

## **E-Wom, Consumer Attitude and Consumer Perception to Purchase Intention of Electric Motorcycle Mediated by Trust**

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### **Abstract**

The transportation sector, which is estimated to have 1.2 billion vehicles worldwide, contributes 23% of global greenhouse gas emissions. The majority of vehicles on the road use internal combustion engines that produce exhaust emissions. The use of these vehicles contributes to air pollution and greenhouse gas emissions, which in turn causes an increase in the Earth's temperature. In Indonesia the total number of motorcycles, around 74,988 units. The government also allocated a quota of 50,000 electric motorcycle purchase subsidies for the public. Based on this condition, the researcher conducted the influence of e-wom, consumer attitude and consumer perception to purchase intention of electric motorcycle mediated by trust. To analysis data SEM PLS was used. Questionnaires was distributed to 200 respondents who already buy electric motorcycle by using google form application with purposive sampling in Jabodetabek. The author find out there are Consumer Attitude, Electronic Word of Mouth (E-WOM), and Trust have a weak influence on Purchase Intention. Conversely, Consumer Perception shows a strong influence on Purchase Intention.

**Keywords:** E-Wom, Consumer Attitude, Consumer Perception, Purchase Intention and Trust

## 1. Introduction

The transportation sector, which is estimated to have 1.2 billion vehicles worldwide, contributes 23% of global greenhouse gas emissions. This number is expected to continue growing, reaching 2 billion vehicles by 2040. Sing (2023). The majority of vehicles on the road use internal combustion engines that produce exhaust emissions. The use of these vehicles contributes to air pollution and greenhouse gas emissions, which in turn causes an increase in the Earth's temperature. This rise in temperature, driven by global warming from greenhouse gases, has drawn the attention of world leaders and was addressed in the Paris Climate Agreement of 2015. The agreement stipulates that the parties involved aim to limit the increase in the Earth's average temperature to well below 2°C above pre-industrial levels and to pursue efforts to limit the increase further to 1.5°C (Article 2) UNFCC (2015).

The efforts of the Paris Agreement are centered around the Net Zero Emissions (NZE) program, which requires industrialized and developed countries to achieve net zero emissions by 2050, (Aprilianto 2021). Meanwhile, the transportation sector is the second-largest consumer of energy (fuel), accounting for approximately 25% of total energy consumption (US. Energy Information Administration (2023) Electric vehicles (EVs) have emerged as an environmentally friendly innovation, expected to provide a sustainable solution to global challenges such as energy scarcity and environmental pollution. Based on their energy source and propulsion system, Electric vehicles classified into three types: Pure Electric Vehicles (PEVs), also known as Battery Electric Vehicles (BEVs); Hybrid Electric Vehicles (HEVs); and Fuel Cell Electric Vehicles (FCEVs).

According to statistical data from the International Energy Agency (IEA) in 2021, over 4 million electric vehicles were sold during the 2020-2021 period, reflecting a 20,0% increase in sales compared to 2019-2020 (IEA, 2020). China ranks first, accounting for 50% of the global electric vehicle population. However, the number of two-wheeled electric vehicles is not as high as that of electric cars. According to data from the Global Electric Vehicle Outlook 2022, China had the largest number of two-wheeled electric vehicles in 2021, with approximately 9.5 million units IEA, (2020). This number accounts for nearly 50% of the global population of two-wheeled electric vehicles. In 2021, the number of fuel-powered vehicles in Indonesia was approximately 142 million, with motorcycles comprising 31 million of these vehicles. Compared to 2015, the number of fuel-powered vehicles increased by 35%. If this upward trend continues at the same rate as from 2015 to 2021, it is estimated that by 2060, the number of fuel-powered vehicles will reach 418 million. Indonesia is the third-largest motorcycle market in the world, with annual motorcycle sales of approximately 8 million units The majority of motorcycle sales consist of fuel-powered motorcycles. Of the total number of motorcycles, the population of electric motorcycles in Indonesia is only around 74,988 units [CNN Indonesia (2024).

The Indonesian government has set a target for one million four-wheeled electric vehicles (EVs) to be in operation by 2035. In 2024, the government also allocated a quota of 50,000 electric motorcycle purchase subsidies for the public The subsidy provides a discount of seven million rupiah to purchase price of ielectric motorcycle. Despite the government implementing various programs to support the sale of electric motorcycles, the actual number of electric motorcycle purchases in 2023 were around 11,532 units, fair short of the target of 200,000

units. According to Ningrum (2024), there is e-WOM has a positive influence on trust. Bhutto et al. (2021) said the study found that subjective norm, perceived behavioral control and attitudes toward purchase intention. and trust. Furthermore, price perception and social media communication have a positive and significant effect on trust (Agus, 2025). Trust is hence important and it may lead to purchase intentions Hegner (2011).

## **2. Literature Review**

### **2.1 E-WOM**

Electronic Word Of Mouth (e-WOM) is defined as data or words obtained from other people through electronic media to be considered by consumers. The data from electronic words of mouth can be positive or negative which are used to provide advice, warnings, criticism or invitations on the experiences they have felt, used or used before (Yap et al., 2018). Positive data or electronic word of mouth (e-WOM) received from other people has a significant impact on consumers because it can increase positive brand reviews of a product. Also Electronic Word Of Mouth (e-WOM) is defined as data or words obtained from other people through electronic media to be considered by consumers.

The data or words can be positive or negative which are used to provide advice, warnings, criticism or invitations to others based on the experiences they have felt, used or used before (Yap et al., 2018). Positive data or electronic word of mouth (e-WOM) received from others has a significant impact on consumers because it can increase positive brand reviews of a product. However, bad e-WOM may have the opposite effect on a brand. Electronic Word Of Mouth (e-WOM), is an important factor in shaping consumer purchasing behavior decisions in purchasing products in the form of consumer reviews or opinions about products contained in social networking sites in electronic media. This is currently more influential and has a big impact on consumers.

Reviews of products posted by consumers on the internet after purchasing a product are one of the most important parts of how consumers communicate e-WOM, and this makes it easier for consumers to get a lot of information about online product reviews from other consumers who buy the same product. In addition, comments written through the internet by their friends increase consumer confidence in deciding to purchase a product (Farzin & Fattahi, 2018). According to Ningrum (2024), there is e-WOM has a positive influence on trust. Also, Bhutto et al. (2021) said the study found that subjective norm, perceived behavioral control and attitudes toward trust.

H1: There is the influence of E-Wom to Trust of transport sepeda motor Listrik

According to Ningrum (2024), there is e-WOM has a positive influence on trust

### **2.2 Consumer Attitude**

Influence consumer purchase intentions for electric motorcycle products with Theory of Planned Behaviour and Tricomponent Attitude Models theory as well. The Theory of Planned Behavior is widely used to examine consumer behavior in terms of using green products and environmentally friendly products because it can accommodate various environmental variables within a comprehensive green environmental aspects. Understanding the Tri

Component Attitude Model aims to understand how to form attitudes toward electric motorcycle products on cognitive, affective, and conative components and how these attitudes can influence purchase intentions (Malhotra et al., 2017). According to Schiffman and Wisenblit (2019), the tri-component attitude model is a model that describes the attitude structure and states that attitudes consist of components namely affective, cognitive, and conative components. This study examines several variables that can influence consumer attitude and then end in purchase intention, namely subjective norm, perceived behavioral control, and environmental concern. The relationship between these variables has been carried out in previous research by Bhutto et al. (2021) where the study found that subjective norm, perceived behavioral control and attitudes toward trust. This is also in line with research conducted by Zaremohzzabieh et al. (2020) which examines the effect of consumer attitudes on purchase intentions for environmentally friendly products.

H2: There is the influence of consumer attitude to trust on electric motorcycle

Bhutto et al. (2021) said the study found that subjective norm, perceived behavioral control and attitudes toward purchase intention. and trust.

### **2.3 Consumer perceptions**

Indonesia, along with India and China, is one of the top markets for motorcycles. However, the adoption of EMs (Electronic Motorcycle) is still low. In addition, the literature on the adoption of EM is also still lacking (Eccarius and Lu, 2020). Several papers on the adoption of EMs use choice theory in the experimental design to determine consumers' preferences where potential customers were asked to choose a motorcycle with its specifications along several factors such as technical, its cost and benefits. Extant research on EV adoption has identified that consumer perceptions and individual characteristics play an important role in EV acceptance. However, the existing studies examined the impacts of consumer perception and individual characteristics separately and did not have a holistic view on the critical factors of EV adoption integrating two of them. In addition, consumer perceptions include the acquisition of benefits and the payment of sacrifices, while prior studies on consumer perceptions towards EVs rarely considered both positive and negative aspects of perceptions. Furthermore, consumer characteristics involve demographics and personality. Price perception has a positive and significant effect on trust (Agus, 2025) the Influence of Price Perception and Social Media Communication on Purchase Intention Mediated By Brand Image and Trust Among Electric Motorcycle (Electric Vehicle). Price perception and social media communication have a positive and significant effect on trust (Agus, 2025).

H3: The influence of consumer perception to trust

Price perception have a positive and significant effect on trust (Agus, 2025).

### **2.4 Trust**

In general, trust is composed of three main elements, i.e. competence (or ability), integrity and benevolence (Lee & Turban, 2001). Security features have been found to be more effective for trust building than privacy policy statements and third party security seals as well as third party privacy seals; however, they are both less important regarding the purchase intention than 'pleasure' features such as convenience and ease of use in the online purchasing process

(Belanger, Hiller, & Smith, 2002). A recent meta-analysis confirms these findings and provides evidence that perceived service, system and information quality further foster trust (Kim & Peterson, 2017). The importance of reputation regarding trust has well been established. Reputation is not only mentioned by Kim and Peterson (2017) as being relevant to building trust online but reputation (e.g. customer reviews), too, can help reduce perceived risk online and thus foster trust. Trust on the other hand positively affects behaviour. According to mentioning not only behavioural intentions (i.e. purchase and repurchase intentions) but recommendations, too, as a consequence of trust. Recommendations are interesting from a marketer's point of view because these recommendations can be used in marketing activities for building trust online. Furthermore, trust can influence customers to share positive referrals (Becerra & Badrinarayanan, 2013) which in turn can be used to build customer trust online. Trust is hence important and it may lead to purchase intentions and thus in turn has an impact in a brands' success (Hegner, 2011).

H4: The influence of trust to purchase intention

Trust is hence important and it may lead to purchase intentions (Hegner, 2011).

### 2.5 Purchase Intention

The intention to purchase an electric vehicle is influenced by two main factors: the technical aspects related to the technology adopted, and external factors and associated with the intentions, such as its performance, battery life, charging time, and the distance that can be traveled on a single charge. Technical aspects unrelated to the product include infrastructure readiness, as a sufficient level of infrastructure development is necessary to support the widespread adoption of electric vehicles (Junquera, et al., (2016). These include consumer environmental concern, demographic and perception of price (Sang & Bekhet 2015). Many previous on electronic vehicle that indicate of consumer adoption depend on psychological such as attitude, environmental concern, awareness, symbolism, self identity, emotional response, and the diffusion of innovation. According to Paul (2016), environmental concern is a component of environmental attitudes that influences purchase intention and trust. According to Al Mamun et al. (2018), attitude reflects an individual's preferences for the products or services they intend to trust.

### 2.6 Research Model

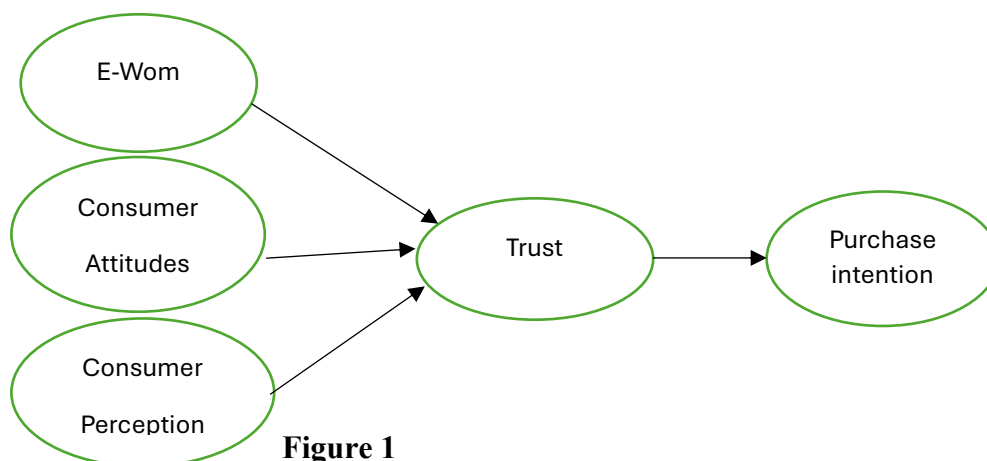


Figure 1

## 2.7 Hipotesis

1. There is the influence of E-Wom to Trust
2. There is the influence of Consumer Attitude to Trust
- 3, There is the influence of Consumer Perception to Trust
4. There is the influence of Trust to Purchase Intention
5. There is the influence of E-Wom, Consumer Attitude and Consumer Perception to Purchase Intention of Electric Motorcycle Mediated by Trust.

## 3. Research Method

### 3.1. Samples and Procedures

This research was conducted to find out e-wom, consumer attitude and consumer perception to purchase intention of electric motorcycle mediated by trust. SEM PLS was used to analysis data.. Samples based on the criteria of Hair et, al (2003) with scale (5-10) x number of indicators. Because there are 19 indicators of this study, the number of samples is 19 x 10 = 190 respondents. To anticipate the data can not be input, therefore the questionnaires was distributed 200 respondents who already by the electric motorcycle products using by Google Form application and used purposive sampling in Jabodetabek.

## 4. Research Result

### 4.1 Table karakteristik reponden

		Frequency	Percent
Gender	Male	102	51,8
	Female	95	48,2
Aged	< 25 years	24	12,2
	> 45 years	35	17,8
	26 - 35 years	44	22,3
	36 - 45 years	94	47,7
Residential area		2	1,0
	Bekasi	8	4,1
	Bogor	35	17,8
	Depok	14	7,1
	DKI Jakarta	115	58,4
Last education	Tangerang	23	11,7
	Diploma	24	12,2
	Undergraduate	110	55,8
	Postgraduate	38	19,3
	Doctoral	2	1,0
	Elemntary-High School	23	11,7

Current job	Others	2	1,0
	Government employees	54	27,4
	Private employee	1	0,5
	Entrepreneur	84	42,6
		56	28,4
Average monthly expenditure	< Rp 3.000.000,-	24	12,2
	Rp > 7.500.000,-	26	13,2
	Rp 3.000.000 - Rp 5.000.000,-	72	36,5
	Rp 5.000.001 - Rp 7.500.000,-	75	38,1

From table above can be said that most respondents: male (51.8%), aged 36-45 years (47.7%), residential area in DKI Jakarta (58.4%), last education is S1 (55.8%), current job is private employee (42.6%) and average monthly expenditure is Rp. 5000,001-Rp. 7,500,000.

## 4.2. Measurement Model

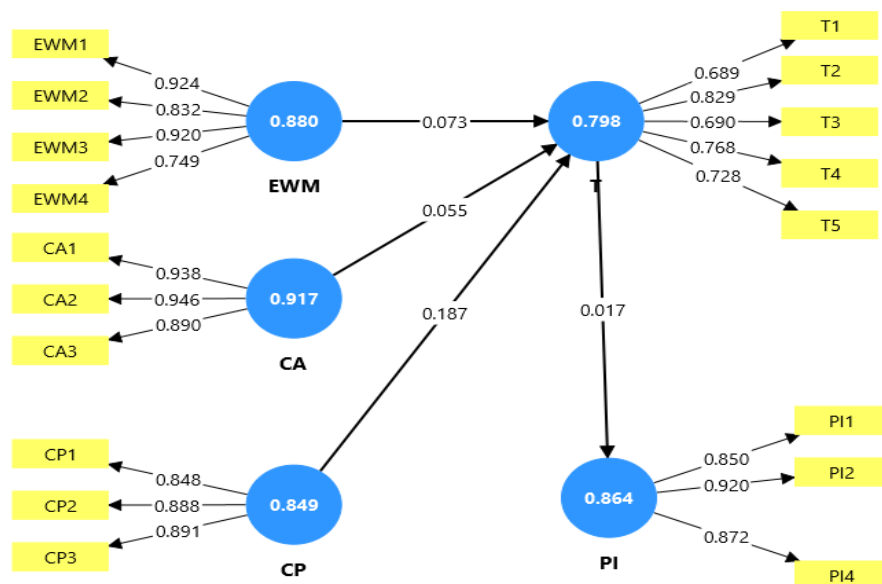


Figure 1 Measurement model

Note: EWM = E-WOM; CA = Customer Attitude; CP = Customer Perception; T = Trust; PI = Purchase Intention

## 4.2 Validity Test

### 4.2.1 Convergent Validity

#### a. Outer Loadings

Table 4.2 Outer Loading

	CA	CP	EWM	PI	T
CA1	0,938				
CA2	0,946				
CA3	0,890				
CP1		0,848			

CP2		0,888			
CP3		0,891			
EWM1			0,924		
EWM2			0,832		
EWM3			0,920		
EWM4			0,749		
PI1				0,850	
PI2				0,920	
PI4				0,872	
T1					0,689
T2					0,829
T3					0,690
T4					0,768
T5					0,728

The outer loadings table above shows that all factor loading values are above 0.5 and significant at 0.000. Thus, the construct can be said to have good convergent validity. The good or bad convergent validity of a construct can also be seen from the Average Variance Extracted (AVE) value. The table below shows that all research constructs have good convergent validity because the AVE value is > 0.5.

**b. Average Variance Extracted (AVE)**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CA	0,917	0,962	0,947	0,856
CP	0,849	0,863	0,908	0,767
EW M	0,880	0,901	0,918	0,738
PI	0,864	0,974	0,912	0,777
T	0,798	0,817	0,859	0,551

**4.2.2 Discriminant Validity**

Cross loadings

	CA	CP	EWM	PI	T
CA1	0,938	0,306	0,294	0,189	0,412
CA2	0,946	0,426	0,513	0,177	0,489

CA3	<b>0,890</b>	0,282	0,332	0,076	0,304
CP1	0,291	<b>0,848</b>	0,520	-0,082	0,487
CP2	0,393	<b>0,888</b>	0,649	0,078	0,640
CP3	0,290	<b>0,891</b>	0,583	-0,080	0,580
EWM1	0,354	0,619	<b>0,924</b>	-0,065	0,569
EWM2	0,352	0,576	<b>0,832</b>	-0,073	0,567
EWM3	0,403	0,636	<b>0,920</b>	-0,091	0,570
EWM4	0,347	0,456	<b>0,749</b>	-0,047	0,378
PI1	0,131	-0,085	-0,106	<b>0,850</b>	0,063
PI2	0,187	0,028	-0,042	<b>0,920</b>	0,146
PI4	0,106	-0,053	-0,096	<b>0,872</b>	0,104
T1	0,241	0,585	0,477	-0,055	<b>0,689</b>
T2	0,420	0,682	0,578	-0,038	<b>0,829</b>
T3	0,308	0,258	0,312	0,289	<b>0,690</b>
T4	0,375	0,368	0,491	0,213	<b>0,768</b>
T5	0,300	0,430	0,366	0,185	<b>0,728</b>

The cross loading table above shows that the construct has good discriminant validity because the correlation value of the indicator to a construct is higher compared to the correlation value of the indicator to other constructs. The table below also shows that the construct has good discriminant validity because the AVE root value is higher compared to the correlation value between other constructs.

Fornell-Larcker criterion

	CA	CP	EWM	PI	T
CA	<b>0,925</b>				
CP	0,375	<b>0,876</b>			
EWM	0,422	0,672	<b>0,859</b>		
PI	0,167	-0,024	-0,082	<b>0,881</b>	
T	0,448	0,656	0,617	0,129	<b>0,742</b>

**4.2.3 Reliability Testing**

***Composite Reability***

Construct reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CA	0,917	0,962	0,947	0,856
CP	0,849	0,863	0,908	0,767

EW				
M	0,880	0,901	0,918	0,738
PI	0,864	0,974	0,912	0,777
T	0,798	0,817	0,859	0,551

The table above shows that the Composite Reliability ( $\rho_A$ ) value is greater than 0.7, which means that the constructs of E-WOM, Customer Attitude, Customer Perception, Trust, and purchase intention have good reliability.

**Conclusion:** *The results of the convergent validity, discriminant validity, and composite reliability tests show that all indicators and constructs in this study are valid and reliable.*

### Structural Model

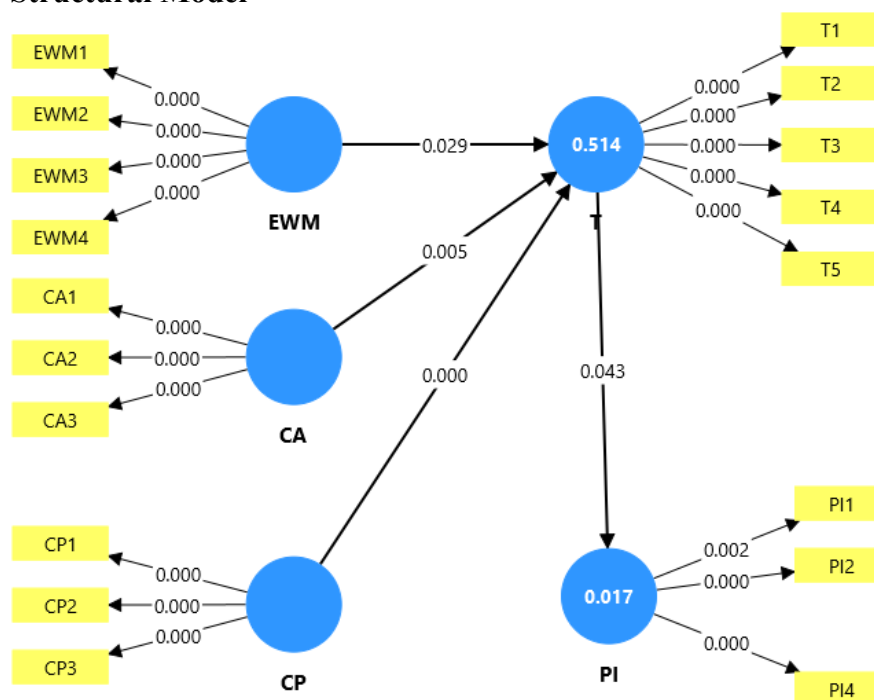


Figure 2 Structural model

Note: EWM = E-WOM; CA = Customer Attitude; CP = Customer Perception; T = Trust; PI = Purchase Intention

#### 4.2.4 Coefficient of determination (R<sup>2</sup>)

##### R-square

##### Overview

	R-square	R-square adjusted
PI	0,017	0,012
T	0,514	0,506

*Note: EWM = E-WOM; CA = Customer Attitude; CP = Customer Perception; T = Trust; PI = Purchase Intention*

The R-Square value of Purchase Intention of 0.017 means that the variability of the purchase intention construct can be explained by the trust construct by 1.7%, while the R-Square value of the Trust construct of 0.514 means that the variability of the Trust construct can be explained by E-WOM, Customer Attitude, Customer Perception by 51.4%.

According to Hair et al. (2017), the R-Square criteria consist of three classifications, namely: R2 values of 0.67, 0.33 and 0.19 as substantial, moderate and weak. Thus, the R-Square value for purchase intention is classified as weak, while the R-Square value for trust is classified as moderate.

#### 4.2.5 Cross-validated redundancy (Q2 )

##### PLSpredict LV summary

##### PLS-SEM

	Q <sup>2</sup> predict	RMSE	MAE
PI	-0,014	1,019	0,814
T	0,475	0,789	0,565

*Note: T = Trust; PI = Purchase Intention*

The Construct Crossvalidated Redundancy table above shows that the Q2 value for the Purchase Intention construct is smaller than 0, namely: -0.014, while the Q2 value for the Trust construct is greater than 0, namely: 0.475. This means that the Purchase Intention model has poor predictive relevance, while the Trust model has good predictive relevance. Hair et al. (2017) revealed that a Q2 value greater than 0 indicates that the exogenous construct has predictive relevance for the endogenous construct (The resulting Q2 values larger than 0 indicate that the exogenous constructs have predictive relevance for the endogenous construct under consideration.) or the exogenous variable is able to predict the endogenous variable.

Table Construct Crossvalidated Redundancy above shows the Q2 value for the Purchase Intention construct is smaller than 0, namely: -0.014, while the Q2 value for the Trust construct is greater than 0, namely: 0.475. This means that the Purchase Intention model has poor predictive relevance, while the Trust model has good predictive relevance. Hair et al. (2017) revealed that a Q2 value greater than 0 indicates that the exogenous construct has predictive relevance for the endogenous construct (The resulting Q2 values larger than 0 indicate that the exogenous constructs have predictive relevance for the endogenous construct under consideration.) or exogenous variables are able to predict endogenous variables.

##### Model fit

Fit summary

	Saturated model	Estimated model
SRMR	0,093	0,103
d_ ULS	1,478	1,823
d_ G	0,591	0,606
Chi-square	691,617	707,289
NFI	0,726	0,720

Based on the fit summary table above, the SRMR value is 0.095. This value has met the established criteria, namely between 0.08 and 0.10 (Yamin, 2023). Thus, the proposed model fits/is close to the empirical data.

**4.2.6 Multicollinierity**

Collinearity statistics (VIF)

Outer model - List

	VIF
CA1	3,718
CA2	3,512
CA3	2,848
CP1	2,000
CP2	2,009
CP3	2,236
EWM1	3,911
EWM2	1,948
EWM3	3,783
EWM4	1,748
PI1	2,443
PI2	2,092
PI4	2,224
T1	1,579
T2	1,947
T3	1,771
T4	2,090
T5	1,655

The Collinearity Statistics (VIF) table above shows that all indicators have VIF values less than 5. This means that the SEM-PLS model is free from multicollinearity problems. "5" as the maximum level of VIF (Hair et al., 2017)

Inner model - Matrix

CA	CP	EWM	PI	T
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CA					1,240
CP					1,859
EWM					1,944
PI					
T				1,000	

Note: EWM = E-WOM; CA = Customer Attitude; CP = Customer Perception; T = Trust; PI = Purchase Intention

The Collinearity Statistics (VIF) table above shows that all relationships between variables have VIF values that are smaller than 5. This means that the SEM-PLS model is free from multicollinearity problems.

“5” as the maximum level of VIF (Hair et al., 2017)

## 5. Hypothesis Testing

### a. Direct Effect

#### Path coefficients

#### Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
CA -> T	0,183	0,189	0,065	2,797	0,005
CP -> T	0,411	0,393	0,112	3,670	0,000
EWM -> T	0,264	0,266	0,121	2,178	0,029
T -> PI	0,129	0,152	0,064	2,022	0,043

Note: EWM = E-WOM; CA = Customer Attitude; CP = Customer Perception; T = Trust; PI = Purchase Intention

Based on the path coefficient table above, it can be concluded:

- The influence of Customer Attitude on Trust is (0.183) and significant with t statistic (2.797 > 1.96) or p-value (0.005 < 0.05). The hypothesis is accepted. Customer Attitude has a significant effect on increasing trust;
- The influence of Customer Perception on Trust is (0.411) and t statistic (3.670 > 1.96) or p-value (0.000 < 0.05). The hypothesis is accepted. Customer Perception has a significant effect on increasing trust;
- The influence of E-WOM on Trust is (0.264) and significant with t statistic (2.178 > 1.96) or p-value (0.029 < 0.05); The hypothesis is accepted. E-WOM has a significant effect on increasing trust;

- The influence of Trust on Purchase Intention is (0.129) and significant with t statistic (2.022 > 1.96) or p-value (0.043 < 0.05). The hypothesis is accepted. Trust has a significant influence on increasing Purchase Intention.

**b. Indirect Effect**

Specific indirect effects

Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
EWM -> T -> PI	0,034	0,038	0,021	1,630	0,103
CA -> T -> PI	0,024	0,030	0,020	1,163	0,245
CP -> T -> PI	0,053	0,057	0,024	2,184	0,029

Note: EWM = E-WOM; CA = Customer Attitude; CP = Customer Perception; T = Trust; PI = Purchase Intention

Based on the Specific indirect effects table above, it can be concluded:

- The effect of E-Wom on Purchase Intention is mediated by Trust of (0.034) and is not significant with t statistic (1.630 < 1.96) and p-value (0.134 > 0.05). The hypothesis is rejected. Trust does NOT mediate the effect of E-Wom on Purchase Intention.
- The effect of Customer Attitude on Purchase Intention is mediated by Trust of (0.024) and is not significant with t statistic (1.163 < 1.96) and p-value (0.245 > 0.05). The hypothesis is rejected. Trust does NOT mediate the effect of Customer Attitude on Purchase Intention.

- Hypothesis is rejected. Trust does NOT mediate the Influence of Customer Attitude on Purchase Intention.
- The influence of Customer Perception on Purchase Intention is mediated by Trust by (0.053) and is not significant with t statistic (2.184 > 1.96) and p-value (0.029 < 0.05). Hypothesis is rejected. Trust mediates the Influence of Customer Perception on Purchase Intention.

**5.1 Effect size (f<sup>2</sup>).**

f-square

Matrix

	CA	CP	EWM	PI	T
CA					0,055
CP					0,187

EWM					0,073
PI					
T				0,017	

Note: EWM = E-WOM; CA = Customer Attitude; CP = Customer Perception; T = Trust; PI = Purchase Intention

The table above shows that:

- the magnitude of the effect of the Consumer Attitude construct on purchase intention is 0.055
- the magnitude of the effect of the Consumer Perception construct on purchase intention is 0.187
- the magnitude of the effect of the E-WOM construct on purchase intention is 0.073
- the magnitude of the effect of the Trust construct on purchase intention is 0.017

Based on the magnitude of the values of the four constructs above, it can be concluded that Consumer Attitude, Electronic Word of Mouth (E-WOM), and Trust have a weak influence on Purchase Intention. Conversely, Consumer Perception shows a strong influence on Purchase Intention. This refers to the effect size criteria according to Hair et al. (2017), which states that the direct effect of the independent variable on the dependent variable is categorized as small (0.02), medium (0.15), and large (0.35).

## 6. Conclusion and Discussion

Customer Attitude has a significant effect on increasing trust, because the consumer attitude trust that electric motorcycle have a good performance Also Customer Perception has a significant effect on increasing trust, because the experimental design to determine consumers' preferences where potential customers were asked to choose a electric motorcycle with its specifications along several factors such as technical, its cost and benefits. E-WOM has a significant effect on increasing trust, because positive data or electronic word of mouth (e-WOM) received from other people has a significant impact on consumers because it can increase positive brand reviews of a product. Consumer Attitude, Electronic Word of Mouth (E-WOM), and Trust have a weak influence on Purchase Intention., because when consumer want to buy the electric motorcyle, they think not to be trust of motorcycle because of based on their attitude and e-wom. Conversely, Consumer Perception shows a strong influence on Purchase Intention, because consumer would like to buy electric motorcycle because their perception of electric motor is good. Trust does NOT mediate the effect of E-Wom on Purchase Intention, because consumer can not trust to buy the electric motorcycle because e-wom mention that the performance of electric motorcyle is not good. Also NOT mediate the effect of Customer Attitude on Purchase Intention because consumers wiil not trust to buy electric motorcycle, because the place to charging of batteray not many. The influence of Customer Perception on Purchase Intention is mediated by Trust not significant, because consumer cannot trust to buy the electric motorcycle because it cost.

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