

The Influence of Influencer Marketing on Purchase Intention Mediated by Social Media Engagement and Social Media Usage on Electric Motorcycles in Bandung City

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ABSTRACT

This study aims to investigate the effects of "influencer marketing on purchase intention, mediated by social media engagement and social media usage, among electric motorcycle consumers in Bandung." The study used a survey with 162 respondents and a quantitative methodology, selected through purposive sampling. A questionnaire was used to gather the data, and linear regression was used for analysis, the Sobel test, and hypothesis testing with SPSS. The results show that influencer marketing and social media engagement have a positive effect on purchase intention, and social media engagement was found to mediate this relationship. Conversely, social media usage was not found to act as a mediator. This study contributes to digital marketing strategies for the electric motorcycle industry.

INTRODUCTION

Mobility is a fundamental need for people to support their daily economic, social, and work activities. As urban activity increases, people require not only practical transportation but also efficient, safe, economical, and environmentally friendly ones. High traffic congestion, rising energy costs, and awareness of the impact of motor vehicle emissions are driving the growth of electric vehicles, particularly electric motorcycles, as a sustainable transportation alternative. However, as a technology still in its early stages of adoption in Indonesia, electric motorcycles require an educational process to ensure the public understands the benefits, cost efficiency, battery technology, range, and ease of charging before they are willing to purchase.

The evolution of digital technology has altered how consumers behave in seeking information before making a purchase. These days, social media is the main information source due to its ability to provide fast, interactive, and easily accessible information. Data from We Are Social and Meltwater (2025) shows that internet penetration in Indonesia has reached 79.5%, with Over 181 million people use social media regularly. Platforms such as WhatsApp, Instagram, TikTok, and YouTube not only serve as communication media but also serve as effective marketing tools in building brand awareness, providing product education, and influencing purchasing decisions. Given the circumstances of electric motorcycles, social media allows the public to more easily obtain information about technology, cost efficiency, environmental benefits, and user experience.

Although the number of electric two-wheeled vehicles in Indonesia continues to increase and has reached more than 127,000 units by 2025, their proportion remains very small compared to fuel-powered vehicles. In fact, national electric motorcycle sales experienced a decline from 77,078 units in 2024 to 55,059 units in 2025 due to uncertainty about subsidy policies and various consumer considerations, such as price, battery life, range, charging facilities, and after-sales service. This condition indicates that the large market potential has not been fully converted into purchase intention or purchasing decisions, so a marketing strategy is needed to increase consumer confidence and interest in electric motorcycles.

One rapidly growing digital marketing strategy is influencer marketing, which makes use of powerful people on social media to build positive perceptions, convey information, and increase consumer trust in a product. Numerous studies have demonstrated that the legitimacy, expertise, and attractiveness of influencers can increase purchase intention. However, Additionally, prior studies have demonstrated the influence of influencer marketing on customers' intentions to buy is not always consistent because it is impacted by a number of variables. In the context of electric motorcycles, this influence is suspected to occur not only directly, but also through increased social media engagement, namely consumer involvement in content, and social media usage, specifically the degree to which social media is used for searching for product information.

In light of this phenomena, this research looks at the “influence of influencer marketing on electric motorcycle purchase intention by simultaneously integrating social media engagement and social media usage” as mediating variables. This study is innovative since it integrates these two mediating variables into a single research model within the context of electric motorcycle marketing in Bandung City, a topic that has received relatively limited research. It is anticipated that the findings would contribute theoretically to the advancement of research on digital marketing and provide practical input for electric motorcycle industry players in creating more successful influencer-based marketing plans to boost customers' intent to buy.

LITERATURE REVIEW

The Stimulus-Organism-Response (SOR) Theory, created by Mehrabian and Russell (1974), is used in this investigation as a theoretical basis. This theory explains that an individual's response to a stimulus does not occur directly, but rather through an internal process (organism) before producing a response. In this study, influencer marketing is positioned as a stimulus because It is a type of communication used in digital marketing that conveys information about electric motorcycles through social media. Next, this information is processed through social media engagement and social media usage as an internal mechanism (organism), which then results in purchase intention as the consumer's final response. Thus, the SOR theory explains that the interest in purchasing electric motorcycles is formed through psychological processes and consumer behavior after receiving exposure to content from influencers.

Influencers on social media are used in influencer marketing, a digital marketing tactic to convey product information and build consumer trust. Its effectiveness is influenced by the influencer's credibility, attractiveness, and suitability for the product being promoted. Numerous research have demonstrated that these traits can boost favourable opinions and influence consumer intention to buy. In the meanwhile, a customer's propensity to purchase a product is known as purchase intention after going through an information evaluation process. In this study, it was measured by the desire to buy an electric motorcycle, interest in choosing an electric motorcycle over a conventional motorcycle, and the like to learn more about the product.

As a mediating variable, social media engagement describes consumers' level of cognitive, affective, and behavioral involvement with social media content, such as paying attention, feeling interested, and interacting through likes, comments, and sharing. Social media usage reflects the intensity and frequency of consumers' using social media to find information, compare products, and interact with various marketing content. These two variables demonstrate how consumers process information received from influencers before forming purchase interest in electric motorcycles.

Previous research has shown that Influencer marketing improves social media usage, engagement, and purchase intention. Furthermore, It has been demonstrated that social media usage and interaction boost consumers' intentions to make purchases. However, Previous studies have revealed

discrepancies in the way influencer marketing works influence on purchase intention, necessitating further testing, particularly in the context of electric motorcycle marketing in Bandung.

Considering the theoretical underpinnings and findings of earlier studies, this study proposes seven hypotheses, namely:

H1: influencer marketing has a positive effect on social media engagement;

H2: influencer marketing has a positive effect on social media usage;

H3: influencer marketing has a positive effect on purchase intention;

H4: social media engagement has a positive effect on purchase intention;

H5: social media usage has a positive effect on purchase intention;

H6: social media engagement mediates the effect of influencer marketing on purchase intention; and

H7: social media usage mediates the effect of influencer marketing on purchase intention.

This research model places influencer marketing purchase intention is a dependent variable and an independent variable, whereas social media usage and engagement are mediating variables.

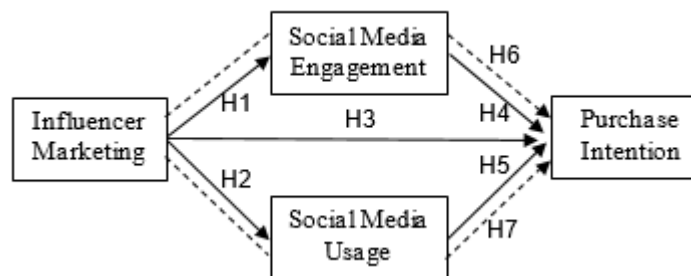


Figure 1. Conceptual Model Image

METHODOLOGY

This study employs a quantitative approach to investigate the “influence of influencer marketing on purchase intention for electric motorcycles in Bandung”, with social media engagement and usage as mediating variables. Influencer marketing is the independent variable, whereas the dependent variable is purchasing intention, and social media engagement and usage act as mediating variables. A questionnaire with a Each characteristic was measured using a five-point Likert scale, compiled based on indicators from previous research.

The study population comprised residents of Bandung City who were at least 17 years old, had a Class C driving license, and were interested in purchasing an electric motorcycle. A non-probability sampling technique called purposeful sampling was applied to calculate the sample size, which came out to be 162 respondents based on the number of study indicators. Residents of Bandung City, being at least 17 years old, and possessing a Class C driver's license were among the criteria used to choose respondents, and having seen influencer content about electric motorcycles on social media. Primary data was collected, whilst secondary data came from a range of sources via an online survey utilising Google Forms and supporting documents.

To make sure each indicator evaluated the variables precisely and consistently, the research instruments were verified using Product Moment correlation and reliability using Cronbach's Alpha prior to analysis. Next, the data was processed through coding, data entry, editing, and data transformation to prepare them for statistical analysis.

Descriptive analysis was used in data analysis to characterise the traits of respondents and the conditions of each research variable, as well as inferential analysis to test the research hypotheses. Testing the relationship between variables was completed using both basic and multivariate linear regression, which were preceded using conventional assumption tests including normality, multicollinearity, and heteroscedasticity. In addition, The mediating function of social media participation and social media usage was tested using the Sobel test, with all data processing carried out using SPSS version 25 at a 5% significance level.

RESEARCH RESULT

Validity and Reliability Test Results

Table 1. Validity & Reliability Test Results

Variables	Indicator	R count	R table	Meaning	Cronbach's <i>alpha</i>
<i>Influencer marketing</i>	X1	0.1858	0.1543	VALID	0.793
	X2	0.6904	0.1543	VALID	
	X3	0.6988	0.1543	VALID	
	X4	0.6574	0.1543	VALID	
	X5	0.6897	0.1543	VALID	
	X6	0.7434	0.1543	VALID	
	X7	0.7549	0.1543	VALID	
	X8	0.7772	0.1543	VALID	
	X9	0.7013	0.1543	VALID	
<i>Social media engagement</i>	Z1.1	0.4823	0.1543	VALID	0.757
	Z1.2	0.6207	0.1543	VALID	
	Z1.3	0.6136	0.1543	VALID	
	Z1.4	0.5203	0.1543	VALID	
	Z1.5	0.5268	0.1543	VALID	
	Z1.6	0.7698	0.1543	VALID	
	Z1.7	0.5530	0.1543	VALID	
	Z1.8	0.5162	0.1543	VALID	
	Z1.9	0.6870	0.1543	VALID	
<i>Social media usage</i>	Z2.1	0.8001	0.1543	VALID	0.729
	Z2.2	0.6619	0.1543	VALID	
	Z2.3	0.4769	0.1543	VALID	
	Z2.4	0.6843	0.1543	VALID	
	Z2.5	0.5166	0.1543	VALID	
	Z2.6	0.7182	0.1543	VALID	
<i>Purchase intention</i>	Y1	0.7503	0.1543	VALID	0.617
	Y2	0.7005	0.1543	VALID	
	Y3	0.8213	0.1543	VALID	

Considering the outcomes of the validity test conducted on 162 participants with an r table value of 0.1543, it is known that every statement item in the Influencer Marketing factors, Social Media Engagement, Social Media Usage, and Purchase Intention have a computed r value larger than r table (r count $>$ r table), meaning that every statement item is deemed legitimate. Furthermore, according to the reliability test findings, the Cronbach's Alpha value for the influencer marketing variable is 0.793, Social Media Engagement is 0.757, Social Media Usage is 0.729, and Purchase Intention is 0.617. Since every Cronbach's Alpha value is higher than 0.60, it can be said that every research instrument has a high degree of internal consistency, is deemed dependable, and may be used as measuring tools in research before moving on to the next phase of data processing.

Considering the outcomes of the validity test on the Influencer Marketing variable, the calculated r value ranged from 0.1858 to 0.7772, with an r table value of 0.1543, so that all indicators in this variable were deemed legitimate since the computed r value exceeded the r table. The lowest calculated r value was found in indicator X1, namely consumer trust in information conveyed by influencers, which indicates that this indicator has the weakest correlation to the variable's overall score in relation to other indicators. Meanwhile, the highest calculated r value was found in indicator X8, specifically how well the influencer's image complements the product being promoted, which indicates that this indicator most strongly represents or reflects the Influencer Marketing construct as a whole.

In the Social Media Engagement variable, The validity test's findings show that the calculated r value ranges from 0.4823 to 0.7698, all of which are above the table r value of 0.1543 so that it is deemed legitimate. The computed r value that is the lowest is in indicator Z1.1, namely consumer attention to the displayed product content, while the highest calculated r value is in indicator Z1.6, namely consumer enthusiasm for the information conveyed in the content. This indicates that indicator Z1.6 has the greatest contribution in reflecting the Social Media Engagement construct compared to other indicators.

In the Social Media Usage variable, the calculated r value obtained ranged from 0.4769 to 0.8001, and Since each indication was over the table r value of 0.1543, they were all deemed legitimate. Indicator Z2.3 has the lowest computed r value, namely the consistency of opening social media to obtain information, while Indicator Z2.1 has the highest computed r value, namely the frequency of accessing social media in daily life. This shows that indicator Z2.1 is the indicator that most strongly reflects the Social Media Usage construct.

As for the Purchase Intention variable, the computed r value falls between 0.7005 to 0.8213, with all indicators declared valid because they exceed the table r value of 0.1543. Indicator Y2 has the lowest computed r value, namely the interest in choosing an electric motorbike compared to a gasoline-fueled motorbike, while the highest calculated r value is found in indicator Y3, namely the desire to seek further information about electric motorbikes. This indicates that indicator Y3 has the greatest contribution in reflecting the Purchase Intention construct in this study.

Classical Assumption Test Results

Table 2. Results of the Classical Assumption Test

No	Types of Classical Assumption Tests	Acceptance Criteria Test Results	Test Results	Interpretation
1	Normality Test	(Sig) ≥ 0.05	(Sig) = 0.200	Normally Distributed Data
2	Multicollinearity Test	<i>Tolerance value</i> > 0.1 and <i>VIF</i> < 10	<i>Tolerance value</i> (X1)=0.707 (Z1) = 0.585 (Z2) = 0.677 or VIF (X1) = 1.414 (Z1) = 1.708 (Z2) = 1.476	There is no correlation between variables
3	Heteroscedasticity Test	(Sig) ≥ 0.05	(Sig) (X1) = 0.483 (Z1) = 0.381 (Z2) = 0.384	There is no similarity in the variance of the residuals of the regression model or no heteroscedasticity occurs.

The findings of the traditional assumption test indicate that the regression model satisfies all prerequisites. The study data is regularly distributed, according to the normality test findings, which indicate a significance value of 0.200 (> 0.05). Additionally, The results of the multicollinearity test show that all independent variables have a tolerance value more than 0.10 and a Variance Inflation Factor (VIF) value less than 10, suggesting that there is no significant correlation between independent variables or no symptoms of multicollinearity. Meanwhile, the heteroscedasticity test's findings indicate that the Influencer Marketing variable has a significant value of 0.483, Social Media Engagement is 0.381, and Social Media Usage is 0.384, all of which are greater than 0.05. This indicates that there are no symptoms of heteroscedasticity or the residual variance is constant.

All statement items in the four variables were deemed valid based on the validity test findings for 162 respondents, as the computed r value $> r$ table (0.1543). In the Influencer Marketing variable, the lowest calculated r value was found in indicator X1 (0.1858), which indicates that the indicator has the weakest differentiation power or correlation strength against the Influencer Marketing construct compared to other indicators even though it is still deemed legitimate, however the highest computed r value was found in indicator X8 (0.7772), which indicates that the indicator most strongly represents or most consistently measures the Influencer Marketing variable.

In the Social Media Engagement variable, the lowest calculated r value is found in the Z1.1 indicator (0.4823) and the highest value is in the Z1.6 indicator

(0.7698), which indicates that the Z1.6 indicator has the greatest contribution in measuring the level of user engagement on social media, while Z1.1 provides the smallest contribution. In the Social Media Usage variable, the lowest calculated r value is found in the Z2.3 indicator (0.4769) and the highest value is in the Z2.1 indicator (0.8001), which indicates that Z2.1 is the most representative indicator in measuring the respondents' level of social media usage. As for the Purchase Intention variable, The Y2 indicator has the lowest computed r value (0.7005), while the Y3 indicator has the greatest value (0.8213), which indicates that Y3 is the most dominant in reflecting respondents' purchasing interest in electric motorbikes.

Furthermore, according to According to the reliability test results, the Influencer Marketing variable has the highest Cronbach's Alpha value (0.793) which indicates that the instrument in this variable has the best level of internal consistency among the other variables, while the lowest The Purchase Intention variable has a 0.617 is the Cronbach's Alpha score, which indicates that although this instrument is still reliable because it is above the threshold of 0.60, its level of internal consistency is relatively lower than the other three variables. Thus, Since the regression model satisfies all traditional requirements, it may be used for hypothesis testing and regression analysis.

Descriptive Analysis Results

Table 3. Results of Descriptive Analysis of Influencer Marketing Variables

Dimensions	Indicator	Mean	Category
Credibility	X1.1 Consumer trust in information conveyed by influencers	3.50	High
	X1.2 Influencer's knowledge of the product being promoted	3.98	High
	X1.3 Reliability of influencers as a source of product recommendations	3.90	High
Content Attraction	X1.4 The ability of content to attract the audience's attention	3.94	High
	X1.5 Clarity of information delivery in content	3.94	High
	X1.6 The ability of content to generate interest in the product	3.97	High
Compliance	X1.7 Matching influencer characteristics with the product	3.83	High
	X1.8 Influencer image alignment with product	3.83	High
	X1.9 Relevance of influencers to target consumers	3.93	High
Average Total		3.87	High

Table 4.4 shows that the Influencer Marketing variable's mean value spans from 3.50 to 3.98, with a total average of 3.87, falling into the high group. The

highest score is found in the influencer knowledge indicator regarding the product (X1.2), while the lowest score is in the consumer trust indicator in influencer information (X1.1). This indicates that respondents consider influencers on social media to be quite credible, interesting, and appropriate in promoting electric motorcycles, although the level of trust in the information conveyed is an aspect that needs to be improved.

Table 4. Results of Descriptive Analysis of Social Media Engagement Variables

Dimensions	Indicator	Mean	Category
<i>Cognitive Engagement</i>	Z1.1 Consumer attention to product content	3.89	High
	Z1.2 Consumer understanding of information in content	3.91	High
	Z1.3 Interest in obtaining further information	3.95	High
<i>Affective Engagement</i>	Z1.4 Emotional interest in product content	3.95	High
	Z1.5 Feeling of pleasure when viewing product content	3.93	High
	Z1.6 Enthusiasm for the information conveyed	3.89	High
<i>Behavioral Engagement</i>	Z1.7 Giving a like to content	4.06	High
	Z1.8 Comment on content	3.64	High
	Z1.9 Share content with other users	3.91	High
Average Total		3.90	High

The mean value for the Social Media Engagement variable ranged from 3.64 to 4.06, with a total average of 3.90, which is considered high. The highest score was for the like indicator (Z1.7), while the lowest score was for the comment indicator (Z1.8). This indicates that consumer engagement is more often manifested through passive interactions (likes) than active interactions (comments) on electric motorcycle content.

Table 5. Results of Descriptive Analysis of Social Media Usage Variables

Dimensions	Indicator	Mean	Category
Frequency of Use	Z2.1 Frequently access social media in daily life	4.38	Very high
	Z2.2 Using social media regularly	4.07	High
	Z2.3 Consistently open social media to obtain information	4.15	High
Intensity of Use	Z2.4 Actively use social media in daily life	4.30	Very high
	Z2.5 Actively interact with other users through social media	4.14	High
	Z2.6 Engage in various activities on social media	4.02	High
Average Total		4.18	High

The mean value of the Social Media Usage variable ranged from 4.02 to 4.38, with a total average of 4.18, which is considered high. The highest score was found in the indicator of the frequency of accessing social media in daily life (Z2.1), indicating that respondents consistently and actively use social media as a means of obtaining information about electric motorcycles.

Table 6. Results of Descriptive Analysis of Purchase Intention Variables

Indicator	Mean	Category
Y1 Desire to buy an electric motorbike	4.23	Very high
Y2 Interest in choosing an electric motorbike over a gasoline-powered motorbike	4.09	High
Y3 Desire to find more information about electric motors	4.17	High
Average Total	4.17	High

The mean value for The Purchase Intention variable had an overall average of 4.17 and varied from 4.09 to 4.23, which is considered high. The highest score was found in the desire to purchase an electric motorcycle (Y1), indicating that respondents generally had a strong purchase interest in electric motorcycles after being exposed to influencer content on social media.

Simple Linear Regression Analysis Results

a) The Influence of Influencer Marketing on Social Media Engagement (H1)

Table 7. Simple Regression Results of Influencer Marketing on Social Media Engagement

Model	B	Std. Error	Beta	t	Sig.
(Constant)	20,368	1,906		10,687	0,000
Influencer Marketing	0.424	0.054	0.524	7,788	0,000

$$R = 0.524; R^2 = 0.275; F = 60.651; \text{Sig.} = 0.000$$

The regression equation formed is $Z1 = 20.368 + 0.424X1$. The regression coefficient of 0.424 is positive, indicating that each rise in Influencer Marketing will increase Social Media Engagement. The calculated t value (7.788) > t table (1.975) with Sig. 0.000 < 0.05, in order to demonstrate the beneficial and Influencer marketing's notable effects on Social Media Engagement. According to the R² value of 0.275, 27.5% of the variation in Social Media Engagement may be explained by Influencer Marketing, whereas factors outside the model account for the remaining 72.5%.

b) The Influence of Influencer Marketing on Social Media Usage (H2)

Table 8. Simple Regression Results of Influencer Marketing on Social Media Usage

Model	B	Std. Error	Beta	t	Sig.
(Constant)	15,065	1,813		8,311	0,000
Influencer Marketing	0.287	0.052	0.401	5,544	0,000

$$R = 0.401; R^2 = 0.161; F = 30.731; \text{Sig.} = 0.000$$

Regression equation: $Z2 = 15.065 + 0.287X1$. The calculated research has demonstrated that influencer marketing has a favourable and substantial impact on Social Media Usage (t value (5.544) > t table (1.975) with Sig. 0.000 < 0.05). The R^2 value of 0.161 indicates that Influencer Marketing contributes 16.1% to Social Media Usage.

c) The Influence of Influencer Marketing on Purchase Intention (H3)

Table 9. Simple Regression Results of Influencer Marketing on Purchase Intention

Model	B	Std. Error	Beta	t	Sig.
(Constant)	2,618	0.824		3,179	0.002
<i>Influencer Marketing</i>	0.284	0.024	0.690	12,069	0,000

$R = 0.690$; $R^2 = 0.477$; $F = 145.651$; Sig. = 0.000

Regression equation: $Y = 2.618 + 0.284X1$. The calculated t value (12.069) > t table (1.975) with Sig. 0.000 < 0.05, so that Influencer Marketing is proven to have a favourable and substantial impact on the intention to buy. Influencer marketing may directly account for 47.7% of the variation in purchase intention, according to the R^2 value of 0.477.

d) Influence of Social Media Engagement on Purchase Intention (H4)

Table 10. Simple Regression Results of Social Media Engagement on Purchase Intention

Model	B	Std. Error	Beta	t	Sig.
(Constant)	-0.134	1,002		-0.134	0.893
<i>Social Media Engagement</i>	0.360	0.028	0.707	12,654	0,000

$R = 0.707$; $R^2 = 0.500$; $F = 160.123$; Sig. = 0.000

Regression equation: $Y = -0.134 + 0.360Z1$. The calculated t value (12.654) > t table (1.975) with Sig. 0.000 < 0.05, indicating that Purchase Intention is positively and significantly impacted by Social Media Engagement, with a contribution of 50%.

e) The Influence of Social Media Usage on Purchase Intention (H5)

Table 11. Simple Regression Results of Social Media Usage on Purchase Intention

Model	B	Std. Error	Beta	t	Sig.
(Constant)	6,759	1,051		6,431	0,000
<i>Social Media Usage</i>	0.229	0.042	0.398	5,494	0,000

$R = 0.398$; $R^2 = 0.159$; $F = 30.188$; Sig. = 0.000

Regression equation: $Y = 6.759 + 0.229Z2$. The calculated t value (5.494) > t table (1.975) with Sig. 0.000 < 0.05, in order to demonstrate that social media use has a substantial and favourable impact on purchase intention, with a contribution of 15.9%.

Results of Multiple Linear Regression Analysis

Table 12. Multiple Regression Results of Influencer Marketing, Social Media Engagement, and Social Media Usage on Purchase Intention

Model	B	Std. Error	Beta	t	Sig.
(Constant)	-2,083	0.921		-2,260	0.025
<i>Influencer Marketing</i>	0.185	0.023	0.450	7,969	0,000
<i>Social Media Engagement</i>	0.257	0.032	0.505	8,140	0,000
<i>Social Media Usage</i>	-0.035	0.033	-0.062	-1,067	0.288

R = 0.802; R² = 0.644; Adjusted R² = 0.637; F = 95.086; Sig. = 0.000

Multiple regression equation: $Y = -2.083 + 0.185X_1 + 0.257Z_1 - 0.035Z_2$.

The Sig. value of $0.000 < 0.05$ in the F test results indicates that Influencer Marketing, Social Media Engagement, and Social Media Usage simultaneously have a substantial impact on purchase intention, with an R² value of 0.644, which indicates that the three variables can account for 64.4% of the variance in purchase intention, with other variables outside the model accounting for the remaining 35.6%.

Partially, Influencer Marketing ($t = 7.969$; Sig. = 0.000) and Social Media Engagement ($t = 8.140$; Sig. = 0.000) remain positively and significantly influential on Purchase Intention after controlling for other variables. Conversely, Social Media Usage shows a negative and insignificant coefficient ($t = -1.067$; Sig. = 0.288 > 0.05) when controlled together with Influencer Marketing and Social Media Engagement. This finding forms an important basis for the results of the Sobel test on H7 in the next sub-chapter.

Sobel Test Results (Mediation Test)**a) The Role of Social Media Engagement in Mediating the Influence of Influencer Marketing on Purchase Intention (H6)**

Table 13. Results of the Sobel Test of Social Media Engagement as a Mediator

Parameter	Mark
A (coefficient $X_1 \rightarrow Z_1$)	0.424
SE A	0.054
B (coefficient $Z_1 \rightarrow Y$, controlled)	0.257
SE B	0.032
Sobel test statistic (t count)	5,614
Sig. (two-tailed)	0.00000002

With a significance value of $5.614 > t$ table (1.975), the computed t value $0.00000002 < 0.05$. Thus, H6 is accepted, This indicates that the impact of Influencer Marketing on Purchase Intention is substantially mediated by Social Media Engagement on electric motorbikes in Bandung City. Given that influencer marketing continues to have a direct impact on purchase intention significant after being controlled by Social Media Engagement (Table 4.13), the nature of the mediation that occurs is classified as partial mediation.

b) The Role of Social Media Usage in Mediating the Influence of Influencer Marketing on Purchase Intention (H7)

Table 14. Results of the Sobel Test of Social Media Usage as a Mediator

Parameter	Mark
A (coefficient $X1 \rightarrow Z2$)	0.287
SE A	0.052
B (coefficient $Z2 \rightarrow Y$, controlled)	-0.035
SE B	0.033
Sobel test statistic (t count)	-1,042
Sig. (two-tailed)	0.29762062

The calculated t value is -1.042 (absolute value 1.042) < t table (1.975) has a significance level of 0.298 > 0.05. H7 is therefore rejected, which means that Social Media Usage is not proven to significantly mediate the influence of Influencer Marketing on Purchase Intention on electric motorbikes in Bandung City. This result is consistent with the findings in multiple regression (Table 4.13), where Social Media Use's Impact on Purchase Intention becomes insignificant and changes direction to negative when controlled via Social Media Participation and Influencer Marketing, so that the mediation requirements are not met.

DISCUSSION

The Influence of Influencer Marketing on Social Media Engagement (H1)

According to the study's findings, social media engagement is positively and significantly impacted by influencer marketing ($t = 7.788$; Sig. = 0.000). This result aligns with the viewpoint of influencer marketing as a stimulus in the SOR framework, which triggers consumers' internal processes in the form of cognitive, affective, and behavioral engagement. This outcome is consistent with the results of Barokah & Alfansi (2025) who found that all influencer attributes – trustworthiness, Erigo customers' attitudes of the brand are significantly influenced by beauty and knowledge, with expertise showing the strongest influence. This is also in line with Wiredu & Agyei (2026) who found that influencer marketing has a close relationship with social media engagement within the social influence theory framework, because influencer credibility encourages consumers to more actively interact with promoted content. Thus, the more credible, attractive, and appropriate the influencer promoting electric motorbikes is, the higher the consumer engagement with that content on social media.

The Influence of Influencer Marketing on Social Media Usage (H2)

Influencer Marketing also proven to make a favourable and noteworthy impact on Social Media Usage ($t = 5.544$; Sig. = 0.000). This finding reinforces the idea that exposure to influencer content encourages consumers to use social media more intensively to seek further information. This outcome is consistent with the study of Dewantara et al. (2024) They discovered that subjective norms for electric automobiles in Indonesia are positively impacted by social media marketing, indicating that marketing activities on social media also shape

consumer usage patterns and social participation. Within the SOR framework, this confirms that stimuli from influencers not only shape emotional engagement but also drive changes in the intensity of social media usage behavior itself.

The Influence of Influencer Marketing on Purchase Intention (H3)

According to the test results, Purchase Intention is positively and significantly impacted by Influencer Marketing ($t = 12.069$; $\text{Sig.} = 0.000$), even when controlled for by the two mediating variables, this effect remains significant ($t = 7.969$; $\text{Sig.} = 0.000$). This result is in line with Barokah & Alfansi (2025), who concluded that Purchase intention is strongly influenced by all three influencer credibility qualities, with expertise being the most powerful predictor. Wiredu & Agyei (2026) also confirmed that Influencer marketing directly and significantly affects consumers' intentions to make purchases ($\beta = 0.735$) regarding emerging markets. Interestingly, Dewantara et al. (2024) explicitly recommend further research to explore Influencers' contribution to higher buying intention of electric vehicles – a research gap that this study directly fills in the context of electric motorcycles in Bandung City. These findings strengthen the evidence that the role of influencers is not merely as message conveyors, but as digital marketing stimuli that can shape purchasing intentions directly, while validating the SOR theory that stimuli can generate responses without having to rely entirely on internal processes.

The Influence of Social Media Engagement on Purchase Intention (H4)

It has been demonstrated that social media engagement significantly and favourably affects purchase intention, both in simple regression ($t = 12.654$) and after being controlled in multiple regression ($\beta = 0.505$; $t = 8.140$), even becoming the predictor with the largest contribution in the model. This finding is consistent with Barokah & Alfansi (2025), who found that brand attitude – a construct that is conceptually close to consumer involvement with a brand – has a major impact on the intention to buy ($\beta = 0.381$; $t = 2.554$). This is also in line with Wiredu & Agyei (2026) who discovered that social media use significantly influences consumers' intentions to make purchases ($\beta = 0.853$) based on social influence theory, arguing that active involvement in social media creates a social proof effect that increases consumer self-assurance when making purchases. This confirms that in the SOR framework, internal processes in the form of cognitive, affective, and behavioral involvement (organism) are the most powerful pathways in converting marketing stimuli into purchasing responses.

The Influence of Social Media Usage on Purchase Intention (H5)

In a simple regression test, Social Media Usage had a favourable and noteworthy impact on Purchase Intention ($t = 5.494$; $\text{Sig.} = 0.000$). However, when controlled for Influencer Marketing and Social Media Engagement in a multiple regression, the effect became insignificant and shifted to negative ($\beta = -0.062$; $\text{Sig.} = 0.288$). A similar pattern was found by Dewantara et al. (2024), who showed that subjective norms had an impact on the desire to buy, although with a comparatively smaller strength compared to personal attitude. Similarly, in the studies of Rahmawati et al. (2022) and Yusan et al. (2026) regarding the adoption

of electric motorcycles in Indonesia, it was found that more "quantitative" or situational factors—such as cost and technology—tended to have a less significant effect on purchase intention compared to evaluative and emotional attitude factors. This pattern provides additional context for the findings of this study: Social Media Usage, which essentially measures the frequency and intensity of social media use in general (quantitative-behavioral), appears to be less powerful than Social Media Engagement, which measures the quality of consumers' emotional and cognitive engagement (evaluative) when both are examined simultaneously.

The Role of Social Media Engagement in Mediating the Influence of Influencer Marketing on Purchase Intention (H6)

According to the Sobel test results, social media engagement considerably mitigates the impact of influencer marketing on Purchase Intention ($t = 5.614$; $\text{Sig.} < 0.05$), with partial mediation properties because Influencer marketing's direct impact is still substantial. This finding is consistent with Barokah & Alfansi (2025), who explicitly concluded that brand attitude plays an important mediator between influencer attributes and purchase intention, where consumers who have positive perceptions of products endorsed by influencers are more motivated to purchase. Wiredu & Agyei (2026) also strengthens this pattern through the finding that social engagement variables can act as a significant mediating pathway in translating digital marketing activities into actual purchase intention. These results confirm the validity of the SOR framework in this study, where the internal consumer process (organism) in the form of engagement on social media is a key mechanism that bridges influencer marketing stimuli with replies in the form of purchases interest in electric motorbikes.

The Role of Social Media Usage in Mediating the Influence of Influencer Marketing on Purchase Intention (H7)

In contrast to H6, the Sobel test results indicate that Social Media Usage was not proven to considerably diminish the impact of influencer marketing on the intention to buy ($t = -1.042$; $\text{Sig.} = 0.298$). This finding is interesting to discuss because it differs from the results of Wiredu & Agyei (2026), who found that consumer interests and influencer marketing both played a significant role as mediators between Ghana's buying intent and social media usage. This difference is likely caused by the different nature of the constructs being measured: in the Wiredu & Agyei (2026) study, the mediator variable tested (consumer interests) specifically measures the relevance of content to consumers' personal interests, while Social Media Usage in this study only measures the frequency and intensity of social media use in general without including elements of relevance or personal interest. This is also in line with the findings of Rahmawati et al. (2022) who stated that technological factors do not influence a person's desire to purchase an electric motorcycle in Indonesia, indicating that behavioral-mechanical aspects (such as frequency of use or technological sophistication) are not necessarily an effective pathway in driving purchase intention if not accompanied by deep emotional and cognitive engagement.

Thus, the H7 finding strengthens the argument that not all forms of social media activity have the same mediating power; qualitative engagement is proven to be a more relevant mechanism than mere frequency of use in shaping purchase intention of electric motorcycles in Bandung City.

CONCLUSION AND RECOMMENDATIONS

The purpose of this study is to examine the “influence of influencer marketing on the purchase intention of electric motorcycle consumers in Bandung City”, with social media engagement and social media usage as mediating variables. The study is according to the Stimulus–Organism–Response (SOR) hypothesis, which clarifies that influencer marketing as a stimulus can shape purchase intention through internal processes such as consumer involvement and activity on social media. By using a quantitative approach and regression analysis, as well as mediation tests, It is anticipated that this research would provide light on the mechanism of consumer purchase intention formation for electric motorcycles. This study is anticipated to contribute to the growth of the literature on digital marketing as well as offer a basis for electric motorcycle companies in creating influencer-based marketing tactics that are more successful in raising public buy intention.

1. Electric motorcycle companies are advised to select influencers who have high credibility, are relevant to their target market, and are able to convey product information in an educational manner, thereby increasing consumer trust and purchasing interest.
2. Digital marketing strategies need to be directed at increasing social media engagement through interactive, informative content that encourages audience participation, such as comments, content sharing, and discussions.
3. Companies also need to optimize various social media platforms so that consumers are more active in using social media as a source of information about electric motorbikes.
4. The government and industry can collaborate on educational campaigns about the benefits of electric vehicles through social media to accelerate the acceptance and adoption of electric motorcycles in the community.
5. The research results can be used as consideration in developing more effective digital marketing communication strategies to support the development of the electric vehicle industry in Indonesia.

ADVANCED RESEARCH

1. To broaden the inquiry, more investigation is advised area to other cities or provinces to increase the degree of generalisability of the study findings.
2. Future researchers can add other variables that have the potential to influence purchase intention, such as brand trust, Perceived value, brand image, and electronic word-of-mouth (e-WOM), perceived risk, or environmental concern.
3. Future research can use the AMOS or SmartPLS-based Structural Equation Modeling (SEM) method to test more complex relationships between variables.

4. Further research can compare the efficacy of several kinds of influencers, including micro, nano, macro, and mega influencers, on interest in purchasing electric motorbikes.
5. Further research can also develop research objects on other types of electric vehicles, such as electric cars or electric bicycles, as well as on other environmentally friendly products to obtain a more comprehensive picture of consumer behavior in digital marketing.

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