

ABSTRACT

The rapid advancement of digital technology has transformed social media into a strategic channel for brand-consumer communication in Indonesia, where 143 million active social media users spend an average of 3 hours 14 minutes per day on these platforms. Despite this, prior studies have reported inconsistent findings regarding the relationship between Social Media Marketing Activity (SMMA) and purchase decision, particularly in the automotive industry. Gaps also persist regarding the roles of Self-Brand Connection (SBC) and Brand Awareness (BA) as mediating mechanisms. Therefore, this study aims to analyze the influence of Social Media Marketing Activity on Purchase Decision through Self-Brand Connection and Brand Awareness as intervening variables, with a focus on consumers of PT Toyota Indonesia.

This study employs a quantitative approach using a Structural Equation Model (SEM) analyzed with AMOS software. Data were collected through purposive sampling from 150 respondents who had been exposed to Toyota Indonesia's social media content on platforms such as Instagram, YouTube, and TikTok. The minimum respondent age was 17 years, with a requirement of prior interaction or engagement with Toyota's digital marketing content. Variables were measured using a semantic differential scale of 1–10. Validity was confirmed through Confirmatory Factor Analysis (CFA), while reliability was assessed using Cronbach's alpha. The structural model was evaluated based on goodness-of-fit indices prior to hypothesis testing.

The results indicate that Social Media Marketing Activity has a significant positive effect on Brand Awareness (H1 accepted) and Self-Brand Connection (H2 accepted). However, Social Media Marketing Activity does not have a significant direct effect on Purchase Decision (H3 rejected), nor does Brand Awareness directly influence Purchase Decision (H4 rejected). In contrast, Self-Brand Connection has a significant positive effect on Purchase Decision (H5 accepted). These findings suggest that the influence of social media marketing on purchase decisions among Toyota consumers is not direct, but rather operates through the formation of an emotional and psychological connection between consumers and the brand. Brand awareness alone is insufficient to drive purchase decisions; a deeper self-brand connection is required as the primary driver.

Keywords: *Social Media Marketing Activity, Self-Brand Connection, Brand Awareness, Purchase Decision, Automotive Industry, Toyota*