

# **The Influence of Price Perception and Social Media Communication on Purchase Intention Mediated By Brand Image and Trust Among Electric Motorcycle (Electric Vehicle) Consumers**

**Agus**

*Universitas 17 Agustus 1945 Surabaya, Indonesia  
1262300019@surel.untag-sby.ac.id*

## **ABSTRACT**

Motorcycles have become an inseparable part of people's activities, especially for daily needs, such as in the midst of congestion and air pollution caused by motor vehicle emissions. Therefore, the existence of electric motorcycles is becoming increasingly important. Competition in the electric motorcycle industry is getting tighter, encouraging manufacturers to improve the image and quality of their products at more affordable prices in order to compete. The purpose of this study is to determine the influence of Price Perception and Social Media Communication on Purchase Intention Mediated by Brand Image and Trust in Electric Motorcycle Consumers in the city of Monokwari Papua. This study uses a quantitative method with primary data sources obtained from the distribution of questionnaires. The study population is electric motorcycle users in the city of Manokwari. The selection of respondents was carried out by a saturated non-probability sampling method with a total of 150 respondents. The data analysis method uses descriptive analysis and SEM-PLS analysis. The results of the study show that the variables of price perception and social media communication have a positive and significant effect on purchase intention through Brand Image and trust in Electric Motorcycle consumers in the city of Monokwari Papua.

Keywords: price perception, social media communication, brand image, purchase intention

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## **INTRODUCTION**

In the face of increasingly fierce competition, companies need to design new strategies and products that focus on product image and consumer satisfaction to maintain their loyalty and prevent switching to competitors. The company's goal is to retain consumers to maintain sales stability, especially during a decline, by taking effective steps that can achieve the level of customer satisfaction according to the company's target. Manufacturers strive to attract consumer buying interest by creating a positive perception in the minds of consumers. Purchase intent is a tangible reflection of a consumer's plan to buy a specific product in a specific quantity from a variety of brands available within a given time frame (Schiffman, Wisenblit, & Kumar, 2019). Wu et al. (2011) stated that image has a direct and positive influence on purchase intention, while Ho et al. (2010) stated that price and brand image affect consumer purchase intention.

Information conveyed by manufacturers about a product can trigger consumer interest in buying products with certain brands. Many companies are trying to attract the attention of consumers, and one way to achieve this is by differentiating their products. Manufacturers can differentiate products through physical aspects such as taste and design, as well as non-physical aspects such as price, brand, and country of origin (Rieke, Fowler, Chang, & Velikova, 2016).

Companies that succeed in building a strong brand in the minds of customers will be able to encourage consumer purchase intent towards products with the brand. Today's consumers are more critical in choosing products, where purchasing decisions are greatly influenced by the perception of brand image and the level of trust in the brand conveyed through social media.

Social media is a platform that allows a person to connect globally, get accurate information, and share it quickly. As an online media, social media allows interaction between individuals without space and time limitations (Aryanto, 2020). According to Banerji & Singh (2024), perception of interaction, entertainment, customization, and trends has a significant effect on commitment and trust. Raji et al. (2019) also found a positive relationship between advertising content on social media, hedonistic brand image, functional brand image, and behavioral intent. Azzahra & Nainggolan (2022) stated that the use of social media has an impact on the company's image. In addition, Mukherjee (2020) revealed that the effective use of social media in marketing communication can increase interest in the advertised brand and trigger brand purchase intent in the minds of social media users.

The demand for quality products encourages companies to compete in improving product performance and maintaining their brand image. Brand image refers to the perceptions and beliefs formed from various brand associations in the minds of consumers. According to Suandayana & Setiawan (2018), the main function of a brand image is to assist consumers in choosing between alternative brands after gathering information. Yunaida (2017) stated that having a product with a good brand image is very profitable, so companies must continue to maintain a consistent brand image. With a brand image, companies can understand consumer satisfaction with their products. Herizon & Maylina (2003) emphasized that brand image affects consumer satisfaction, where satisfied consumers tend to be loyal, although loyal consumers are not necessarily satisfied. Research by Tu et al. (2012) proves that brand image has a direct impact on consumer satisfaction. However, research by Rusmahafi & Wulandari (2020) shows that brand image does not significantly affect customer satisfaction. Chen et al. (2018) revealed that satisfaction with product attributes is positively related to purchase intent, and brand image mediates that relationship positively.

In addition to brand image and price, consumers also pay attention to the trust and performance of the product before buying. Zulfikar et al. (2022) showed that digital marketing and brand image affect consumers' buying interest. Rahayu & Zanky (2018) stated that the company's image, user image, and product image have a positive and significant impact on the interest in buying Suzuki motorcycles. This also applies to the automotive industry, especially electric motorcycles, which are increasingly growing in Indonesia with the many products available. Manufacturers need to understand the increasingly fierce competition and variety of brands offered by competitors. Ha & Nguyen (2019) mentioned that trust has a positive impact on consumers' intention to shop online. Oktaviani (2022) found that trust and purchase experience significantly affect repurchase interest. Picaully (2018) revealed that poor customer trust in products will have a negative impact on purchase intentions. Lin & Lu (2010) also proved that trust has a positive effect on consumers' purchase intentions. Rahmanullah & Nurjanah (2018) stated that product quality, price, and supporting infrastructure positively affect the perception of value and buying interest in electric motorcycles.

Motorcycles have become an inseparable part of people's activities, especially for daily needs, such as in the midst of congestion and air pollution caused by motor vehicle emissions. Therefore, the existence of electric motorcycles is becoming increasingly important. Competition in the electric motorcycle industry is getting tighter, encouraging manufacturers to improve the image and quality of their products at more affordable prices in order to compete.

This study aims to determine the Influence of Price Perception and Social Media Communication on *Purchase Intention* Mediated by Brand Image and *Trust* in Electric Motorcycle Consumers. Based on the available literature, the following hypothesis was developed:

1. The Influence of Price Perception on Brand Image
2. The Effect of Price Perception on Consumer Confidence
3. The Effect of Price Perception on Purchase Intention
4. The Effect of Price Perception on Purchase Intention Mediated by Brand Image
5. The Effect of Price Perception on Purchase Intention Mediated by Consumer Trust
6. The Influence of Social Media Communication on Brand Image
7. The Influence of Social Media Communication on Consumer Trust
8. The Influence of Social Media Communication on Purchase Intention
9. The Influence of Social Media Communication on Purchase Intention Mediated by Brand Image
10. The Influence of Social Media Communication on Purchase Intention Mediated by Consumer Trust
11. The Influence of Brand Image on Purchase Intention
12. The Influence of Consumer Trust on Purchase Intention.

According to Picaully (2018), trust significantly influences the purchase intention of consumers, highlighting how trust in a product can positively impact consumer behavior, especially in the online retail space. The study emphasized the role of consumer trust in reducing perceived risks and encouraging purchase intentions. Similarly, research by Raji et al. (2019) found that social media advertising, specifically content that resonates with the brand image, has a direct effect on consumer behavior, with brand image acting as a mediator between social media engagement and purchase intention.

The urgency of this research arises from the increasing importance of electric vehicles (EVs) in the global automotive market, especially in light of growing environmental concerns and government policies encouraging cleaner transport solutions. Understanding how factors like price perception, social media communication, brand image, and consumer trust influence purchase intention is crucial for manufacturers and policymakers. In a competitive market, particularly for electric motorcycles in Papua, it is essential to comprehend consumer behavior to enhance marketing strategies and encourage wider adoption of electric motorcycles.

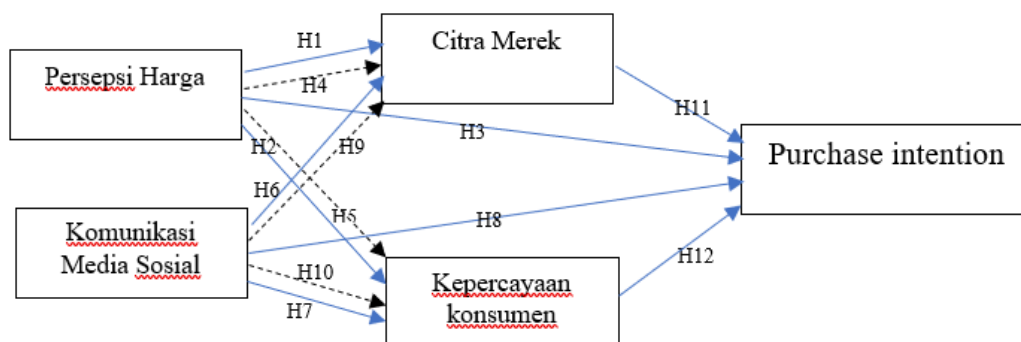
While existing research has explored various aspects of consumer behavior in relation to brand image and social media communication, there is limited research specifically examining the influence of these factors on the purchase intention of electric motorcycle consumers, particularly in the context of a developing region like Papua. Furthermore, while studies have addressed the role of price perception and social media in influencing consumer behavior, the mediating roles of brand image and trust in the electric vehicle industry are less well-explored, creating a gap in understanding the full spectrum of factors that drive consumer purchase intention in this sector.

This study introduces a novel approach by examining the combined effects of price perception and social media communication on purchase intention, mediated by brand image and consumer trust, specifically in the context of electric motorcycle consumers in Manokwari, Papua. The research provides insights into how these factors work together to influence consumer decisions, filling a gap in existing literature that primarily focuses on traditional vehicles or broader consumer goods. By focusing on electric motorcycles, a growing but under-researched market, this study adds unique value to the understanding of consumer behavior in the green transportation sector.

The primary objective of this research is to determine the influence of price perception and social media communication on purchase intention, mediated by brand image and trust,

among electric motorcycle consumers in Manokwari, Papua. The study aims to provide actionable insights for manufacturers to refine their marketing strategies and enhance the effectiveness of their communication efforts. The benefits of this research include offering practical recommendations for improving brand image and trust-building efforts in the electric motorcycle industry, as well as contributing to the academic understanding of consumer decision-making processes in the context of sustainable transport solutions.

A research framework describing the relationship between research variables can be constructed based on the problem and a literature review is shown in figure 1.



**Figure 1.** Research Concept Framework

**METHOD**

This research is a causal research. The study population is the entire user electric motorcycles at Manokwari city. Because the number of the population is unknown, Terms of Use Lemeshow, and the number of samples was determined at 150 respondents. The research uses the sampling method non-probability sampling. The analysis technique uses SEM (Structural Equation Modelling) With the help of software Warp PLS (Warp Partial Least Square).

The source of data in this study is primary data, which is obtained from questionnaire responses. Data were collected by providing several statements in the questionnaire and about their demographic factors, the perception of responses using a 5-level Likert scale with a score interval from 1 (strongly disagree) to 5 (strongly agree), then descriptive statistical analysis and hypothesis testing (Kyriazos & Stalikas, 2018).

After testing the instrument, a measurement model is carried out, namely the outer model and inner model tests. The Goodness of fit overall model test was carried out to see the structural model and measurement model in an integrated manner. Finally, a hypothesis test was carried out.

**RESULTS AND DISCUSSION**

The description of respondents including gender, age, education level, and financing is shown in Table 1 as follows:

**Table 1. Characteristics of respondents (N = 150)**

Characteristics		Frequency	Percentage (%)
Gender	Male	104	69.3
	Famale	46	30.7
Age	< 20 years	-	-
	21-30 years old	34	22.6
	31-40 years old	85	56.7

	41-50 years old	31	20.7
	> 51 years	-	-
Work	Private	22	14.7
	ASN	94	62.7
	BUMN/BUMD	23	15.3
	Students/Students	11	07.3
	Other	-	-

The analysis of descriptive data on 150 respondents showed that: the gender of the respondents was dominated by men (69.3%). The characteristics of respondents based on age were dominated by the age range of 31-40 years, which was 56.7%, at the age of 21-30 years as much as 22.6%, at the age of 41-50 years as much as 20.7%, and at the age of >51 as many as none. The majority of respondents are ASN which reaches 62.7%, BUMN/BUMD as much as 15.3%, while Swsata 14.7%, and the rest are Students/Students. .

The goodness of fit model is analyzed from the values of Average Path Coefficient (APC), Average R Squared (ARS), Average adjusted R-squared (AARS) and Average Variance Inflation Factor (AVIF) values. Table 2 shows the results of the analysis. Where AVIF and APC show the multicollinearity of independent variables and their relationships. The data from this evaluation informs that the model is acceptable.

**Table 2. Goodness of fit model**

Result	P-Value	Criteria	Description
Average path coefficient	0.308	> 0.001	Supported
Average R-squared	0.492	> 0.001	Supported
Average adjusted R-squared	0.484	> 0.001	Supported
Average block VIF	1.944	< 5,000	Supported

Source: WarpPLS Output

### Research Variable Validity Test

Discriminant validity is indicated by the value of AVE,s (square roots of average variance extracted), where the value of AVE,s is found in a diagonal position in the correlations among latent variables output WarpPLS, and the expected value is greater than the correlation value in the same block. Based on Table 3, the values on the diagonal blocks are greater than the values on the same block. Thus, All variables meet the criteria for discriminant validity

**Table 3. Correlations among latent variables**

Variable	Per_Har	Kom_Sos	Citra_M	Kep_Kon	Pur_Int
Per_Har	0.616	0.594	0.546	0.195	0.756
Kom_Sos	0.594	0.784	0.429	0.346	0.551
Citra_M	0.446	0.429	0.628	0.194	0.449
Kep_Kon	0.195	0.346	0.194	0.728	0.475
Pur_Int	0.576	0.551	0.549	0.475	0.644

Note: Per\_Har = Price perception. Kom\_Sos = Social media communication. Citra\_M = Brand image. Kep\_Kon = Consumer trust. Pur\_Int = Purchase intention.

### Research Variable Reliability Test

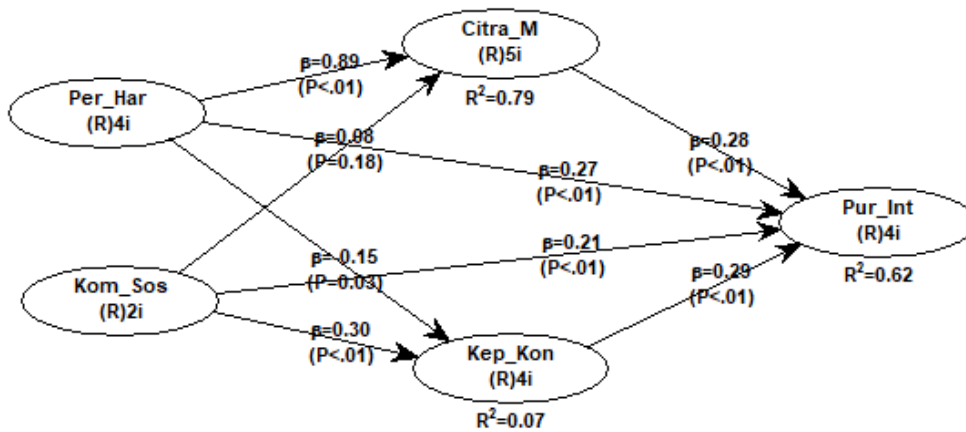
The reliability test of the research variables was measured by two criteria, namely composite reliability and cronbach's alpha.

**Table 4. Reliability Test Results**

Cut Off Value	Per_Har	Kom_Sos	Citra_M	Kep_Kon	Pur_Int	Notes	
Cronbach's Alpha	> 0.6	0.744	0.773	0.804	0.888	0.729	All meet the requirements
Composite Reliability	> 0.7	0.701	0.761	0.758	0.810	0.738	

Source: WarpPLS Output

Table 4 shows that the cronbach alpha value of each variable is greater than 0.6. Also, the composite reliability value is greater than 0.7. Therefore, all constructs have met the requirements.



**Figure 2. Research model path coefficient**

**Hypothesis testing**

Hypothesis testing is carried out based on the estimated significance value of the research model parameters seen in Table 5.

**Table 5. Hypothesis Testing**

H	Relationship	Standardized Coefficient	P_value	Decision
H1	Brand image → price perception	0.889	0.000	Significant
H2	Consumer confidence → price perception	0.152	0.000	Significant
H3	Purchase intention price perception →	0.268	0.028	Significant
H4	Brand image price perception → → Purchase intention	0.201	0.005	Significant
H5	Price perception → of consumer confidence → Purchase intention	0.004	0.322	Not Sig.
H6	Social media communication → brand image	0.075	0.176	Not Sig.
H7	Social media communication → consumer trust	0.304	0.000	Significant
H8	Social media communication → Purchase intention	0.205	0.005	Significant
H9	Social media communication → brand image → Purchase intention	0.002	0.495	Not Sig.

H10	Social media communication → , consumer confidence → , Purchase intention	0.110	0.035	Significant
H11	Brand image Purchase → intention	0.276	0.000	Significant
H12	Consumer Purchase → intention	0.294	0.000	Significant

Source: researcher

## **Discussion**

### **Price perception affects brand image**

The findings of this study inform that price perception has a significant effect on brand image, thus that price perception strengthens brand image, this evidence shows that the price perception of electric motorcycles is good. This is reflected in the respondent's answer that the price of electric motorcycles is proportional to their quality, and the price of electric motorcycles is affordable, in accordance with expectations. Even respondents mentioned that the price offered by electric motorcycles is proportional to their quality, the price is low when compared to the quality of the product.

Price perception is a process in which consumers inter-prejudge the price value or attributes of expected goods and services, when consumers evaluate and research the price of this product is mostly influenced by the behavior of the consumer himself (Malik, Yaqoob, & Aslam, 2012). Price perception is about understanding the price information that consumers like and making it meaningful. Regarding price information, consumers can compare the published price with the price of the imagined product or price range, price perception will shape the public's perception of the appropriate price for a product (Peter & Olson, 2016).

This study, in accordance with the findings of Afwan & Santosa (2020) which shows that price perception has a positive and significant effect on brand image. The results of this study are also in accordance with the findings of Anandia & Santoso (2015) which shows that price perception has a significant and positive effect on customer value and on buying interest. The results of this study reinforce the statement of Ulitama & Prastyani (2023) which states that price perception, product quality, and promotion have a significant positive effect on brand image, and product price and quality perception also have a significant positive effect on purchase intention.

### **Price perception affects consumer confidence**

The findings of this study inform that price perception has a significant effect on consumer confidence, thus that price perception strengthens consumer confidence. This evidence shows that the price perception of electric motorcycles is good. This is reflected in the respondents' answers that the price of electric motorcycles is proportional to the benefits provided by the product, and the price of electric motorcycles is proportional to the benefits provided by the product.

The results of this study, in accordance with the findings of Rivai & Wahyudi (2017) show that there is a significant influence between quality perception, brand image and price perception on customer trust. The results of this study, also in accordance with the findings of Wijaya & Wismantoro (2017), show that price perception variables have a positive and significant effect on customer trust and satisfaction. The results of this study reinforce the statement of Lestari & Nurwulandari (2022) which states that the perception of price and product quality has a positive effect on consumer trust and purchase decisions.

### **Price perception affects the purchase intention of Electric Motorcycle Consumers.**

The findings of this study inform that price perception has a significant effect on Purchase intention, thus that price perception strengthens Purchase intention. This evidence shows that the price perception of electric motorcycles is good. This is reflected in the respondent's answer that the price of electric motorcycles competes with the prices of other brands of electric

motorcycles, the price of electric motorcycles is relatively cheaper with other electric motorcycles.

This study, in accordance with the findings of Lionitan & Firdausy (2023), Price has a significant positive effect on Purchase Intention. This study, also in accordance with the findings of Prawira (2019), the results of the study show that brand image has a positive effect on buying interest and price perception has a positive effect on buying interest.

**Price perception affects purchase intention mediated by brand image.**

The findings of this study inform that price perception has a significant effect on purchase intention mediated by brand image, thus that price perception strengthens purchase intention mediated by brand image. This evidence shows that the brand image of electric motorcycles is good. It also informs that the brand image variable is a good intervening variable in relating price perception to purchase intention.

The results of this research reinforce the statement of Supranto (2011) and Rahman (2010) that brand image is what consumers think or feel when they hear or see the name of a brand or in essence what consumers have learned about the brand, and brands can strengthen the self-image and perception of others towards the user/owner. The results of this study, in accordance with the findings of Ende & Kusuma (2017) which showed that brand image has a significant effect on buying interest, and price perception has a significant effect on buying interest.

**Price perception affects Purchase intention mediated by consumer confidence in Electric Motorcycles.**

The findings of this study inform that price perception has a non-significant effect on purchase intention mediated by consumer confidence, thus that price perception does not strengthen purchase intention mediated by consumer confidence. This evidence shows that consumer confidence in electric motorcycles is not good. This also informs that the consumer confidence variable is an intervening variable that is good for the relationship between price perception and purchase intention.

The results of this study, in contrast to the findings of Deza & Lubis (2022) that adolescent trust has a significant effect on the intention to buy sports shoes online, and consumer trust can increase the mediating role of the influence of price discounts on the intention to buy sports shoes online. The results of this study are not in line with the statement of Aji et al. (2024) which states that price and quality factors have a significant correlation and greatly affect Gesits' purchase decisions.

**Social media communication has an effect on the brand image of Electric Motorcycles.**

The findings of this study inform that social media communication has a not significant effect on brand image, thus that social media communication does not strengthen brand image, this evidence shows that social media communication of electric motorcycles is not good. This is reflected in the respondent's answer that it is not easy to find information about electric motorcycles through Instagram, and it is not easy to compare information on various brands of electric motorcycles through Instagram.

Social media as a set of internet-based applications that build on the basis of ideology and Web technology, and enable the creation and exchange of user-generated content (Sugeng, 2016). Social media is an online media where users can participate, share or share new things, as well as create content content for blogs, social networks, wikis, forums and virtual worlds (Ainiyah, 2018).

This study, in contrast to the findings of Syafaruddin (2016), which shows that WOM electronic communication has a significant effect on purchase intention, and purchase decisions. Purchase intent has a significant effect on purchase decisions. The results of this study are also different from the findings of Amin et al. (2021) which show that there is a significant positive influence of social media marketing, customer relations and brand equity on consumer purchase interest. The results of this study do not support the statement of Nurohman & Qurniawati (2017)

which states that social media communication plays a role in brand equity, attitude to brands, and purchase interest. The ability of social media platforms to embed themselves into the lifestyles of many of their users should be perceived largely as an opportunity by companies looking to use such platforms to generate and increase engagement and relationships with customers.

#### **Social media communication affects consumer trust**

The findings of this study inform that social media communication has a significant effect on consumer trust, thus that social media communication strengthens consumer trust. This evidence shows that social media communication of electric motorcycles is good. This is reflected in the respondent's answer that the respondent was interested in the content of electric motorcycles on Instagram, and was interested in the current design of electric motorcycles as aired on Instagram.

The results of this study, in accordance with the findings of Rizky & Setiawati (2020) which show that by using the concept of marketing communication, it is proven to provide products based on market needs, prices are in accordance with the quality received, Instagram as a place to do business, and is supported by various good promotions. And by identifying two factors that affect customer trust, namely Perceived web vendor reputation which is proven by the good reputation received because of the best service and Perceived web site quality which can be seen from the good quality of product images on Instagram. And with the implementation of interactive marketing on Instagram, it has provided an opportunity for its customers to continue to interact and maintain a good relationship that lasts. Larasati & Oktivera (2019) mentioned that technological developments are increasing day by day, and the use of technology today is shifting from conventional media to developing new media. One of the new media that uses mobile internet is social media. Larasati & Oktivera (2019) prove that there is a positive influence of the use of Instagram social media on consumer buying interest. The results of this study reinforce Putri's (2021) statement which shows that social network marketing has an effect on consumer trust, and on the buying interest of consumers in the Hijabku online shop

#### **Social media communication affects the purchase intention of Electric Motorcycle Consumers.**

The findings of this study inform that social media communication has a significant effect on purchase intention, thus that social media communication strengthens purchase intention. This evidence shows that social media communication for electric motorcycles is good. This is reflected in the respondent's answer that respondents easily find information about electric motorcycles through Instagram, and are interested in electric motorcycle content on Instagram.

This study, in accordance with the findings of Hartanto et al. (2022), shows that brand loyalty has a positive and significant effect on consumer purchase intention. Firm-created social media communication has a positive and significant effect on user-generated social media communication, and brand passion. Meanwhile, user-generated social media communication has no effect on brand passion. The results of the study also show that brand passion has a positive and significant effect on brand loyalty and purchase intention.

#### **Social media communication has an effect on Purchase intention mediated by the image of Erek**

The findings of this study inform that social media communication has a non-significant effect on purchase intention mediated by brand image, thus that social media communication does not strengthen purchase intention mediated by brand image. This evidence shows that the brand image of electric motorcycles is not good. It also informs that the brand image variable is an intervening variable that is unlikely to be good in the relationship between social media communication and purchase intention.

The results of this research are different from the statements of Sutariningsih & Widagda (2021) which show that there is a positive influence of brand awareness on purchase intention, there is a positive influence of brand engagement on purchase intention.

**Social media communication has an effect on purchase intention mediated by consumer trust**

The findings of this study inform that social media communication has a significant effect on purchase intention mediated by consumer trust, thus that social media communication strengthens purchase intention mediated that social media marketing has a positive and significant effect on purchase intention, brand awareness. Brand awareness has a positive and significant effect on purchase intention, and brand awareness mediates the influence of social media marketing on purchase intention.

The results of this study, in accordance with the findings of Viliaus & Matusin (2023), show that there is a positive influence of social media marketing on brand awareness and brand engagement, consumer trust. This evidence shows that consumer confidence in electric motorcycles is good. This also informs that the consumer confidence variable is a good intervening variable in connecting social media communication with purchase intention. The results of this study, in accordance with the findings of Priatni (2019), prove that social media marketing has a significant positive effect on brand awareness. Brand awareness has a significant positive effect on purchase intention. Social media marketing has a significant positive effect on purchase intention. Social media marketing has a significant positive effect on purchase intention with brand awareness as a mediating variable.

**Brand image affects the purchase intention of Electric Motorcycle Consumers.**

The findings of this study inform that brand image has a significant effect on purchase intention, thus that brand image strengthens purchase intention. This evidence shows that the brand image of electric motorcycles is good. This is reflected in the respondent's answer that the motorcycle has an elegant/luxurious impression, and looks sturdy/tough. Even electric motorcycles are consistent in conveying values that are considered important, and it can be seen that the way electric motorcycles offer product or service benefits to customers is very good.

Image is an impression, impression, feeling or perception that exists in the public about a company, an object, a person or institution. For companies, image means the public's perception of the company's identity. Brand image is what consumers think or feel when they hear or see the name of a brand or in essence what consumers have learned about the brand (Supranto, 2011).

This study, in accordance with the findings of Badar (2021), shows that brand image has a positive effect on purchase intention and customer satisfaction. Customer satisfaction has a positive effect on purchase intention. Customer satisfaction mediates the relationship between brand image and purchase intent. Djakasaputra et al. (2020), Brand Image, Quality Perception Affects Buying Interest. The results of this study, also in accordance with the findings of Rieke et al. (2016), stated that millennial women are influenced by their own personal preferences, morals and beliefs, as well as various occasions, seasons, climates, and weather. These factors significantly affect satisfaction with body image.

**Consumer confidence affects the purchase intention of Electric Motorcycle Consumers.**

The findings of this study inform that consumer confidence has a significant effect on purchase intention, thus that consumer confidence strengthens purchase intention. This evidence shows that consumer confidence in electric motorcycles is good. This is reflected in the respondent's answer that electric motorcycles are responsive to input and suggestions from consumers, and the electric motorcycle business is very large, to make consumers feel comfortable and cared for. Even the seller is able to convince the consumer, that the electric motorcycle will make him satisfied, and also the seller is able to provide security, when making a transaction.

Consumer trust is all the knowledge possessed by the consumer and all the conclusions made by the consumer about its objects, attributes, and benefits (Mowen & Minor, 2013). Consumer trust is the willingness of one party to accept risks from the other party based on the belief and expectation that the other party will take the expected action, even though both parties do not know each other

This study, in accordance with the findings of Kusumawati & Saifudin (2020) which proves that trust has a positive and significant influence on buying interest. The results of this study are also in accordance with the findings of Anwar & Adidarma (2016) which proves that trust has a positive effect on purchase intention. The results of this study reinforce the statement of Putri & Gunawan (2021) which states that trust has a positive and significant effect on purchase interest.

## **CONCLUSION**

The findings of this study show that the variables of Price Perception and Social Media Communication have a positive and significant effect on Purchase Intention Mediated Brand Image and Trust On Electric Motorcycle Consumers (Electric Vehicle). For the next research, it is necessary to add the scope of the research, it is possible to add variables other than those in this study, especially on the variables of Brand Image and Trust which mediate the relationship between Price Perception and Social Media Communication on Purchase Intention.

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