

**PENGARUH TERPAAN KONTEN INSTAGRAM @WELOVEHONDA_ID
TERHADAP MINAT BELI KONSUMEN DENGAN MEDIASI SIKAP
PADA PRODUK MOTOR LISTRIK HONDA (SURVEI TERHADAP
FOLLOWERS INSTAGRAM @WELOVEHONDA_ID)**

FATHYO RAIHAN KAMAL

ABSTRAK

Kemajuan industri otomotif di Indonesia semakin pesat sehingga meningkatnya penggunaan kendaraan bermotor, dan menyumbang tingginya tingkat polusi udara. Untuk menanggapi isu tersebut sekaligus mendukung transisi energi bersih, Honda memanfaatkan media sosial Instagram melalui akun @welovehonda_id sebagai sarana promosi motor listriknya. Penelitian ini bertujuan untuk mengetahui pengaruh terpaan konten Instagram terhadap minat beli konsumen, dengan sikap sebagai variabel mediasi terhadap produk motor listrik Honda. Penelitian ini menggunakan pendekatan kuantitatif eksplanatif dengan teori Respon Kognitif. Teknik pengambilan sampel menggunakan *nonprobability sampling* dengan pendekatan *purposive sampling*. Data diperoleh melalui penyebaran kuesioner kepada 400 responden yang merupakan pengikut akun Instagram @welovehonda_id. Selanjutnya, data dianalisis menggunakan metode (PLS-SEM). Hasil penelitian mengindikasikan bahwa terpaan konten berpengaruh positif dan signifikan terhadap sikap konsumen ($\beta = 0.603$), dan sikap konsumen berpengaruh positif serta signifikan terhadap minat beli ($\beta = 0.417$). Selain itu, terpaan konten berpengaruh positif dan signifikan terhadap minat beli ($\beta = 0.637$) sehingga, sikap konsumen terbukti memediasi secara parsial pengaruh antara terpaan konten terhadap minat beli dengan nilai indirect effect sebesar ($\beta = 0.251$). Nilai Q^2 untuk relevansi prediktif variabel sikap sebesar 0.364 dan variabel minat beli sebesar 0.518, serta nilai R^2 menunjukkan bahwa terpaan konten menyumbang 36.3% terhadap sikap dan 51.7% terhadap minat beli melalui mediasi sikap. Model yang digunakan dinyatakan sesuai berdasarkan uji kecocokan model (Goodness of Fit).

Kata Kunci: Instagram, Minat Beli Konsumen, Motor Listrik Honda, Sikap, Terpaan Konten

**THE INFLUENCE OF INSTAGRAM CONTENT EXPOSURE FROM
@WELOVEHONDA_ID ON CONSUMER PURCHASE INTENTION WITH
THE MEDIATION OF ATTITUDE TOWARD HONDA ELECTRIC
MOTORCYCLES (A SURVEY OF @WELOVEHONDA_ID INSTAGRAM
FOLLOWERS)**

FATHYO RAIHAN KAMAL

ABSTRACT

The rapid development of Indonesia's automotive industry has paralleled a significant rise in motor vehicle use, contributing to increased air pollution. In response, and in support of clean energy transitions, Honda has utilized Instagram—specifically the @welovehonda_id account—as a strategic platform to promote its electric motorcycles. This study investigates the effect of Instagram content exposure on consumers' purchase intention, with consumer attitude serving as a mediating variable. A quantitative explanatory research design was employed, grounded in Cognitive Response Theory. Data were collected via questionnaires distributed to 400 purposively selected followers of the @welovehonda_id account. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results show that content exposure significantly influences consumer attitude ($\beta = 0.603$), and consumer attitude significantly affects purchase intention ($\beta = 0.417$). In addition, exposure to content has a positive and significant effect on purchasing interest ($\beta = 0.637$) so that, attitude partially mediates the relationship between content exposure and purchase intention (indirect effect $\beta = 0.251$). Predictive relevance values (Q^2) for attitude and purchase intention were 0.364 and 0.518, respectively, while R^2 values indicated that content exposure explains 36.3% of the variance in attitude and 51.7% in purchase intention. The model fulfilled all criteria for goodness of fit.

Keywords: Attitude, Consumer Purchase Intention, Content Exposure, Honda Electric Motorcycles, Instagram