

## **ABSTRACT**

*The automotive industry is one branch of the manufacturing industry in Indonesia which has a record of significant economic growth related to sales levels. The development of the world of technology, especially motorbikes, is the answer to society's demands for an increasingly increasing standard and quality of life. For today's society, motorbikes really support their mobility in carrying out various activities. Currently, many motorbike companies are launching new innovations in creating higher quality and more sophisticated motorbikes. The purpose of this research is to analyze the influence of social media on Honda product brand equity. To analyze trust's influence on Honda product brand equity. To analyze the influence of brand equity on purchasing decisions for Honda products. To analyze the influence of social media on purchasing decisions with brand equity as an intervening variable. To analyze trust's influence on purchasing decisions with brand equity as an intervening variable.*

*The population of this research is consumers of Honda products in Semarang. The sample in this study amounted to 85 respondents. However, researchers chose 100 respondents to reduce the error rate. Primary data is data obtained directly from research subjects, in this case the researcher uses tools that have been identified to obtain data or information directly. In this research, data collection was carried out through a survey instrument, namely a questionnaire*

*The conclusion of this research is that social media has a positive effect on Honda product brand equity. Trust has a positive effect on brand equity of Honda products. Brand equity has a positive effect on purchasing decisions for Honda products. Brand equity can be an intervening influence of social media on purchasing decisions. Brand equity can be an intervening influence on trust on purchasing decisions.*

**Keywords:** *Social Media; Brand Equity; Trust; Social media*