that the three independent variables and the moderating variable can influence the dependent variable by 59.4%.

4.4 Discussion

This study aims to examine the impact of Key Opinion Leader (KOL) Reviews , social media ads, and product visual appeal on purchase intention , with Shopping Experience acting as a moderating variable. Data were analyzed using quantitative methods supported by SPSS version 23 software. The results of hypothesis testing indicate that the three independent variables

have a positive and significant influence both separately and simultaneously on consumer purchase intention. However, the moderating variable Shopping Experience was not proven to provide strengthening or reducing the relationship between the independent variables and purchase intention.

4.4.1 The Influence of Key Opinion Leader (KOL) Reviews on Purchase Intention (H1)

Based on the results of the partial test (t-test), the key opinion leader variable (X1) has a positive and significant influence on purchase intention. This is evidenced by the calculated t-value being greater than the table value and the significance value being smaller than the alpha value (0.05).

The key opinion leader (X1) variable has three indicators: attractiveness, similarity, and social proof. Similarity (the similarity between KOL and the audience) emerged as the most dominant factor in shaping respondents' purchase intentions. This indicates that consumers in Bandar Lampung tend to be more trusting and motivated to purchase when they feel they share similarities with KOLs, whether in terms of age, lifestyle, values, or social background. This similarity creates a sense of emotional connection and the perception that KOL recommendations are relevant and authentic, thereby increasing trust and reducing perceived risk in the purchasing decision-making process.

In contrast, the Social Proof indicator (such as the number of likes, comments, or shares on KOL content) actually showed the lowest influence compared to the other two indicators. This finding indicates that respondents were less influenced by the popularity or number of interactions displayed in KOL reviews, but rather focused on personal relevance and identity closeness with the KOL. In a local context like Bandar Lampung, where social connections are often personal and communal, consumers appear to value authenticity and content relevance more than mere digital metrics. This has important implications for businesses: rather than selecting KOLs solely based on follower count or high engagement rates, it is more effective to collaborate with figures who truly represent the characteristics and values of the local target audience.

Meanwhile, the attractiveness indicator (physical attractiveness or personality of KOLs) received the highest proportion of neutral responses compared to the other two indicators. Many respondents stated that the KOL's appearance or charisma were not a primary consideration in assessing the credibility of their reviews. This finding confirms that in the context of retail apps like Alfagift in Bandar Lampung, authenticity and similarity play a greater role than mere visual appeal or popularity in influencing consumer purchasing decisions.

KOLs who provide personal, open, and authentic reviews based on real-life experiences can increase trust and reduce perceived risk when consumers make purchasing decisions. These results align with studies conducted by (Chen and Lin, 2021) and (Djafarova and Bowes, 2019), which revealed that reviews from influencers or KOLs perceived as trustworthy and authentic have a direct influence on increased purchase intention, especially among young consumers active on social media platforms. In the context of retail apps like Alfagift in Bandar Lampung, the presence of KOL reviews is a key element in shaping initial perceptions and triggering purchase interest.

4.4.2 The Influence of Social Media Ads on Purchase Intention (H2)

Based on the results of the partial test (t-test), it was shown that the social media ads variable (X2) has a positive and significant influence on purchase intention. This is evidenced by the calculated t-value being greater than the table value, and the significance value being smaller than the alpha value (0.05).

Social media ads variables were measured using four main indicators: informativeness, perceived relevance, entertainment, and interactivity. Of these four dimensions, perceived relevance (the relevance of the ad to the respondent's personal needs and interests) emerged as the most dominant indicator. This suggests that consumers in Bandar Lampung tend to respond to ads they perceive as relevant to their daily lives, personal preferences, or actual needs. Perceived relevance not only attracts attention but also creates the perception that the product is worth considering, thus strengthening purchase intention. This finding aligns with the principle of personalization in digital marketing, where content tailored to audience profiles is more effective in triggering positive responses.

In contrast, the informativeness indicator (the completeness and clarity of product information in an advertisement) showed the lowest influence compared to the other three indicators. Although product information is important, respondents did not appear to consider it a primary factor in assessing advertising effectiveness. In the context of quick shopping through apps like Alfagift, consumers tend to rely on initial impressions and emotional connections rather than in-depth analysis of product details. This indicates that overly technical or dense information delivery is less effective if it is not packaged in a relevant and personally engaging format.

Meanwhile, the other two indicators—entertainment (the advertising's entertaining power) and interactivity (the ad's ability to facilitate user interaction)—received the highest proportion of neutral responses. Many respondents stated that neither entertainment nor interactive features (such as "click to buy" buttons or calls to comment) directly influenced their purchase decisions. This suggests that while these elements can increase engagement, their impact on purchase intention is limited if not supported by strong content relevance.

Overall, these findings confirm that in a local context like Bandar Lampung, the effectiveness of social media advertising is determined more by how relevant the advertising message is to consumers' lives and needs, rather than simply how informative, entertaining, or interactive the ad is. Practical implications: Retailers should focus on precise audience segmentation and crafting personalized and contextual advertising messages, rather than relying solely on attractive visual design or sophisticated technological features. This approach aligns with research by Huang et al. (2022a) and Jin et al. (2021), which emphasize that responsive and contextually relevant advertising can strengthen positive brand attitudes and drive purchase intentions.

4.4.3 The Influence of Product Visual Appeal on Purchase Intention (H3)

Based on the results of the partial test (t-test), it was shown that the social media ads variable (X2) has a positive and significant influence on purchase intention. This is evidenced by the calculated t-value being greater than the table value, and the significance value being smaller than the alpha value (0.05).

Product visual appeal is measured through three main indicators:b. image quality, aesthetic design, and visual informativeness. Of these three dimensions, image quality (sharpness, resolution, lighting, and clarity of product visuals) emerged as the mostc. dominant indicator. This indicates that consumers in Bandar Lampung pay close attention to the clarity and realistic appearance of products presented in digital catalogs from apps like Alfagift. High-quality images not only build positive initial perceptions but also reduce uncertainty and perceived risk related to product quality, thereby strengthening purchase intention. This finding aligns with research by Liu et al. (2021b) and Schlecht and Tympel (2018), which states that accurate and detailed visual representation is a crucial factor in purchasing decisions in e-commerce environments.

In contrast, the visual informativeness indicator (the ability of visuals to clearly convey product information, such as size, material, or function) showed the lowest influence compared to the other two indicators. Although information is important to consumers, respondents did not appear to consider the informative aspect of visuals as a primary consideration, especially in the context of quick shopping through retail apps. In situations where decisions are often made impulsively or based on first impressions, aesthetic elements and visual clarity are more influential than the completeness of technical information conveyed through images.

Meanwhile, aesthetic design indicators (color harmony, composition, layout, and overall artistic impression) received the highest proportion of neutral responses. Many respondents stated that while attractive design creates a pleasant impression, it does not directly motivate them to purchase. This indicates that in a local context like Bandar Lampung, consumers value realism and visual clarity over mere design aesthetics. Visual aesthetics remain relevant, but their role is supportive, not the primary driver of purchase intention.

Overall, these findings confirm that in digital marketing strategies on retail platforms like Alfagift, image quality should be a top priority in product presentation. Sharp, natural images that reflect the actual condition of the product can build trust and reduce consumer doubts, a critical factor in increasing purchase conversions. These results also align with studies (Sulistyo, 2024) and (Gulfraz et al., 2022), which emphasize that realistic and informative visuals implicitly serve as quality signals, especially among young consumers who actively shop online.

4.4.4 The Simultaneous Influence of the Three Key Variables: Opinion Leader, Social Media Ads, and Product Visual Appeal on Purchase Intention (H4)

The F-test shows that overall, KOL Reviews, Social Media Advertising, and Product Visual Appeal have a significant impact on purchase intention (p-value = 0.000). Thus, Hypothesis 4 (H4) is accepted.

These findings suggest that the strategic integration of KOL reviews, social media advertising, and product visual appeal creates a mutually reinforcing digital marketing ecosystem. Each variable contributes through distinct but complementary psychological mechanisms:

a. KOL Reviews build trust through social proof and perceived authenticity, primarily driven by the most dominant similarity indicator.

Social Media Ads increase emotional and cognitive engagement through content relevance (perceived relevance), which is the strongest dimension in this variable.

Product Visual Appeal provides a strong first impression and reduces purchasing uncertainty, with image quality being the most influential indicator.

Collectively, these three elements form an effective digital persuasion flow: consumers are first attracted by clear and realistic product visuals, then reinforced by ads relevant to their personal needs, and finally convinced by recommendations from KOLs perceived as “like themselves.” This holistic approach perfectly aligns with the characteristics of digital consumers in Bandar Lampung, who tend to make quick decisions based on a combination of aesthetics, relevance, and social trust.

The Adjusted R^2 value of 0.563 indicates that these three variables are able to explain 56.3% of the variation in purchase intention , while the remaining 43.7% is influenced by other factors outside this research model—such as price, brand, direct promotion, or individual psychological factors. This finding is in line with research by Wang and Zhang (2023) and Kamboj and Rahman (2022), which also found that the combination of visual, social, and personalized advertising stimuli significantly increases purchase intention on e - commerce platforms .

4.4.5 The Role of Shopping Experience as a Moderating Variable for Key Opinion Leaders (H5)

The results of the moderation hypothesis test indicate that Shopping Experience does not play a significant role as a moderating variable in the relationship between Key Opinion Leader (KOL) Review and Purchase Intention. This is evidenced by the significance value of the interaction variable between KOL Review and Shopping Experience (X1M), which is 0.801, which is much greater than the alpha limit (0.05). Thus, Hypothesis 5 (H5) is rejected.

These findings indicate that both consumers with extensive and inexperienced online shoppers respond relatively similarly to KOL reviews. This means that previous shopping experiences, whether positive or negative, do not strengthen or weaken the influence of KOL reviews on purchase intentions. In the local context of Bandar Lampung, where the majority of respondents are active users of the Alfagift app (56% have shopped more than three times), it appears that trust in KOLs is more influenced by factors such as similarity (similar background, age, lifestyle) and authenticity of content, rather than by their previous digital transaction history.

These results contradict previous studies such as (Wang and Zhang, 2023) and (Omar et al., 2021), which stated that experienced consumers tend to be more critical but also more responsive to relevant KOL recommendations. However, in this study, it is likely that the digital maturity of respondents, mostly aged 19–25, who were familiar with social media platforms, has aligned their perceptions of KOL credibility, so that differences in shopping experience are no longer a significant difference.

The practical implication is that retailers in Bandar Lampung don't need to segment based on shopping experience level when designing campaigns with KOLs. Instead, the strategy should focus on selecting KOLs who truly represent the characteristics of the target audience, particularly in terms of shared values, lifestyle, and authentic delivery. This approach will be more

effective in building trust and driving purchase intent, regardless of how frequently consumers shop online.

4.4.6 The Role of Shopping Experience as a Moderating Variable in Social Media Ads (H6)

The results of the moderation hypothesis test indicate that Shopping Experience does not play a significant role as a moderating variable in the relationship between Social Media Ads and Purchase Intention. This is evidenced by the significance value of the interaction variable between Social Media Ads and Shopping Experience (X2M), which is 0.660, which is much greater than the alpha limit (0.05). Thus, Hypothesis 6 (H6) is rejected.

These findings indicate that both consumers with extensive and minimal online shopping experience respond relatively similarly to social media advertising. This means that prior digital transaction experiences, whether positive or negative, do not strengthen or weaken the influence of social media advertising on purchase intentions. In the local context of Bandar Lampung, where the majority of respondents (56%) have shopped more than three times through the Alfagift app, it appears that familiarity with digital platforms has equated their perceptions of advertising effectiveness, regardless of their purchase history.

These results contradict previous studies such as (Jin et al., 2021) and (Wang and Zhang, 2023), which suggest that experienced consumers tend to be more responsive to relevant and interactive ads due to their ability to assess information quality. However, in this study, the digital maturity of respondents, mostly aged 19–25 and active on various social media platforms, likely reduced the perceived differences based on shopping experience. They evaluated ads more based on content, relevance, and visual appeal, rather than previous transaction history.

The practical implication is that retailers in Bandar Lampung do not need to segment their audience based on their level of shopping experience when designing social media advertising campaigns. Instead, the strategic focus should be on crafting relevant, informative, interactive, and visually appealing advertising messages, as these elements have been shown to directly influence purchase intention, regardless of consumer experience.

This will be more efficient and inclusive in reaching all segments of digital retail application users.

4.4.7 The Role of Shopping Experience as a Moderating Variable in Social Media Ads (H6)

The results of the moderation hypothesis test indicate that Shopping Experience does not play a significant role as a moderating variable in the relationship between Product Visual Appeal and Purchase Intention. This is evidenced by the significance value of the interaction variable between Product Visual Appeal and Shopping Experience (X3M), which is 0.345, which is greater than the alpha limit (0.05). Thus, Hypothesis 7 (H7) is rejected.

These findings indicate that both consumers with extensive and minimal online shopping experience respond relatively similarly to a product's visual appeal. This means that prior digital transaction experiences, whether positive or negative, do not strengthen or weaken the influence of a product's visual appearance on purchase intention. In the local context of Bandar Lampung, where the majority of respondents (56%) have shopped more than three times through the Alfagift app, it appears that familiarity with the digital platform has equated their perception of product visual quality, regardless of their previous purchase history.

These results contradict previous studies such as (Liu et al., 2021b) and (Wang and Zhang, 2023), which suggest that experienced consumers tend to be more responsive to informative and realistic product visuals due to their ability to assess quality visually. However, in this study, it is likely that the digital maturity of respondents, mostly aged 19–25 and actively using retail apps, has reduced the perceived differences based on shopping experience. They judge product visuals more based on clarity, image quality, and realism, rather than on previous transaction history.

The practical implication is that retailers in Bandar Lampung do not need to segment their audience based on their level of shopping experience when designing product visual presentations. Instead, the strategic focus should be on high-quality, realistic, and informative visual presentations, as these elements have been shown to directly influence purchase intentions, regardless of consumer experience. This approach will be more efficient and inclusive in reaching all segments of digital retail app users.

5. CONCLUSION

Based on the results of data analysis and hypothesis testing that have been carried out on 100 respondents who use the Alfagift retail application in Bandar Lampung City, several conclusions can be drawn as follows:

1. Key opinion leader reviews have a positive and significant effect on purchase intention.
2. Social media ads have a positive and significant effect on purchase intention.
3. Product visual appeal has a positive and significant effect on purchase intention.
4. Key opinion leader (KOL) reviews, social media ads, and product visual appeal have a positive and significant influence on purchase intention.
5. Shopping experience does not have a significant effect in moderating the relationship between key opinion leaders and purchase intention.
6. Shopping experience does not have a significant effect in moderating the relationship between social media ads and purchase intention.
7. Shopping experience does not have a significant effect in moderating the relationship between product visual appeal and purchase intention.

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