

ABSTRACT

This study examines the influence of social media marketing on purchase decisions for electric vehicles in Indonesia, with brand trust as a mediating variable. Amid the growth of the electric vehicle industry, PT Neta Auto Indonesia faces significant challenges in achieving its sales targets. One of the main issues is the low level of consumer trust in the brand, which impacts the purchase decision-making process. This study aims to understand how marketing strategies can enhance consumer trust and drive purchase decisions for electric vehicles.

The literature review identifies key elements of digital marketing, including interactivity, entertainment, informativeness, and perceived relevance, and their effects on brand trust and purchase decisions. Previous studies emphasize the need for an integrated approach to understanding consumer behavior, particularly in the digital context and the emerging electric vehicle industry in Indonesia.

This research employs a quantitative approach using surveys to collect data from electric vehicle consumers in Indonesia. The data analysis utilizes Structural Equation Modeling (SEM) to evaluate the relationships among variables. The findings are expected to provide both theoretical and practical contributions, particularly in assisting electric vehicle brands in designing effective digital marketing strategies to build consumer trust and enhance purchase decisions.

Keywords: Social Media Marketing Features, Brand Trust, Purchase Decision, Digital Marketing, Electric Vehicles, Interactivity, Entertainment, Informativeness, Perceived Relevance.