

ABSTRACT

In the current digital era, the role of Key Opinion Leaders (KOL) and Electronic Word of Mouth (e-WOM) has become a crucial factor in influencing consumer purchasing decisions, including in the F&B sector such as Huisaeng Dimsum, which faces challenges in maintaining consistent sales performance. This study aims to analyze the influence of KOL and e-WOM on purchasing decisions, both partially and simultaneously.

This research employs a quantitative descriptive method using primary data collected through questionnaires, interviews, and observations. The sample consists of 385 respondents from Generation Z and early Millennials in Bandung, selected through purposive sampling. Data analysis was conducted using multiple linear regression with SPSS.

The results indicate that KOL has a positive influence, with the Expertise dimension being the most dominant factor, while e-WOM also exerts a positive influence, with Valence of Opinion as the most significant dimension. Both variables are proven to strengthen consumer interest and confidence, making them a viable reference for effective digital marketing strategies.

Keywords: Key Opinion Leader, Electronic Word of Mouth, Purchase Decision