

ABSTRACT

This research aims to examine the role of key opinion leaders (KOL) on purchase decision of virtual items PUBG Mobile game which is mediated by brand image. This research focuses on analyzing the relationship between variables and their impact on purchase decisions. The research approach is quantitative with a survey method involving 110 respondents who were distributed to PUBG Mobile game users and who have purchased virtual items in the PUBG Mobile game for the past 6 months. Data collection was carried out through a questionnaire, then analyzed using the structural equation model (SEM) approach method with SmartPLS software. The results of the analysis show that KOL has an influence on brand image, and brand image has an influence on purchasing decisions. However, KOL has no influence on purchasing decisions. However, the indirect relationship between KOL and purchasing decisions through brand image is proven to be significant, so brand image acts as a mediator. These findings provide an overview of digital marketing and practical recommendations for game industry players in utilizing endorsement strategies by KOLs.

Keywords: *Key opinion leader, Brand image, Purchase decision, Item virtual, PUBG Mobile.*