

ABSTRACT

The competition in the automotive industry in Indonesia is increasing rapidly, the development of the automotive industry is also a sector that can be relied upon and has a sizeable contribution to the national economy. One company that has a business in the automotive industry is Toyota. It can be seen that Toyota had experienced a decline in sales from 2018-2020, even though in 2021 Toyota managed to experience an increase in sales, this indicates sales instability at Toyota, and the data described can be an indication that consumer behavioral intention is unstable.

This study aims to determine whether there is an influence of social media activities on behavioral intention mediated by brand image variables. The population of this research is Toyota.id social media followers (instagram & facebook) in Indonesia. By using purposive sampling which is a technique of nonprobability sampling with a sample used at least 384 respondents. This research method uses quantitative methods and data collection through questionnaires and data analysis techniques in this study using the AMOS path analysis where the mediating variable is tested using the AMOS bootstrapping and Sobel test.

Based on the results of the data analysis that has been done, it is concluded that social media advertising content has a positive relationship to hedonic and functional brand image. Social media sales promotion content has a positive effect on hedonic and functional brand image. Functional brand image has a positive but not significant effect on behavioral intention. Hedonic brand image is positively related to behavioral intention. Social media advertising content has no positive and significant relationship to behavioral intention. Then, social media sales promotion content has a positive influence on behavioral intention. Hedonic brand image becomes a mediator variable that has a positive effect on the path between social media advertising content on behavioral intention, and social media sales promotion content on behavioral intention. Functional brand image shows that this variable is not proven to be a mediator variable that has a significant effect on the two existing variable paths.

The practical suggestions in this study are also expected to add insight and knowledge regarding the influence of social media activities on behavioral intention which is mediated by brand image at Toyota. For academic advice, this research can be used as a reference in conducting research, as well as for future research as well, in order to be able to use other samples and populations to complement research on similar topics.

Keywords: *behavioral intention, brand image, social media activities.*