

ABSTRACT

This research is grounded in by the rapid development of digital business has encouraged many companies to adopt social media-based marketing strategies, including the use of Key Opinion Leaders. The Portrait Place, a modern photo studio in Bandung, utilizes Key Opinion Leaders promotions to strengthen Brand Awareness and increase consumers' Online Purchase Intention. This study aims to examine the influence of Key Opinion Leaders on Online Purchase Intention with Brand Awareness as a mediating variable. This research employs a quantitative approach with descriptive and verificative methods. Data were collected through questionnaires distributed to 100 respondents. The analysis techniques used include descriptive analysis, path analysis, coefficient of determination, t-test, and F-test to measure both direct and indirect effects among variables.

The results show that the Key Opinion Leader, Brand Awareness, and Online Purchase Intention variables fall into the "less favorable" category. Verificative analysis indicates that Key Opinion Leaders have a significant influence on Brand Awareness and significantly influence Online Purchase Intention. Brand Awareness also significantly affects Online Purchase Intention. Furthermore, the indirect effect of Key Opinion Leaders on Online Purchase Intention through Brand Awareness, confirming that Brand Awareness acts as a mediating variable that strengthens the relationship.

Keywords : *Key Opinion Leader, Brand Awareness, Online Purchase Intention, Digital Marketing*