



Analysis Factors that Influence Purchase Intention Based on Brand Trust for Electric Cars

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ABSTRACT

This research aims to examine the factors that influence the purchase intention of electric cars or battery electric vehicles (BEV). This research describes the development of purchasing interest and the attraction of Indonesian people towards electric cars. The research method used in this research was Smart PLS, with a total of 242 respondents, the sample of which was Indonesian people who have an interest in buying electric car products in Indonesia. The data collection technique used in this research was a questionnaire. The data analysis technique used was Smart PLS. The research results showed that brand awareness, brand image, social media marketing, and electronic word of mouth had a significant positive effect on brand trust, brand trust had a significant positive effect on purchase intention, brand image had a significant effect on purchase intention with brand trust as the mediation. However, perceived quality had no significant positive effect on brand trust. This research was one of the few studies discussing electric cars in Indonesia, focusing on factors that influence purchase intention, with brand trust as a mediator.

INTRODUCTION

Nowadays, all goods are increasingly sophisticated, be it vehicles, cellphones, or other tools. We can see this from the rapid growth of technology. As a result of rapid technological developments, numerous businesses have emerged to cater to the requirements and desires of the neighboring community. It also creates intense competition between companies that produce similar products. Match can occur because consumers can, at any time, turn their eyes to competitors' more competitive products. One is the emergence of electric cars that have intensified the automotive world. The emergence of electric vehicles has distracted consumer interest. Consumers are switching to electric car products rather than fuel-oil cars. This is caused by the price of fuel increasing over time, making it difficult for consumers to obtain fuel in large quantities. Therefore, the emergence of this electric car has attracted consumers' attention in the automotive world.

Electric cars have started appearing in Indonesia, encouraging many consumers to be interested in trying electric cars. Electric cars could be a solution to reducing domestic fuel (fuel oil) consumption. According to data from Migas (2022), until August 2022, total gasoline consumption in Indonesia was recorded at 23 million KL (Sukma, 2022). This is one of the factors that electric cars are starting to appear in Indonesia.

The graph above illustrates the sales of electric cars from January to September 2022. The total number of battery electric vehicles (BEV) sold in the Indonesian market during this period is 3,801 units. The BEV type that experienced high demand was the Wuling brand's electric car, specifically the Air EV Long Range model, with total sales reaching 1,973 units. Following closely were other brands, including the Hyundai Ioniq5 Signature Extended electric car, which sold 692 units, the Wuling Air EV Standard Range with 1,973 units sold, the Hyundai Ioniq5 Signature Regular with 174 units, and various other electric cars with sales ranging from 2 to 50 units during the same period, based on data from (Sukma, 2022). This data indicates a growing interest in electric cars among consumers.

However, many Indonesians remain unaware of or unfamiliar with the existence of electric cars (Gunawan et al., 2022). Therefore, building brand awareness for electric car products is crucial. Define brand awareness as the ability to identify a brand based on specific criteria, providing sufficient detail to prompt a purchase (Kotler & Keller, 2009). Brand awareness refers to consumers or the public's recognition of the brand associated with a product. Additionally, electric cars must establish a positive brand image. The brand image represents a customer's perception of a particular brand, and a better brand image correlates with higher purchase decisions by customers (Li & Setiowati, 2023). Keller (2013) explains that brand image is a buyer's response to a brand, influenced by the positive or negative qualities that buyers remember. The brand image represents a belief formed in the minds of buyers about the products they have purchased.

In the contemporary era, the impact of social media marketing on product sales in Indonesia is evident. According to Tsitsi (2013), social media marketing is a program that enables traders to collaborate, interact, and engage human intelligence for marketing purposes. Effective social media marketing involves communication with consumers, and using polite speech to enhance brand image (Lady & Jusvenny, 2021). Social media marketing involves implementing strategies across various platforms such as Facebook, Instagram, Shopee, Tokopedia, and similar venues (Dara et al., 2022). For instance, utilizing Instagram ads allows companies to indirectly and broadly market electric cars, making it easier for a larger audience to recognize these vehicles. Electronic word-of-mouth (e-WOM) also plays a significant role in influencing the perception of electric car products, as it involves the online sharing of information about a product among website users (Kaja et al., 2022).

For prospective consumers seeking information about the features or advantages of electric cars, interacting with current electric car users becomes crucial. This stage is known as perceived quality (Evgeniy et al., 2019). Aaker (2017) defines perceived quality as the consumer's perception of the superiority or expected quality of a service or product. Consumer expectations serve as a robust benchmark in perceiving an item. where consumers assess the product based on their perception. Subsequently, brand trust can be established, wherein consumers trust a brand despite potential risks, driven by the expectation that the brand will yield positive outcomes.

Arief et al. (2017) define brand trust as a buyer's belief that a product holds a specific value, derived from repeated views and accumulated experience and learning. Brand trust paves the way for consumers to make purchasing decisions or express their purchase intention. Purchase intention involves selecting from alternative options and is influenced by various factors, requiring consumers to gather and evaluate different information (N. Sari et al., 2022).

Electric cars possess a significant opportunity to dominate the automotive industry due to their advanced features. Hence, management must play a pivotal role in formulating suitable policies to compete with other electric car manufacturers and maximize sales profits. Identifying variables that influence electric car purchase intention is vital for management decisions (Li & Setiowati, 2023). This research stands out as one of the few studies addressing electric cars in Indonesia, focusing on factors that influence purchase intention with brand trust as a mediator.

Research by Belay (2022) establishes that brand awareness has a significant positive relationship with brand trust. If a product achieves high brand awareness, consumers find it easier to notice, try the products offered, assess product quality, and experience satisfaction, leading to the development of trust in the brand. Similarly, research by Widodo and Rakhmawati (2021) demonstrates a significant positive relationship between brand awareness and brand trust. When a product or service becomes well-known to the public, confidence in products that stand out from the crowd tends to improve. Additionally, producers must maintain a conducive work environment to convey a commitment to providing only the best for their customers.

A study by Yohana et al. (2020) reveals a noteworthy positive correlation between brand image and trust. The results of this study align with earlier research conducted by Hasan and Elviana (2022), emphasizing that consumer confidence in provided goods and services significantly influences a brand's perception. The effective management of products is crucial to enhance customer trust in products or services. Poor control of products or services by producers can weaken the brand's image, leading to a decline in customer trust (Gunadi et al., 2017). This finding is consistent with prior studies conducted by Widodo and Rakhmawati (2021) and Sidharta et al. (2018). The consumer's impression of a product is shaped by the service provided by the producer to consumers, influencing the perceived suitability of the marketed product and, consequently, fostering trust. Research by Wijaya dan Annisa (2020) demonstrates a notable positive correlation between brand image and trust. The findings of this study align with previous research by Valimsya and Sianturi (2022), Rakhmawati and Yanto (2022), and Chrysnaputra (2020), emphasizing that consumer trust in advertisements is rooted in their expectations about the product's function.

Research by Zulfikar and Mukhriani (2017) demonstrates a notable positive correlation between social media marketing and the establishment of brand trust. These findings align with prior studies conducted by Kim and Ko (2010). Social media marketing, currently at its peak, is a factor that influences consumer behavior and social traits. It is not merely a profit-driven tool but functions to enhance communication with consumers. This facilitates consumers in easily gaining trust in the products offered. Additionally, research by Amalina (2016) indicates that social media marketing has a significant positive relationship with brand trust. Building customer confidence involves creating meaningful channels with brand trust, and leveraging positive electronic word-of-mouth (e-WOM) about a product or service on social media. This positive e-WOM contributes to consumers gaining higher confidence in the products or services offered. Consumer trust plays a crucial role for producers in effectively reaching their target audience.

Research by Seo et al. (2020) reveals a strong positive correlation between e-WOM and the establishment of brand trust. Positive e-WOM about a product or service on social media enhances consumer confidence. This confidence is vital for producers in effectively reaching consumers. Similarly, studies, such as those conducted by Sari et al. (2021), confirm the existence of a notable positive correlation between e-WOM and the establishment of brand trust. When a brand receives a positive response, consumers tend to reciprocate positively, fostering trust in the brand. This, in turn, accelerates e-WOM activities, leading to a greater number of consumers trusting the brand and the products or services offered. Research by Dewi et al. (2021) further supports this, indicating a notable positive correlation between e-WOM and brand trust. E -WOM is seen as an evolution from traditional interpersonal verbal exchanges to the new virtual world of technology. It allows consumers to quickly access information, contributing to the development of confidence in the product.

Research by Kurniawan (2017) suggests a significantly favorable association between perceived quality and brand trust in academic literature. Customer trust in a specific brand is influenced by their perception of the quality of the product or service being supplied. This trust is established through the satisfaction experienced by consumers due to the perceived product quality, which, in turn, determines consumer confidence and trust in the product's ability to consistently deliver quality in subsequent purchases. Additional studies, such as those by Gunadi et al. (2017), support these findings, indicating a significant positive relationship between perceived quality and brand trust. The impression consumers have about a product plays a crucial role in the feasibility of the product being trusted by consumers. Research by Rahmatulloh et al. (2019) further reinforces these findings, emphasizing the significant positive relationship between perceived quality and brand trust. Consumers' impressions about a product strongly influence the feasibility of the product being trusted by them.

A study conducted by Wilujeng and Edwar (2014) demonstrates a strong positive relationship between brand trust and purchase intention. Trust in a brand is a key influencer of consumer attitudes toward a brand. Companies that successfully build strong and positive brand trust among consumers are likely to enhance and improve consumer purchasing decisions. Research by Wijaya and Annisa (2020) supports this by showing that the link between brand trust and purchase intention is significantly favorable in academic literature. This positive association may be attributed to customers developing brand trust based on product descriptions and the perceived quality of items provided by manufacturers. Additionally, research by Ermawati (2018) indicates the existence of a significant positive correlation between brand trust and purchase intention, as suggested by previous scholars in the field. The presence of a favorable level of trust between customers facilitates consumer purchase choices, highlighting the importance of establishing brand trust through customers' firsthand experiences with a product, influencing their purchasing decisions.

Research conducted by Rahmawati and Yanto (2022) indicates that the influence of brand image on purchase intention is positively mediated by brand trust. According to the study's findings, customers are more likely to develop confidence in a company's products when they have a positive perception of the business from the public. Consequently, this trust facilitates the purchasing process for the products in question. Similarly, research by Aeni and Ekhsan (2020) supports these findings, suggesting that the impact of brand image on purchase intention is positively mediated by brand trust. This result aligns with previous studies undertaken by Sidharta et al. (2018) and Chrysnaputra (2020). Due to the increasing sales of skincare products in the marketplace, distributors of certain skincare brands must maintain the product's image to gain consumer trust in that brand. Research by Sidharta et al. (2018) indicates that brand image positively influences purchase intention with brand trust as mediation, as the results of this research show that brand image can increase buying interest after gaining confidence. This indicates that consumers have no interest in using a product without trust, and a positive brand image reinforces this connection. Moreover, research by Chrysnaputra (2020) reveals that the impact of brand image on purchase intention is positively mediated by brand trust. This is attributed to the direct relationship between the strength of the brand image and the consumer's purchasing interest, further reinforced by brand trust. Research by Imron (2022) supports these findings, indicating that the effect of brand image on purchase intention is mediated by brand trust. This underscores the significant role that the idea of a product or brand plays in shaping consumer buying choices. However, it is crucial to note that customer trust in the goods supplied also impacts the brand image.

Based on the aforementioned background, the researcher has outlined several research objectives, namely, Determine whether brand awareness, brand image, social media marketing, electronic word-of-mouth (e-WOM), and perceived quality have a significant positive effect on brand trust. Determine whether brand trust has a significant positive effect on purchase intention. Determine whether brand image has a significant positive effect on purchase intention with brand trust as a mediator. This

research is one of the few studies discussing electric cars in Indonesia, focusing on factors that influence purchase intention, with brand trust as a mediator

METHOD

Researchers employ SMART PLS (Partial Least Squares), a statistical software tool commonly used to examine the associations between variables and other factors (Harahap, 2018). According to Hair et al. (2014), the method used to determine the overall sample size for the research study involves the utilization of SMART PLS, specifically using the 10-times rule strategy. This research employed the Smart PLS research technique, which dictated that the sample size must be more than 10 times the observed variables. In this research, seven variables were measured, with a total of 24 questions related to these variables. Therefore, the total sample required for this research was 24 multiplied by 10, meaning the minimum sample size that is used in this research was 240 respondents. This study utilized 242 respondents as research samples, comprising Indonesian individuals with an interest in purchasing electric cars in Indonesia. The data collection technique employed in this research was a questionnaire, and the data analysis technique used was quantitative analysis.

RESULTS AND DISCUSSION

This section presents the results of test data originating from respondents' answers to the questionnaire that has been distributed. The present study used SPSS to analyze common method bias (CMB) and the demographic characteristics of the respondents. The Statistical Program for Social Science (SPSS), version 26, was employed for this analysis. The results encompass the analysis of general factors of respondents, inner model test results, outer model test results, and a presentation of the findings obtained using the SMART PLS program.

Respondent Demographic Analysis

The respondents targeted for this survey were individuals in Indonesia who expressed an interest in purchasing electric cars. A questionnaire was utilized and distributed to 242 respondents. The total number of returned questionnaires was 242, all of which contained valid data for analysis, encompassing 100% of the total. Breaking down the demographic distribution, the majority of respondents were women, accounting for 140 respondents or 57.9% of the total. Men represented 102 respondents or 42.1%. Most of the respondents reside on the island of Sumatra. Furthermore, a significant portion of respondents reported earning between Rp. 3,000,000 to Rp. 5,000,000. Additionally, the majority of respondents fell within the age range of 22 to 26 years old.

Common Method Bias (CMB)

The extent of variation in the collected data was assessed through Harman's single-factor test analysis, performed using SPSS 26. The variance value identified in this study is 49.167%. As the variance value is less than 50%, it can be inferred that there is no common method bias (CMB) present in this study. This absence of bias is attributed to the data being gathered from respondents who meet the required characteristics or qualifications, specifically those individuals expressing an interest in purchasing electric cars in Indonesia.

Outer Loadings Test Results

According to the rule of thumb (RoT), an outer loading value of 0.6 or above is considered acceptable, while a value below 0.6 is deemed inadequate. Questions with an outer loading below 0.6 should be given priority for removal before initiating reliability testing can be seen in Table 1.

Table 1
Outer Loading Test

Variable	Outer Loading	Description
BA1	0.842	Valid
BA2	0.935	Valid
BA3	0.875	Valid
BI1	0.893	Valid
BI2	0.889	Valid
BI3	0.883	Valid
BI4	0.710	Valid
BT1	0.736	Valid
BT2	0.927	Valid
BT3	0.915	Valid
EWOM1	0.944	Valid
EWOM2	0.744	Valid
EWOM3	0.735	Valid
PI1	0.953	Valid
PI2	0.876	Valid
PI3	0.960	Valid
PQ1	0.884	Valid
PQ2	0.873	Valid
PQ3	0.835	Valid
SMM1	0.867	Valid
SMM2	0.891	Valid
SMM3	0.756	Valid
SMM4	0.909	Valid
SMM5	0.927	Valid

Source: SmartPLS analysis (2023)

Table 1 shows that each question in this study has a value above 0.6, meeting the threshold set by the RoT. The data above can be deemed valid, indicating that there are no indicators that need to be deleted, and they can be used for testing reliability.

Validity test results

Researchers conducted validity tests to assess the suitability of the questions used in describing the analyzed variables. A construct is considered valid if its average variance extracted (AVE) value exceeds 0.5. The table presented displays the results of the validity test, revealing that all variables have an AVE measure exceeding 0.5. Therefore, it is reasonable to assert that the variables demonstrate validity can be seen in Table 2.

Table 2
Validity Result

Variable	AVE	Description
Brand Awareness	0.783	Valid
Brand Image	0.718	Valid
Social Media Marketing	0.760	Valid
Electronic-Word of Mouth	0.662	Valid
Perceived Quality	0.747	Valid
Brand Trust	0.746	Valid
Purchase Intention	0.866	Valid

Source: SmartPLS analysis (2023)

Table 2 shows that the variable of brand awareness has an AVE value of 0.783. For a question's weight to be deemed genuine, it is necessary for the question to possess an AVE value that exceeds 0.5. The acquired data indicates that the AVE value for the brand awareness question exceeds 0.5. Based on the analysis above, the brand awareness inquiry satisfies the convergent and valid validity criteria. The variable representing brand awareness has an AVE value of 0.783. For a question to be deemed genuine, it must possess an AVE value that exceeds 0.5. The analysis reveals that the AVE value for the brand awareness question exceeds 0.5, as the acquired data shows. Based on the analysis above, it can be said that the inquiry about brand awareness satisfies the criteria of convergent and valid validity. The AVE value of the social media marketing variable is 0.760. To ascertain the soundness of the inquiry, it must have an AVE value over 0.5. The research results demonstrate that the AVE value of social media marketing queries exceeds 0.5. Based on the results above, the investigation into social media marketing meets the requirements for both convergent and construct validity.

The variable of social media marketing exhibits an AVE value of 0.760. Establishing the question's validity must possess an AVE value over 0.5. The AVE value associated with social media marketing questions surpasses the threshold of 0.5, as shown by the data analysis findings. Based on the results above, the investigation of social media marketing meets the requirements for both convergent and construct validity. The variable's AVE representing social media marketing is 0.760. The query must have an AVE score beyond 0.5 to ascertain the inquiry's legitimacy. The research results indicate that the AVE value of social media marketing exceeds 0.5. Based on the results above, the investigation into social media marketing meets the requirements for both convergent and construct validity. The variable representing brand trust has an AVE value of 0.746. To ascertain the inquiry's legitimacy, the AVE value must exceed 0.5. The AVE value associated with the brand trust question surpasses 0.5. Based on the data above, the brand trust question satisfies the convergent and construct validity criteria.

The purchasing intention variable exhibits an AVE value of 0.866. To establish the validity of a question's worth, it is necessary for the question to possess an AVE value that exceeds 0.5. The analysis reveals that the AVE value for the purchase intention question exceeds 0.5, as the provided data findings support. Based on the findings above, the purchase intention inquiry satisfies the convergent and construct validity criteria.

Reliability Test Results

The reliability test assesses the internal consistency of responses provided by participants in a questionnaire, determining the degree to which their answers are congruent or incongruent. The construct is considered trustworthy when the composite reliability exceeds a threshold of 0.7 can be seen in Table 3.

Table 3
Reliability Test

Variable	Composite Reliability	Description
Brand Awareness	0.915	Valid
Brand Image	0.910	Valid
Social Media Marketing	0.940	Valid
Electronic-Word of Mouth	0.853	Valid
Perceived Quality	0.898	Valid
Brand Trust	0.897	Valid
Purchase Intention	0.951	Valid

Source: SmartPLS analysis (2023)

Table 3 shows that the reliability test results above show that the composite reliability value of brand awareness is 0.915, brand image is 0.910, social media marketing is 0.940, electronic word of mouth is 0.853, perceived quality is 0.898, brand trust is 0.897, and purchase intention is 0.951. From the tested values, it can be concluded that there are no unreliable questions.

Test Results Direct Relationship

The hypothesis is deemed significant if the computed T statistic is greater than 1.96, or the observed P value is less than 0.05. The results of an important test that looked at the relationships between several variables, including brand awareness, brand image, social media marketing, electronic word-of-mouth, perceived quality, brand trust, and purchase intention can be seen in Table 4.

Table 4
Test Results Direct Relationship

Track X→Y/Direct	T-Statistic	Description
Brand Awareness → Brand Trust	4,174	H1: Significant Positive
Brand Image → Brand Trust	3,909	H2: Significant Positive
Social Media Marketing → Brand Trust	4,649	H3: Significant Positive
Electronic-Word of Mouth → Brand trust	2,491	H4: Significant Positive
Perceived Quality → Brand Trust	1,848	H5: Not Significant
Brand Trust → Purchase Intention	68,798	H6: Significant Positive

Source: SmartPLS analysis (2023)

Hypothesis 1: Brand Awareness has a significant positive effect on Brand Trust

The results of the direct relationship test in Table 4 prove that the variable of brand awareness and the variable of brand trust exhibit a statistically significant association, as indicated by the T value of 4.174, which is above the critical value of 1.96. Therefore, it can be concluded that the relationship has a significant value, and this shows that Hypothesis 1 is acceptable. The results of this study are consistent with the findings of previous studies (Widodo & Akhmawati, 2021; Belay, 2022; Yohana et al., 2020). The study explains that awareness of electric car brands can increase consumer confidence in electric car brands of interest, triggering changes in consumer perceptions of electric cars.

Hypothesis 2: Brand Image has a significant positive effect on Brand Trust

The data presented in Table 4 demonstrates a significant relationship between the brand image variable and the brand trust variable, as indicated by the statistical T value of 3.909, exceeding the critical value of 1.96. Therefore, this relationship holds significant value. Consequently, this finding supports the acceptance of Hypothesis 2. The results of this study align with the outcomes of previous studies (Wijaya & Annisa, 2020; Yohana et al., 2020; Gunadi et al., 2017). This research shows that the view or image of electric car products has a significant influence on gaining consumer trust in electric car products.

Hypothesis 3: Social Media Marketing has a significant positive effect on Brand Trust

The results of the direct relationship test in Table 4 prove that the social media marketing variable and the brand trust variable have a significant relationship, as seen from the statistical T value, which is 4.649 or more than 1.96. Therefore, it can be concluded that this relationship has significance, and Hypothesis 3 can be accepted. The results of this study are consistent with previous research (Zulfikar & Mukhriani, 2017; Amalina, 2016). This research indicates that the consistent visibility of electric cars on social media can instill consumer trust in electric car products and influence consumers to explore electric vehicles.

Hypothesis 4: Electronic-Word of Mouth has a significant positive effect on Brand Trust

The results of the direct relationship test in Table 4 indicate that the electronic word-of-mouth variable and the brand trust variable have a significant relationship. This is evident from the statistical T value, which is 2.491, smaller than 1.96. Therefore, it can be concluded that this relationship is significant. This supports the acceptance of Hypothesis 4. The findings of this study align with previous research (Sari et al., 2021; Seo et al., 2020; Dewi et al., 2021). According to the study, word of mouth plays a significant role in gaining consumer trust.

Hypothesis 5: Perceived Quality has no significant positive effect on Brand Trust

The results of the direct relationship test in Table 4 indicate that the perceived quality variable and the brand trust variable have an insignificant relationship. This is evident from the statistical T value, which is equal to 1.848, less than 1.96. Therefore, it can be concluded that the relationship is not significant. This shows that Hypothesis 5 cannot be accepted. The findings of this study are not consistent with previous research results (Gunadi et al., 2017; Rahmatulloh et al., 2019; Kurniawan, 2017). According to the study, consumer trust in electric vehicles can be gained by allowing consumers to directly experience the quality or amenities provided by electric vehicles.

Hypothesis 6: Brand Trust has a significant positive effect on Purchase Intention

The results of the direct relationship test in Table 4 indicate that the brand trust variable and purchase intention variable have a significant relationship. This is evident from the statistical T value, which is equal to 68.798, significantly exceeding 1.96. Therefore, it can be concluded that the relationship has a significant impact. Hence, Hypothesis 6 can be accepted. The findings of this study align with previous research (Wijaya & Annisa, 2020; Wilujeng & Edwar, 2014; Ermawati, 2018). This study suggests that consumer belief in electric vehicles can enhance their interest in purchasing electric cars. The path analysis results can be seen in Fig.2.

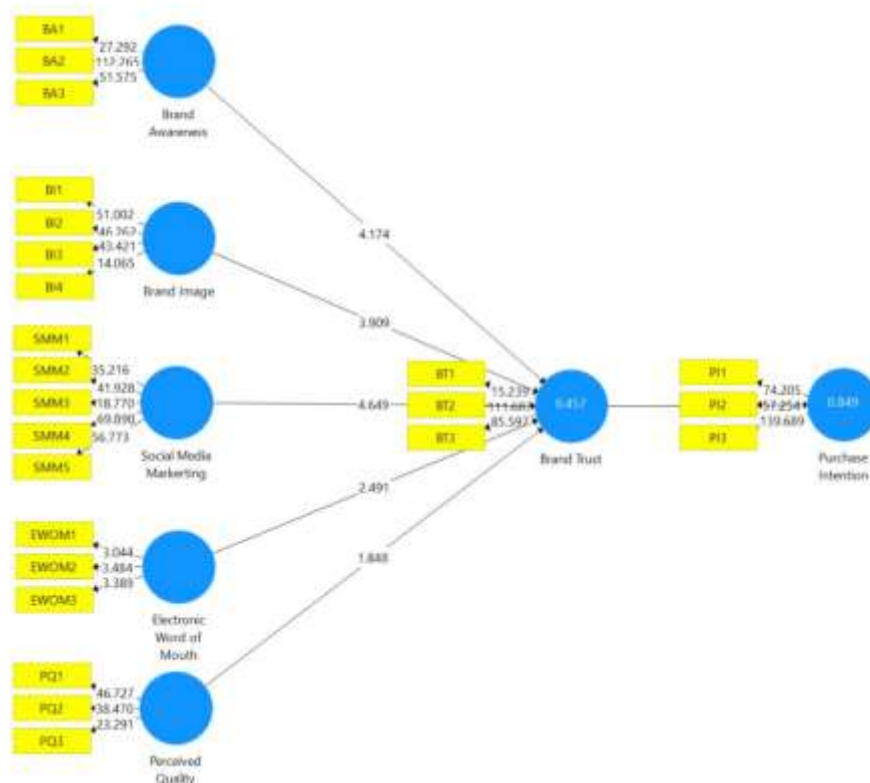


Fig. 2 Path analysis results
Source: SmartPLS analysis (2023)

Table 5
Mediation Effect Effect Test

Track X→Y/Direct	T-Statistic	Description
Brand Image → Brand Trust → Purchase Intention	3,938	H7: Significant Positive

Source: SmartPLS analysis (2023)

Hypothesis 7: Brand Image has a significant positive effect on Purchase Intention with Brand Trust as mediation

The results of the direct relationship test in Table 5 indicate that the brand image variable and the purchase intention variable, with brand trust as the mediator, have a significant relationship. This is evident from the statistical T value, which is equal to 3.938, exceeding 1.96. Therefore, it can be concluded that this relationship has a significant impact. Hence, Hypothesis 7 can be accepted. The findings of this study align with previous investigations (Chrysnaputra, 2020; Imron, 2022; Sidharta et al., 2018; Aeni & Ekhsan, 2020; Rahmawati & Yanto, 2022). This study suggests that a better image of a specific electric car brand increases consumer interest in electric cars. However, this is contingent upon the consumer's trust in the electric vehicle.

R Square Test Results

Table 6
R Square Test Result

Variable	R Square	Percentage (%)
Brand Trust	0.468	46,8%
Purchase Intention	0.852	85,2%

Source: SmartPLS analysis (2023)

The coefficient of determination test (R²) assesses whether a correlation exists among the dependent, independent, and mediating variables. According to the findings presented in Table 6, the R Square value for the brand trust variable is determined to be 0.468, equivalent to 46.8%. This implies that the brand trust variable explains 46.8% of the variation observed in the brand trust variable, while the remaining 53.2% may be attributed to other variables or factors. It's important to note that this research does not include information about these unaccounted variables. The coefficient of determination test, commonly known as R², is employed to evaluate the relationship among the dependent, independent, and mediating variables. According to the results displayed in Table 6, the R Square value for the purchase intention variable is determined to be 0.852, equivalent to 85.2%. This indicates that the purchase intention variable can explain 85.2% of the variance in purchase intention. The remaining 14.8% of the variability may be attributed to other variables or factors not considered in this research.

CONCLUSIONS

Based on the analysis results obtained from the preceding chapter, it can be concluded that brand awareness, brand image, social media marketing, and eWOM have a significantly positive effect on brand trust. However, perceived quality does not significantly impact brand trust. Brand trust significantly influences purchase intention, and brand image significantly and positively affects purchase intention, with brand trust as the mediator. Researchers suggest that electric car manufacturing companies in Indonesia can increase consumer brand awareness of electric cars through advertising mediums such as creating advertisements and organizing exhibitions. Additionally, to enhance brand image, using a unique slogan exclusive to the company can be effective. Utilizing Instagram ads, Facebook ads, and TikTok can bolster the value of social media marketing. Employing positive consumer reviews as support can improve e-WOM. Lastly, to foster brand trust, providing exceptional service is crucial to convincing consumers. Despite the valuable insights gained, there are

several limitations in this research, namely time and cost constraints in data collection. This study was represented by 242 respondents and did not specifically focus on particular generations, genders, or demographics. Additionally, there are recommendations for future research, Future research can incorporate additional variables, whether independent, dependent, or mediating, to explore their relationships and determine if they have significant positive or negative effects. It is recommended that future research employs a larger total sample size than this study to ensure more precise and accurate results. A larger sample enhances the reliability of the tested data, leading to more robust and trustworthy outcomes.

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