

## ABSTRAK

Tujuan dari penelitian ini yaitu untuk mengevaluasi keterkaitan antara pengetahuan produk, pemasaran media sosial, persepsi efektivitas konsumen, sikap, norma subjektif, harga, control perilaku yang dirasakan, dan niat beli. Metode yang dipakai dalam penelitian ini yaitu metode kuantitatif. Sampel untuk penelitian ini terdiri dari 203 responden yang mengetahui kendaraan listrik tetapi belum pernah membelinya. Tanggapan kuesioner menghasilkan data penelitian, yang kemudian dianalisis menggunakan metode analisis SEM dengan bantuan aplikasi SMARTPLS.

Hasil penelitian ini menyimpulkan bahwa (1) Sikap terhadap niat beli berdampak positif dan signifikan, (2) norma subjektif pada niat beli berdampak positif dan signifikan, (3) Kontrol perilaku pada niat beli berdampak positif dan signifikan, (4) Harga pada niat beli tidak berdampak dan signifikan, (5) Kontrol perilaku terhadap harga tidak berpengaruh dan signifikan terhadap harga, artinya bahwa tinggi rendah kontrol perilaku tidak berpengaruh, (6) Pengetahuan produk terhadap sikap berdampak positif dan signifikan, (7) Pengetahuan produk pada niat beli berdampak positif dan signifikan, (8) Persepsi efektivitas pada sikap berdampak positif dan signifikan, (9) Persepsi efektivitas pada niat beli berdampak positif dan signifikan, (10) Pemasaran media sosial pada norma subjektif berdampak positif dan signifikan, (11) Pemasaran media sosial terhadap harga memiliki pengaruh positif dan signifikan, (12) Pemasaran media sosial terhadap persepsi efektivitas berdampak positif dan signifikan, (13) Pemasaran media sosial pada pengetahuan produk berdampak positif dan signifikan.

**Kata kunci :** pengetahuan produk, pemasaran media sosial, persepsi efektivitas konsumen, sikap, norma subjektif, harga, kontrol perilaku dan niat beli

## ABSTRACT

The purpose of this research is to analyze product knowledge, social media marketing, perceived consumer effectiveness, attitudes, subjective norms, price, perceived behavioral control, and intention to purchase. This study takes a quantitative methodological approach. The 203 respondents included in this research are representative of the Indonesian population and are familiar with but have not yet bought an electric car. The questionnaire responses served as the source data for this study, which was analyzed using the SEM method and the SMARTPLS software.

This study found that (1) one's attitude has a positive and significant effect on one's intent to buy, (2) one's subjective norm has a positive and significant effect on one's intent to buy, (3) one's behavioral control over one's impulse to buy has a positive and significant effect on one's impulse to buy, and (4) one's perception of the impact of price on one's impulse to buy has no, (5) Behavioral control on price has no significant effect on price, meaning that high or low behavioral control has no effect, (6) There is a positive and statistically significant effect of product knowledge, (7) a positive and statistically significant effect of product knowledge on purchase intent, (8) a positive and statistically significant effect of perceived attitude effectiveness, (9) a positive and statistically significant effect of perceived effectiveness on purchase intent, (10), a positive and statistically significant effect of social media marketing on subjective norms, (11), a positive and statistically significant effect of social media marketing on price, (12), and (13) a positive and statistically significant effect.

**Keywords:** product knowledge, social media marketing, perceived consumer effectiveness, attitude, subjective norm, price, perceived behavioral control and purchase intention.