

ABSTRAK

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PENGARUH *SOCIAL MEDIA CONTENT EXPERIENCE* TERHADAP *PURCHASE INTENTION* MELALUI *BRAND ENGAGEMENT*, *BRAND AWARENESS*, *BRAND IMAGE*, DAN *BRAND ATTITUDE* (Studi pada Merek BYD Indonesia)

(xvi; 171 pages; 28 table; 15 figures)

Penelitian ini bertujuan untuk menguji pengaruh *social media content experience* terhadap *purchase intention* melalui mediasi *brand engagement*, *brand awareness*, *brand image*, dan *brand attitude*. Lima dimensi pengalaman konten media sosial yang diteliti adalah *entertainment*, *customization*, *interaction*, *electronic word of mouth* (eWOM), dan *trendiness*. Pendekatan penelitian menggunakan metode kuantitatif dengan teknik survei. Sampel berjumlah 210 responden yang merupakan pengguna aktif media sosial dan pengikut akun Instagram BYD Indonesia. Teknik analisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa seluruh dimensi *social media content experience* secara signifikan memengaruhi *brand engagement*. Selanjutnya, *brand engagement* berperan penting dalam membentuk *brand awareness* dan *brand image*, yang kemudian memengaruhi *brand attitude*, dan berdampak pada *purchase intention*. Temuan ini menegaskan pentingnya strategi konten media sosial dalam membangun persepsi dan keterlibatan konsumen terhadap merek kendaraan listrik di Indonesia.

Kata kunci: *social media content experience*, *brand engagement*, *brand awareness*, *brand image*, *brand attitude*, *purchase intention*, BYD Indonesia

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA CONTENT EXPERIENCE ON PURCHASE INTENTION THROUGH BRAND ENGAGEMENT, BRAND AWARENESS, BRAND IMAGE, AND BRAND ATTITUDE (A Study On BYD Indonesia)

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This study aims to examine the influence of social media content experience on purchase intention, mediated by brand engagement, brand awareness, brand image, and brand attitude. The five dimensions of content experience investigated include entertainment, customization, interaction, electronic word of mouth (eWOM), and trendiness. A quantitative approach was applied using a structured online survey. A total of 210 respondents were selected through purposive sampling. All respondents were active Instagram users who followed BYD Indonesia's official account. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that all five content dimensions significantly influence brand engagement, which in turn affects brand awareness and brand image. These then shape brand attitude and ultimately impact purchase intention. This study contributes theoretically to digital marketing literature and offers practical implications for electric vehicle brands in optimizing social media content to build stronger consumer-brand relationships.

Keywords: *social media content experience, brand engagement, brand awareness, brand image, brand attitude, purchase intention, electric vehicle, BYD Indonesia*