The Persuasive Power of Instagram: Brand Image, Trust, and Loyalty in Electric Vehicle Adoption: A Study on Wuling Air EV

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ABSTRACT

This study explores how brand image and brand trust influence brand loyalty in the context of Wuling Air EV, a pioneer entrant in Indonesia's emerging electric vehicle (EV) market, with Instagram serving as a key mediating communication channel. Drawing from the socio-psychology communication tradition, this research examines how social media platforms shape consumer attitudes and loyalty through both message design and platform interactivity. Utilizing the Elaboration Likelihood Model (ELM) as a theoretical framework, the study investigates how persuasive content on Instagram—both rational (central route) and emotional (peripheral route)—influences consumer engagement and loyalty formation. A quantitative method was employed, surveying individuals who follow Wuling's official Instagram account (@wulingmotorsid) and were the owners of the Wuling Air EV. Data were collected through Google Forms and analyzed using SPSS, incorporating correlation tests, multiple regression analysis, and hypothesis testing. Findings demonstrate that: (1) Brand image has a significant positive effect on brand loyalty; (2) Brand trust exerts an even stronger impact; and (3) Together, these variables explain 62% of the variance in brand loyalty, underscoring the role of Instagram as a strategic channel for brand communication. The study contributes to communication science by illustrating how digital platforms mediate consumer-brand relationships and affect loyalty through strategic message framing. Practical implications suggest that Wuling should continue to utilize Instagram for relationship-building by promoting transparency, innovation, and responsive post-purchase support. Limitations include the platform-specific focus and sample restriction to existing users. Future studies should consider cross-platform analyses and include potential consumers to generalize the findings better.

Keywords: Brand Communication, Brand Loyalty in EV Adoption, Digital Persuasion, Elaboration Likelihood Model, Social Media Marketing

INTRODUCTION

The Indonesian government is currently paying close attention to the state of the environment. This is because global warming is increasing every day. The first thing done by the Indonesian government is the entry of electric cars in Indonesia. Battery Electric Vehicle (BEV) has entered Indonesia. The government has also replaced several buses with electric buses as environmentally friendly transportation. Indonesia in 2022 is reported to be the 26th worst globally with 2.5-micron particle pollution otherwise known as PM 2.5. Air quality in Indonesia improved slightly compared to the previous year's report but still remains the worst in Southeast Asia. The data used in this report was collected from more than 30,000 authorized air quality monitoring stations and low-cost air quality sensors operated by government agencies, research institutions, non-profit nongovernmental organizations, universities and educational facilities, private companies, and citizens around the world (Kompas.id, 2023). Electric cars have a positive

influence on the environment. Because the motion mechanism of electric cars uses electrical power, the engine does not produce residual disposal of CO_2/carbon dioxide and CO/carbon monoxide emissions. Both of these substances are air pollutants that have the potential for the greenhouse effect and warming of the Earth. In addition, the substance also has a harmful effect on human health. One of them is to inhibit blood from binding oxygen, triggering various organ disorders in the body.

Electric cars can also save natural resources that are dwindling in availability, namely petroleum which has begun to be threatened due to the increasing number of humans. According to the Minister of Energy and Mineral Resources (ESDM) Arifin Tasrif, national petroleum reserves will run out within 9.5 years (Kompas.com, 2021). In addition, electric cars can also reduce noise pollution that interferes with and triggers stress for other road users because they do not have a car driving engine that triggers vibrations in the cabin. In addition, in order to preserve natural resources, the government helps subsidize the Government's Added Tax/VAT on electric cars by 10% so that consumers only need to pay 1% of the VAT. That way the Wuling Air ev car becomes more efficient by 21-26 million rupiah. Wuling is one of those who receives subsidies because it meets the requirements of the Domestic Component Level (TKDN) of more than 40%. It is recorded that Wuling Air ev has a TKDN value of 40.04% and another car accepted by the government is the Hyundai Ioniq 5 with a TKDN value of 40%.

Electric cars also have the advantage of being more agile because they have instant torque. Unlike cars with internal combustion engines where the new engine can provide peak torque when it is at a certain engine speed. Another advantage of using electric cars is that tax payments are cheaper than gasoline or diesel cars. In addition to the cheap tax, the cost of charging electricity to cars is also cheaper than refueling oil. Moreover, according to detikOto (2022), the most electric car sales in Indonesia in 2022 are Wuling Air EVs with 5,921 units sold. Followed by the Hyundai Ioniq 5 with 1,786 units and Nissan Leaf with 52 units. Wuling Air ev entered Indonesia in August 2022 at the Gaikindo Indonesia International Auto Show (GIIAS) 2022. Based on wholesale data from January – November 2022, Wuling Air ev leads the country's electric car sales with 5,921 units distributed throughout Indonesia.

At the kickoff of the G20 presidency located in Nusa Dua, Bali, Indonesian Finance Minister Sri Mulyani Indrawati stated Indonesia as an example of green economy financing for other countries. Green Economy is the government's effort to produce environmentally friendly products and supports the reduction of carbon emissions. The momentum of the G20 Presidency is used by Indonesia in low-carbon and sustainable financing while inviting investment in new energy. Indonesia is also committed to the preparation of an energy transition mechanism to accelerate the source of new environmentally friendly energy. Global warming that occurs due to fuel transportation can cause extreme climate change in the world. Therefore, other energy that is more environmentally friendly is needed such as electric car batteries. The 17th Summit will be held in Bali in November 2022. The G20 summit was attended by 19 countries with one economic area, the European Union.

Wuling Air ev officially became the Official Car Partner at the 2022 G20 Summit by providing 300 units of Wuling Air EV to support the mobility of G20 delegates. The symbolic handover was carried out in Senayan with the Ministry of State Secretariat of the Republic of Indonesia. The composition of the car variant consists of 216 units of long-range and 84 units of standard range with five color variants namely Peach Pink, Avocado Green, Pristine White, Galaxy Blue, and Lemon Yellow. In addition, all Air ev units are also coated with official stickers showing their participation as vehicles that are part of the 2022 G20 Summit in Bali. After being used at the

2022 G20 Summit, 300 units of Wuling Air EV cars were sold to the public and immediately sold out in a fairly short time. The reason for the speed of this car selling is that this car sells 20 million cheaper and the letters that consumers get are all like having a new car. In addition, these 300 units are considered special with the 2022 G20 Summit sticker. This car also has a small body so it is easy to carry anywhere.

Brand image is a representation of customer perception of the brand that is formed from past information and experience about the brand itself (Winarko & Permadi, 2024; Septyana & Saragih, 2024). If a brand has a positive image, buyers will be more trusting and willing to buy from the brand. Brand image is also a consumer's understanding of the brand as a whole, consumer trust, and how consumers perceive or have a certain perception of the brand. Brand Image is one that is attached to consumers. If the brand image owned by a brand is good, it will be recalled and preferred by consumers. Conversely, if the brand image owned by a brand is bad, it will not be an option for consumers. Brand Trust or customer trust in a brand is the perception of customers trusting a brand (brand reliability). This brand trust can be based on experience or a sequence of transactions and interactions with the brand so that the promised expectations and values are fulfilled and provide satisfaction or positive results. The existence of consumer trust in the brand will create a sense of security and reduce consumer perception of risk in its growth. The influence of brand image, and brand trust, on brand loyalty can all be explained through the communication theory of the Elaboration Likelihood Model (ELM). Because ELM theory sees how brands convey messages through the media and are processed by consumers, it influences consumers' views of the brand. This study is limited to people who own Wuling Air EV cars and there is no age or gender limit who live in Indonesia and follow Instagram from @wulingmotorsid.

This research was conducted with the main objectives, firstly, to find out if there is any influence of Brand Image on the Brand Loyalty of Wuling Air ev electric cars through Instagram social media. Secondly, to find out whether there is any influence of Brand Trust on the Brand Loyalty of Wuling Air ev electric cars through Instagram social media. Lastly, to find out whether there is an influence of Brand Image and Brand Trust on the Brand Loyalty of Wuling Air ev electric cars through Instagram social media. The novelty of this research would answer the gap of whether a low brand image and trust could be gained through the application of social media marketing strategy, especially for high-tech products like green energy cars as a challenger within a strong existence of fossil-fuel private car transportation market position in developing countries like Indonesia.

Brand Image is a perception of a brand that is a reflection of consumer memory of the brand. Brand image is also a concept created by consumers for subjective reasons and personal emotions. Therefore, consumer perception becomes more important than the real situation. (Ronitua, Brida, & Barry, 2017). According to Kotler & Keller (2016), Brand Image or brand image has five main dimensions: (1). Brand Identity is a brand identity that functions as a difference between one brand and another brand which includes designs, logos, locations, slogans and others; (2). Brand Personality is a special characteristic of brand personality. For example, firm, friendly, and so on; (3). A brand association is a brand association that deals with product details. For example, repeat orders, sponsorship, CSR, and others; (4). Brand Attitude & Behavior is the attitude and communication behavior related to the brand; (5). Brand Benefit & Competence is the quality and virtue provided by a brand. So that customers will feel that they have benefits and their needs can be met after having products from the brand. The Brand image also has three measurements seen from various aspects. They include (1). Brand Memorable or someone's

memory of the brand from various sides; (2). Brand Recognizable or a brand that is remembered because of the message conveyed by the brand so it usually has to make legal protection; and (3). Brand Reputation or public assessment of the brand.

Brand Trust is consumer trust in the brand because it has deep credibility and brand confidence so that consumers buy the brand's products repeatedly (Aditya & Tjokrosaputro, 2020). If a consumer is sure of what they expect, they will also believe in a brand they use. Brand Trust is important in a brand because of the consumer trust needed in product sales. According to Cuong (2020), brand trust is consumer confidence in the quality and service of a brand's products/services. Brand trust can also be interpreted as a state of safe seeking that consumers do for a brand because they have the thought that the brand is trustworthy and accountable to please them. Brand trust is a variable used in increasing consumer desire for products to last longer because of the confidence in it when choosing a brand. In addition, brand trust is also defined as the perception of consumer trust either from direct experience or repeat purchases due to the fulfillment of expectations and product satisfaction. Meanwhile, Brand loyalty is a consumer commitment to what is used or felt that is liked so that from what they do will emerge loyalty and commitment to the brand (Taju, 2020). Loyalty can also be seen in how consumers buy products repeatedly and continuously for a long period of time and make the brand the first choice. Another definition of Brand Loyalty (Saragih, et al., 2019) is the privilege of consumers loyally and definitely to make purchases at the same brand, both certain products and services in the long term. This study also explains that brand loyalty can be measured by satisfaction, preferred brand, price, and commitment.

Brand loyalty can be interpreted as a strong and close commitment to reject or match products/services that have been chosen consistently for the future. This brand loyalty also leads to the purchase of products/services with the same brand regardless of the situation and condition of the consumer. (Budi, Hidayat, & Mani, 2021). According to Kotler and Keller, Brand Loyalty can be divided into three indicators: (1). Word-of-mouth is a promotional activity carried out orally by word of mouth; (2). The rejection or the resistance of invitations made by other companies or competitors; and (3). Repeat purchasing or repurchasing products of the brand. Meanwhile, according to Aaker, Brand Loyalty has five measurements, including (1). Behavior measures or behavioral measurements were in determining customer loyalty by taking into account buying patterns. For example, repeat purchases, percentage of purchases, and number of brands purchased; (2). Measuring switching costs often happens if the change of brand is expensive, and customers are reluctant to change brands; (3). Measuring satisfaction this is very important in determining customer loyalty (Batara & Susilo, 2022); (4). Measuring the brand liking. Liking a particular brand can cause difficulty in liking another brand; and (5). Measuring commitment. A passion for a brand can encourage someone to share their experience with that brand.

The Elaboration Likelihood Model (ELM) theory is used in the analytical approach which was first introduced by Richard E. Petty and John T. Cacioppo. This communication theory is a theory in social psychology that explains how a person processes and responds to persuasive messages. This theory also persuades individuals to change their opinions because of the information they receive. In ELM there are two pathways introduced, namely the peripheral route and the central route. The central route is when the recipient of the message compares the validity of a newly received message and compares it with the experience they have had before. Consideration will also involve this argument. The peripheral route does not involve critical thinking. The recipient of the message tends to instantly make quick judgments based on simple gestures and there is usually a factor of interest and credibility of the communicator. ELM is also

influenced by three factors, including motivations, opportunity, and ability. Motivation is higher when the message relates to the goals and needs of a consumer. Opportunity is a person's process of understanding a message. While ability is a person's understanding of the message that has been given. ELM represents the opportunity that a person who receives the message has to elaborate on the message he has received by thinking and acting on the message.

According to research conducted by Apriliani (2019), Brand Image, Brand Equity, and Brand Trust have a significant and positive influence on customer loyalty. According to the other research conducted by Pandiangan, Masiyono, and Atmogo (2021), it summarizes that Perceived Quality, Brand Image, and Brand Loyalty, have a significant influence on Brand Equity. Another research study from Putra (2018) showed that Brand Image and Brand Trust simultaneously and significantly affect customer loyalty. Based on the concepts described above coupled with the findings in these three studies, a few research hypotheses can be compiled, namely:

H1 (Hypothesis 1)
- Ha: Brand Image (BI) has a significant effect on the Brand Loyalty (BL) of the Wuling brand, especially the Wuling Air ev electric car.
- Ho: Brand Image (BI) does not significantly affect the Brand Loyalty (BL) of the Wuling brand, especially the Wuling Air ev electric car.

H2 (Hypothesis 2)
- Ha: Brand Trust (BT) has a significant effect on the Brand Loyalty (BL) of the Wuling brand, especially the Wuling Air ev electric car.
- Ho: Brand Trust (BT) does not significantly affect the Brand Loyalty (BL) of the Wuling brand, especially the Wuling Air ev electric car.

H3 (Hypothesis 3)
- Ha: Brand Image (BI) and Brand Trust (BT) have a significant effect on the Brand Loyalty (BL) of the Wuling brand, especially the Wuling Air ev electric car.
- Ho: Brand Image (BI) and Brand Trust (BT) do not significantly affect the Brand Loyalty (BL) of the Wuling brand, especially the Wuling Air ev electric car.

METHODOLOGY

In analyzing the results of the hypothesis testing mentioned above, this study relies on the positivism paradigm to link the influence of image, trust, and customer loyalty in this brand. This research also relies on the use of quantitative research approaches. The positivist paradigm is a school of philosophical understanding that developed in Europe. Positivism is an idea that demands that the methodology thought of requires reality to find truth. This research period is carried out from February 2023 to April 2023 so that approximately this research is carried out in a period of 2 months with the location of the research to be carried out by researchers throughout Indonesia. In this study, the study population refers to a consumer of Wuling Air ev electric cars. The population that researchers took in this study was 5,921 people who already owned a Wuling Air ev car that uses electric batteries as a source of driving energy.

In this study, a non-probability sampling technique was used because they do not provide equal opportunities for population members to be selected as samples. The purposive sampling technique used in this study which only takes a few that are considered to be representative of a population and as desired by researchers with a sample of 100 respondents based on the Slovin formula. The data collection technique used in this study was taken by distributing questionnaires

that had been filled out by predetermined respondents. This questionnaire will be distributed to people in Indonesia. The distribution of this questionnaire will be carried out online through questionnaire links to Wuling Air ev @wulingmotorsid Instagram social media users by using the Google Form tool. In analyzing data, there were 3 analysis stages, namely data processing, data analysis, and interpretation of analysis results. The data analysis technique in this study used a simple linear regression technique. Brand Image and Brand Trust are independent variables and are used to test whether these two variables significantly affect the Brand Loyalty of Wuling Air ev as the dependent variable.

FINDINGS AND DISCUSSION

After the questionnaire is prepared, the validity and reliability test is carried out on the questionnaire instrument to be distributed to respondents. A total of 30 respondents' answers were used to test the validity and reliability of the questionnaire. There were 12 variable indicators of Brand Image, 8 variable indicators of Brand Trust, and 12 variable indicators of Brand Loyalty. Based on the results of data processing using SPSS Version 23 statistical software for Brand Image indicators, there were 10 questions given to 30 respondents during the pretest, the statement points BI-01 to BI-10 was considered valid because the result of the calculation was at significance level required. The reliability test results show that the previous indicators of the instrument used are reliable because the results of Cronbach's Alpha test were 0.86, which was indicated as strong enough. Therefore, all valid questionnaires/statements of Brand Image will be distributed to get the sample of respondents.

Further results of data processing by using SPSS for Brand Trust indicators, can be seen from the 4 questions given to 30 respondents during the pretest, the statement points BT-01 to BT-04 were considered valid because the r-calculated is higher than the r-table at the significance level of 0.05. The measurement results of Cronbach's Alpha was 0.677 which shows that the instrument used to measure Brand Trust is quite reliable. Therefore, all valid questionnaire statements of Brand Trust will be distributed to get the sample of respondents. Lastly, based on the results of data processing using SPSS for Brand Loyalty indicators, it showed from the 10 questions given to 30 respondents during the pretest, the statement points BL-01 to BL-10 were considered valid because the r-calculated were higher than the r-table at the significance level of 0.05. The results of Cronbach's Alpha measurement to measure Brand Loyalty show a number of 0.793 which shows that the instrument to be used to measure Brand Loyalty was reliable. Therefore, all valid questionnaire statements of Brand Loyalty will be distributed to the sample of respondents.

After the questionnaire was distributed, a total number of respondents were taken using the Slovin formula as many as 100 respondents from followers of Wuling's Instagram account and who owned Wuling Air ev electric cars. The gender distribution of respondents consisted of 58% men and 42% women. There were 31% of respondents who filled out the questionnaire were aged 33-37 years, 25% were aged 28-32 years, 18% were aged 23-27 years, 15% were aged 18-22 years and another 11% were aged more than 38 years. The Normality Test was carried out to determine the results of the data and whether the distribution was normal or not. The results of the Normality test of this study can be seen through the Kolmogorov-Smirnov tool which can be operated using SPSS version 23. The significance of the normality test was obtained based on the Kolmogorov-Smirnov test displaying the results of Asymp. Sig. (2-tailed) at 0.200. This figure indicates that the significance of the data results is greater than 0.05, so it can be concluded that the normality test with Kolmogorov-Smirnov satisfies the normality assumption.

The Multicollinearity Test was conducted to see a strong relationship between independent variables, namely Brand Image and Brand Trust variables. In this study, researchers used the Tolerance and VIF methods operated on SPSS version 23. The results of the Multicollinearity test can be seen in the table below showing that the variables X_1 and X_2 have a tolerance value of 0.465 and a VIF of 2.151 (see Table 1). The tolerance value is greater than 0.10 and the VIF value is less than 10. So it can be concluded that the data is free from multicollinearity cases, which means that there is no relationship between the independent variables Brand Image and Brand Trust in the regression model.

Table 1. Multicollinearity Test Results (source: Processed data)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	8.083	3.410		2.370	.020		
TOTAL X_1	.279	.090	.284	3.090	.003	.465	2.151
TOTAL X_2	.842	.139	.556	6.055	.000	.465	2.151

Correlation analysis was used in this study to determine the closeness of the relationship between several variables. Correlation analysis is related to regression tests that show the influence of each variable. Although these variables are closely related or correlated, they do not necessarily have an influence on one another. In this analysis, the output produced would be positive, negative, and not correlated at all. Based on the results of calculation, it can be concluded that based on the results of the correlation test between the variables Brand Image (X_1) and Brand Loyalty (Y), there is a relationship between X_1 and Y variables, this can be seen from the value of Sig. which shows a value of $0.000 < 0.050$. The value of the Pearson Correlation coefficient is 0.690 which means the degree of relationship between the two variables is strong. Meanwhile, the results of the correlation test between the Brand Trust (X_2) and Brand Loyalty (Y) variables, concluded that there is a relationship between X_2 and Y variables. This can be seen from the value of Sig. which shows a value of $0.000 < 0.050$. The resulting Pearson Correlation coefficient value is 0.763 which means the degree of relationship between the two variables is strong (see Table 2).

Table 2. Correlation Test Results (source: Processed data)

		TOTAL X_1	TOTAL X_2	TOTAL Y
TOTAL X_1	Pearson Correlation	1	.732**	.690**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
TOTAL X_2	Pearson Correlation	.732**	1	.763**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
TOTAL Y	Pearson Correlation	.690**	.763**	1

		TOTAL X_1	TOTAL X_2	TOTAL Y
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Multiple Correlation Analysis in this study was conducted to look for the relationship and contribution of two or more variables X or simultaneously to variable Y. From the test results obtained, a coefficient value (R) of 0.787 can be seen in Table 3. The correlation coefficient has a strong relationship because it is in the interval frame of 0.61 – 0.80, which means a very strong level of relationship. So it can be concluded that there is a very strong positive relationship between Brand Image (X_1) and Brand Trust (X_2) toward the Brand Loyalty (Y) of Wuling Air ev electric cars as the Wuling brand will also increase.

Table 3. Multiple Correlation Test Results (source: Processed data)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.787a	.620	.612	2.730	.620	79.143	2	97	.000

Multiple Regression Analysis is a test to predict the value of variable Y if there are two or more variables X. So in this analysis it is seen whether there is an influence between variable X and variable Y. The results of the Multiple Regression test on this research model produce the following equation: $\hat{Y} = 8.083 + 0.279 X_1 + 0.842X_2$ (see Table 4).

Table 4. Multiple Regression Test Results (source: Processed data)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.083	3.410		2.370	.020
	TOTAL X_1	.279	.090	.284	3.090	.003
	TOTAL X_2	.842	.139	.556	6.055	.000

The T-test was performed to measure how far the influence of explanatory or independent variables Brand Image and Brand Trust individually in explaining variations in the dependent variable Brand Loyalty. In addition, the F test was used to determine whether the coefficients of

the independent variables (Brand Image and Brand Trust) altogether have a real influence or not on the dependent variable of Brand Loyalty. To test whether the independent variable has a significant effect on the dependent variable can be seen significantly on the bound variable with $\alpha = 0.05$.

Based on the results of the statistical T-test in Table 5, it was calculated that the Sig. value was 0.003 and the calculated T-value was 3.090. This result shows that the value of Sig. < 0.05 where 0.003 < 0.05, and T-calculated > T-table, where 3.090 > 1.984. It means that Ha_1 was accepted and Ho_1 was rejected. That is, there was a significant influence of the Brand Image (X_1) toward the Brand Loyalty (Y). Then, based on the results in the table, it was calculated that the Sig. value is 0.000 and the calculated T-value was 6.055. This result shows that the value of Sig. < 0.05 where 0.000 < 0.05, and T-calculated > T-table, where 6.055 > 1.984. In this case, the Ha_2 was accepted and Ho_2 was rejected. This means that there was a significant influence of the Brand Trust (X_2) toward the Brand Loyalty (Y).

Table 5. T-Test Results (source: Processed data)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.083	3.410		2.370	.020
	TOTAL X_1	.279	.090	.284	3.090	.003
	TOTAL X_2	.842	.139	.556	6.055	.000

a. Dependent Variable: TOTALLY

After conducting the F-test, it was found that the Sig. value was 0.000 and the calculated F value was 79.143. These results show that the values of Sig. 0.000 < 0.05, and F-calculated > F-table, where 79.143 > 3.09 (see Table 6). Then it can be concluded that Ha_3 was accepted and Ho_3 was rejected. So there was a simultaneous influence of the Brand Image (X_1) and the Brand Trust (X_2) toward the Brand Loyalty (Y) with a significant influence.

Table 6. F-Test Results (source: Processed data)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1179.376	2	589.688	79.143	.000[b]
	Residual	722.734	97	7.451		
	Total	1902.110	99			

a. Dependent Variable: TOTALY
b. Predictors: (Constant), TOTAL X_2, TOTAL X_1

ELM theory is an approach used to explain how a person can be persuaded through two routes, namely the central and peripheral routes so that they can change their views after

receiving information. This theory is used to be able to see how a person's perception of the Brand Image and Brand Trust through Instagram or social media marketing affects Brand Loyalty, especially Wuling Air ev electric car. In this study, we want to see how consumer or public acceptance can be influenced by the brand of a product that may not have gained strong trust, especially electric car product brands with green energy variants that recently want to penetrate the automotive market in Indonesia.

Furthermore, the ELM can be used as an analytical knife to see how each individual becomes highly rational when evaluating persuasion messages (Pasaribu, 2024). The message received is different for each individual and the impact will also be different. When Instagram messages on Wuling's social media accounts provide content or education as messages to consumers or the public, this might effectively shape the attitudes and behaviors of the followers of the Wuling Air EV Instagram. The intensity of sending messages will also affect consumer responses. It can be seen from the results of all respondents' responses. The path of receiving messages using peripheral routes as explained in the ELM means that individuals process messages not only focusing on the content of the message but also on the quality of the product and various other things until finally becoming loyal to the Wuling Air ev brand.

Some indicators in the Brand Image variables used in this study were Brand Identity, Brand Personality, Brand Association, Brand Attitude & Behavior, and Brand Benefit & Competence. Then the variable dimensions of Brand Trust used in this study were the level of Trust and Safe. The indicators in the Brand Loyalty variables used in this study were Behavior Measures, Measuring Switching Cost, Measuring Satisfaction, Measuring Liking the Brand, and Measuring Commitment. From the results of testing the Brand Image variable, it is shown that there was a significant influence of this Brand Image independent variable on the Brand Loyalty variable. This means that respondents are influenced by the image of the Wuling brand to own and be loyal to the brand. The Brand Trust variable testing has similar results. Brand Trust has a positive and even more strong effect on the Brand Loyalty variable.

The findings of the study show that respondents were strongly influenced by their trust in the brand. Respondents were influenced after seeing Wuling's positive image by looking at Wuling's Instagram social media. In Wuling's social media, various information was also given that supports a positive image of the Wuling brand and especially the electric car they have, namely Wuling Air ev. When a consumer has received a positive image of the Wuling Air ev brand, there will also be trust in the brand and ultimately want to have a product from the brand. After buying the brand, people already have trust and see a positive image of the brand, so brand loyalty will be strengthened. After becoming loyal to a brand, a person will naturally and through this experience spread the experience to others through word-of-mouth communication medium.

FINDINGS AND DISCUSSION

Based on the results of the discussion in this study, it can be concluded that this research has been carried out by paying attention to theoretical aspects and practical aspects which then the researchers analyze the data from the results of questionnaire statements distribution to get answers to problem formulations that have been written in the previous section, as follows: (1). There is a positive significant relationship between the Brand Image and the Brand Loyalty of

Wuling Air ev, (2). There is a positive significant relationship between the Brand Trust and the Brand Loyalty of Wuling Air ev, (3). There is a simultaneous significant influence of the Brand Image and the Brand Trust toward the Brand Loyalty of Wuling Air ev, and the influence of Brand Trust is even stronger than the influence of its Brand Image. The study supports the fact that the presence of these two factors strongly affect Wuling Air ev consumers to form a strong Brand Loyalty via social media marketing communication strategy.

The approach used in the Elaboration Likelihood Model (ELM) theory can explain how each individual becomes very rational when evaluating Social Media Marketing persuasion messages disseminated through the Wuling Air ev @wulingmotirsid Instragam. The message received is different for each individual and the impact will also be different. When Instagram from Wuling provides content or education messages to the public, it will certainly affect the attitude and behavior of the followers of Wuling Air ev Instagram. As an implication of this study, marketing communication strategists or managers, especially those who utilize social media marketing to market similar products (mass-produced green energy car products) may be able to use a similar strategy. They may focus their efforts on strengthening communication-related tactics to build more trust and security assurance matters that shape the perception of Brand Trust.

Finally, this research has limitations that may be refined for green energy marketing communication research in the future. As for the marketing communication strategies, in addition to brand image communication campaigns through Social Media Marketing (SMM), it is also necessary to pay attention to other marketing mix elements, especially considering the aspects of after-sales service, selling prices that are more affordable to the wider community and strengthening distribution channels that can reach all island regions of Indonesia spread across the country. Hopefully, these other elements communicate good voices to consumers for action to buy.

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