

The Influence of Digital Marketing, Perceived Risk, User Experience, and Brand Trust on Electric Motorcycle Purchase Intention with Consumer Trust as an Intervening Variable

Lilik Budhi Hartanto^{1*}, Sutikno²

^{1,2} Department of Technology Management, Institut Teknologi Sepuluh Nopember, Indonesia

* Corresponding Author : lilikbudhihartanto@gmail.com

Article History

Received : 27-07-2026

Revised : 06-08-2026

Published : 30-08-2026

Keywords: Purchase Intention; Consumer Trust; Digital Marketing; Electric Motorcycle; Brand Trust

ABSTRACT

This study investigates the effects of digital marketing, perceived risk, user experience, and brand trust on electric motorcycle purchase intention in Surabaya, Indonesia, with consumer trust as an intervening variable. Integrating TPB and UTAUT rooted in TRA, this study applied a quantitative approach using SEM-PLS was applied to 244 respondents. All thirteen hypotheses were confirmed. Brand trust exerted the strongest influence on consumer trust ($\beta = 0.429$), followed by user experience ($\beta = 0.281$) and digital marketing ($\beta = 0.120$), whereas perceived risk had a negative effect ($\beta = -0.115$). Consumer trust partially mediated all relationships. The model accounted for 77.6% of purchase intention variance and 71.8% of consumer trust variance.

INTRODUCTION

Electric vehicles (EVs) have experienced rapid global growth as part of broader efforts to mitigate climate change through low-emission transportation. The Indonesian government has actively supported this transition, committing to Net-Zero Emissions by 2060 (Kementerian ESDM, 2023). Electric motorcycles have been prioritized owing to their affordability and alignment with Indonesian urban mobility patterns. However, cumulative electric motorcycle sales from 2017 to 2024 reached only 109,576 units, which is far below the government's target of 600,000 units by 2024 under Peraturan Menteri Perindustrian No. 6 Tahun 2023. This occurred despite 146% year-over-year growth between 2023 and 2024 (Nikel.co.id, 2024).

In East Java, only 11,073 electric motorcycles had been registered as of mid-2024 out of a total of 13,248 electric vehicles in the province (Radar Surabaya, 2024). Surabaya, as Indonesia's second-largest metropolitan area, presents a strategically important research context. The city has 3,034,754 registered motorcycles, constituting 14% of East Java's total (BPS Jawa Timur, 2024), yet electric vehicle penetration remains below 0.35%. This gap between market potential and actual adoption cannot be fully explained by technical factors alone. A limited battery range of 60 to 100 km, extended charging times, and higher prices

relative to conventional motorcycles (Budianto, 2024) constitute significant barriers, yet they do not account for the psychological and behavioral dimensions that shape consumer decision-making.

The persistence of low adoption despite government incentives suggests that the barriers also involve consumer psychology and behavior. The Theory of Planned Behavior (TPB) posits that purchase intention is shaped by attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). The Unified Theory of Acceptance and Use of Technology (UTAUT) explains technology adoption through performance expectancy, effort expectancy, social influence, and facilitating conditions (Venkatesh et al., 2003). Both theories share genealogical roots in the Theory of Reasoned Action (TRA; Fishbein & Ajzen, 1975) and complement each other: TPB captures evaluative and normative dimensions, whereas UTAUT addresses technology-specific acceptance factors (Saleh et al., 2024).

This study identifies four key determinants of purchase intention: digital marketing (as social influence and facilitating conditions under UTAUT), perceived risk (as attitude and perceived behavioral control under TPB), user experience (as performance and effort expectancy under UTAUT), and brand trust (as attitude and subjective norms under TPB). Consumer trust is positioned as an intervening variable that channels these effects toward purchase intention, consistent with the Commitment–Trust Theory (Morgan & Hunt, 1994). Prior research has examined these variables individually, but no comprehensive model integrating all four with consumer trust as a mediator has been established in the Indonesian electric motorcycle context (Thilina & Gunawardane, 2019; Lashari et al., 2021; Yuliantoro et al., 2024). This study contributes by developing an integrative TPB–UTAUT model, testing consumer trust as a mediating mechanism, and offering strategic recommendations for manufacturers operating in an emerging market at the early adoption stage.

This study is grounded in the Theory of Reasoned Action (TRA; Fishbein & Ajzen, 1975), which posits that behavioral intention is determined by attitudes toward the behavior and subjective norms. Ajzen (1991) extended TRA into TPB by adding perceived behavioral control to account for behaviors not entirely under volitional control. In parallel, Venkatesh et al. (2003) synthesized TRA, TPB, and six other models into UTAUT, incorporating performance expectancy, effort expectancy, social influence, and facilitating conditions. Although both descend from TRA, they operate at different analytical levels and are complementary rather than overlapping: TPB functions as a domain-general theory of behavioral intention, while UTAUT is domain-specific to technology adoption (Saleh et al., 2024). In the electric motorcycle context, the purchase decision involves both psychological-behavioral considerations (addressed by TPB) and technology adoption considerations (addressed by UTAUT), making the integration of both frameworks conceptually coherent.

In this study, digital marketing is defined as planned communication activities conducted by electric motorcycle manufacturers through digital channels to inform, educate, and influence prospective consumers. These activities encompass social media marketing,

digital advertising, content marketing, and email marketing (Kotler et al., 2021). In the UTAUT framework, digital marketing functions as social influence and facilitating conditions, providing information that reduces uncertainty and facilitates technology evaluation (Venkatesh et al., 2003). Kim and Ko (2012) demonstrated that social media marketing activities enhance customer equity, while Watulingas and Permana (2020) confirmed that digital marketing significantly influences purchase intention. Yuliantoro et al. (2024) further found that digital marketing positively affects purchase intention through brand image enhancement.

Perceived risk denotes consumer perceptions of uncertainty encompassing financial, functional, and social risk dimensions (Thilina & Gunawardane, 2019). The concept originates from Bauer's (1960) foundational work on consumer risk-taking behavior, later formalized by Dowling and Staelin (1994) into a model of perceived risk and risk-handling activity. In TPB, higher perceived risk fosters negative attitudes and diminishes perceived behavioral control, thereby reducing purchase intention (Ajzen, 1991). In the electric vehicle context, consumers face concerns about battery durability, maintenance costs, and charging infrastructure availability (Yang et al., 2020). Zou et al. (2024) confirmed that functional and financial risks constitute the primary determinants of consumer attitudes toward electric vehicle purchase.

User experience (UX) refers to the overall quality of consumer interaction with a product, encompassing usability, comfort, and feature suitability (Zahrah, 2023). UX in this study is operationalized as perceived user experience, acknowledging that most prospective consumers have not yet owned an electric motorcycle. Perceived UX can be formed through test rides, product demonstrations, digital content exposure, and community interactions, consistent with UTAUT's conceptualization that experience can develop across varying levels of exposure (Venkatesh et al., 2003). Rezvani et al. (2015) identified that experiential perceptions constitute an important factor in shaping attitudes toward electric vehicle adoption, while Lashari et al. (2021) confirmed the significant influence of user attitude and perception on EV purchase intention.

Brand trust represents consumer confidence in a brand's credibility, competence, and integrity (Delgado-Ballester, 2003; Fitriani et al., 2023). Within TPB, brand trust strengthens attitude toward the behavior, influences subjective norms, and enhances perceived behavioral control (Ajzen, 2005). Consumer trust, by contrast, reflects holistic confidence that the purchase decision will meet expectations, synthesized from brand trust, user experience, digital marketing information, and risk evaluation (Morgan & Hunt, 1994; Yuliantoro et al., 2024). These are conceptually distinct constructs: brand trust is brand-specific ("Do I trust this brand?"), whereas consumer trust is decision-specific ("Am I confident enough to purchase?"). Brand trust functions as an independent variable (antecedent), whereas consumer trust serves as a mediator. The HTMT value of 0.872 confirms discriminant validity between

the two (Hair et al., 2019). Lady and Angelino (2024) confirmed that brand trust significantly influences purchase intention for battery electric vehicles in Indonesia.

Purchase intention represents the likelihood that a consumer will engage in a specific purchase behavior (Ajzen, 1991). This study deliberately uses purchase intention rather than actual purchase behavior as the dependent variable. Theoretically, TPB positions behavioral intention as the most proximal predictor of actual behavior. Methodologically, measuring actual purchase behavior for a product with penetration below 0.35% would yield insufficient respondents for SEM-PLS analysis. Practically, understanding the determinants of purchase intention provides greater strategic value for manufacturers, as it enables the design of targeted interventions at the pre-purchase stage. This approach is consistent with the majority of EV adoption studies (Thilina & Gunawardane, 2019; Saleh et al., 2024; Zou et al., 2024).

Thirteen hypotheses are proposed. H1 to H4 posit direct effects of digital marketing (+), perceived risk (-), user experience (+), and brand trust (+) on purchase intention. H5 to H8 posit corresponding effects on consumer trust. H9 posits consumer trust's direct effect on purchase intention. H10 to H13 posit that consumer trust mediates each relationship. The conceptual model is depicted in Figure 1.

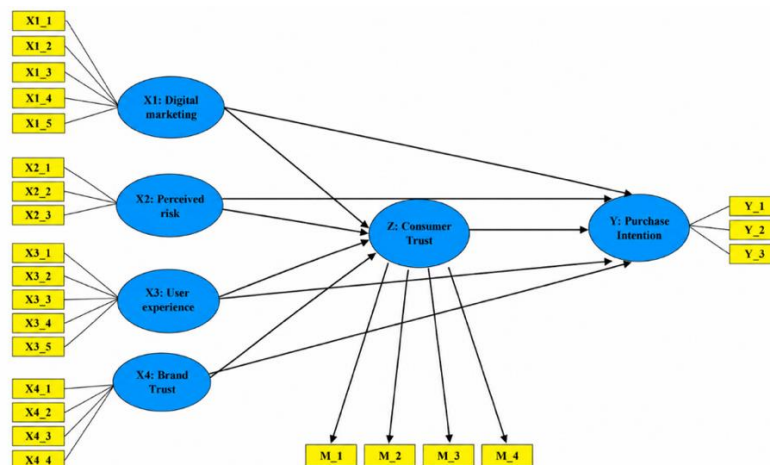


Figure 1. Research conceptual model

RESEARCH METHOD

A quantitative cross-sectional survey was conducted targeting Surabaya residents aged 20 to 59 who own or regularly use a motorized vehicle and have expressed interest in electric motorcycles. The eligible population is estimated at 1,746,830 individuals (BPS Kota Surabaya, 2025). The sample size was determined using the Ten Times Rule recommended for PLS, which requires at least 10 observations per structural path (Hair et al., 2017). With 13 hypothetical paths, the minimum required sample was 130 respondents. The final sample reached 244 respondents, recruited using purposive sampling via online questionnaires distributed through WhatsApp and social media from March to April 2025.

Constructs were measured using 24 items on five-point Likert scales as detailed in Table 1. An initial pilot test on 30 respondents confirmed instrument validity (Pearson r ranging from 0.838 to 0.992, against a critical value of 0.361) and reliability (Cronbach's alpha from 0.882 to 0.985). The main analysis used SEM-PLS via SmartPLS with bootstrapping at 5,000 subsamples, covering both outer model assessment (convergent validity, discriminant validity, and construct reliability) and inner model assessment (path coefficients, R-square, f-square, SRMR). The significance threshold applied throughout was p below 0.05 (Hair et al., 2017, 2019).

RESULTS AND DISCUSSION

The 244 respondents were predominantly male (63.5%), with the largest age group above 40 years (38.5%). In terms of education, 48.8% held senior high school diplomas and 34.0% held undergraduate degrees. The majority worked in the private sector (54.9%) and reported monthly incomes between Rp 3,000,000 and Rp 5,999,999 (54.1%). This profile reflects a productive-age consumer segment with moderate purchasing power, which constitutes the primary target market for electric motorcycle adoption in urban Indonesia.

Data analysis employed the PLS-SEM method using SmartPLS version 3. Analysis progressed through the outer model (measurement model) evaluation, a model fit check, and the inner model (structural model) evaluation. The outer model stage assessed internal reliability, convergent validity, and discriminant validity. Results covering factor loadings, Cronbach's alpha, composite reliability, and AVE values are presented in Table 2.

Table 2. Research Validity and Reliability Testing

Variable	Indicator	Factor Loading	Cronbach's Alpha	CR	AVE	Information
Brand Trust	BT1	0.903	0.932	0.951	0.830	Valid and Reliable
	BT2	0.905				
	BT3	0.919				
	BT4	0.916				
Perceived Risk	PR1	0.942	0.925	0.952	0.850	Valid and Reliable
	PR2	0.924				
	PR3	0.931				
User Experience	UE1	0.879	0.953	0.964	0.844	Valid and Reliable
	UE2	0.939				
	UE3	0.946				
	UE4	0.933				
	UE5	0.893				
Digital Marketing	DM1	0.884	0.924	0.943	0.769	Valid and Reliable
	DM2	0.867				
	DM3	0.916				

Variable	Indicator	Factor Loading	Cronbach's Alpha	CR	AVE	Information
	DM4	0.913				
	DM5	0.798				
Consumer Trust	CT1	0.905	0.923	0.946	0.813	Valid and Reliable
	CT2	0.909				
	CT3	0.894				
	CT4	0.897				
Purchase Intention	PI1	0.922	0.912	0.944	0.870	Valid and Reliable
	PI2	0.924				
	PI3	0.921				

Table 2 shows that all indicators passed the convergent validity requirements, with AVE values above 0.5, factor loadings above 0.7, and composite reliability above 0.7 (Hair et al., 2019). The lowest factor loading recorded is 0.798 on DM5 and the highest is 0.946 on UE3. Cronbach's alpha ranges from 0.912 for Purchase Intention to 0.953 for User Experience. Composite reliability ranges from 0.943 to 0.964, and AVE ranges from 0.769 to 0.870 across all constructs. These figures confirm that all research indicators are both valid and reliable.

Table 3. Discriminant Validity Testing (HTMT)

Variable	BT	CT	DM	PR	PI	UE
Brand Trust (BT)						
Consumer Trust (CT)	0.871					
Digital Marketing (DM)	0.752	0.743				
Perceived Risk (PR)	0.666	0.666	0.625			
Purchase Intention (PI)	0.872	0.898	0.783	0.716		
User Experience (UE)	0.847	0.828	0.759	0.631	0.843	

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT), with a threshold of 0.90 (Hair et al., 2021). As shown in Table 3, all pairwise HTMT values remain below 0.90. The highest value, 0.898, belongs to the Purchase Intention and Consumer Trust pair, which still falls within the acceptable range. These results confirm that each construct in the model is empirically distinct from the others.

Table 4. Coefficient of Determination (R-square)

Variable	R-square	R-square Adjusted	Description
Consumer Trust	0.718	0.714	Strong (Hair et al., 2019)
Purchase Intention	0.776	0.771	Strong (Hair et al., 2019)

The R-square values in Table 4 indicate how much variance in each endogenous construct is explained by the predictor constructs. Consumer trust achieves an R-square of 0.718, meaning that 71.8% of its variance is accounted for by digital marketing, perceived

risk, user experience, and brand trust. Purchase intention achieves an R-square of 0.776, meaning 77.6% of its variance is explained by the full set of predictors including consumer trust. Both values are classified as strong by Hair et al. (2019). Model fit is adequate, with SRMR at 0.043, below the recommended ceiling of 0.08, and NFI at 0.884. The inner model tests direct and indirect effects using p-values, with a significance threshold of 0.05. Full hypothesis testing results appear in Table 5.

Table 5. Hypothesis Test Results

Effect	Hyp.	Path	Coefficient	p-value	Decision
Direct Effect	H1	Digital Marketing -> Purchase Intention	0.133	0.009	Accepted
	H2	Perceived Risk -> Purchase Intention	-0.134	0.006	Accepted
	H3	User Experience -> Purchase Intention	0.185	0.023	Accepted
	H4	Brand Trust -> Purchase Intention	0.206	0.003	Accepted
	H5	Digital Marketing -> Consumer Trust	0.120	0.035	Accepted
	H6	Perceived Risk -> Consumer Trust	-0.115	0.024	Accepted
	H7	User Experience -> Consumer Trust	0.281	0.000	Accepted
	H8	Brand Trust -> Consumer Trust	0.429	0.000	Accepted
	H9	Consumer Trust -> Purchase Intention	0.340	0.000	Accepted
Specific Indirect Effect	H10	Digital Marketing -> Consumer Trust -> Purchase Intention	0.041	0.040	Accepted
	H11	Perceived Risk -> Consumer Trust -> Purchase Intention	-0.039	0.046	Accepted
	H12	User Experience -> Consumer Trust -> Purchase Intention	0.096	0.000	Accepted
	H13	Brand Trust -> Consumer Trust -> Purchase Intention	0.146	0.000	Accepted

Note: Bootstrapping 5,000 subsamples; $p < 0.05$. Source: SmartPLS output (2025)

Brand trust as the dominant predictor. Brand trust produced the strongest direct effect on consumer trust ($\beta = 0.429$, $p < 0.001$, $f^2 = 0.201$) and significantly predicted purchase intention ($\beta = 0.206$, $p = 0.003$). In TPB, brand credibility, competence, and reputation form the basis for positive attitudes toward purchasing electric motorcycles. When consumers perceive a brand as trustworthy, their attitude toward the behavior becomes more favorable and their perceived behavioral control increases as trust reduces cognitive uncertainty (Ajzen,

1991). The medium effect size ($f^2 = 0.201$) indicates that brand trust has practical significance beyond statistical significance, representing the single most impactful lever available to manufacturers. This result corroborates Morgan and Hunt's (1994) Commitment–Trust Theory and is consistent with Lady and Angelino (2024) and Fitriani et al. (2023). In the electric vehicle context, brand trust is particularly important because it relates directly to perceptions of safety, product durability, and after-sales service quality (Rahmadhani & Widodo, 2023).

User experience as a key trust builder. User experience exhibited the second-strongest effect on consumer trust ($\beta = 0.281$, $p < 0.001$) and influenced purchase intention both directly ($\beta = 0.185$, $p = 0.023$) and through mediation ($\beta = 0.096$, $p < 0.001$). From the perspective of UTAUT, this dual pathway operates through two mechanisms. Performance expectancy operates when consumers perceive that the electric motorcycle delivers tangible benefits in daily activities, fostering positive product evaluations. Effort expectancy operates when the product is perceived as easy to use, reducing psychological barriers to adoption. The descriptive finding that product ease of use scored the highest (3.96) reinforces that functional simplicity is the most valued experiential attribute. These results align with Fournier's (1998) theory that positive interactions build psychological bonds that evolving into trust, and are consistent with Rezvani et al. (2015) and Lashari et al. (2021).

The dual pathway of digital marketing. Digital marketing positively influenced both consumer trust ($\beta = 0.120$, $p = 0.035$) and purchase intention ($\beta = 0.133$, $p = 0.009$), with significant mediation ($\beta = 0.041$, $p = 0.040$). In terms of UTAUT, digital marketing functions simultaneously as social influence and facilitating conditions: informative content on social media shapes consumer perceptions while providing accessible evaluation tools. However, the modest effect sizes ($f^2 = 0.022$ and 0.033) suggest that digital marketing alone is insufficient without substantive product quality and brand credibility. Social media exposure scored highest (3.91), while email promotion scored lowest (3.45), indicating social media's greater effectiveness in the Indonesian market. This finding has practical implications for channel allocation: social media and influencer partnerships should receive primary investment, while email marketing may be repositioned as a customer retention tool rather than an acquisition channel. These findings are consistent with Kim and Ko (2012) and Hajli (2014).

Perceived risk as an inhibitor. Perceived risk negatively affected both consumer trust ($\beta = -0.115$, $p = 0.024$) and purchase intention ($\beta = -0.134$, $p = 0.006$). Through the lens of TPB, higher perceived risk fosters negative attitudes toward the behavior and diminishes perceived behavioral control, consistent with Bauer (1960), Dowling and Staelin (1994), and Thilina and Gunawardane (2019). Although the overall risk score was relatively low (2.60 out of 5.00), functional risk remained the most salient dimension (mean = 2.70), indicating that consumers are primarily concerned about whether the product will perform as expected. This concern is rational given the nascent state of electric motorcycle technology in Indonesia and the limited availability of service infrastructure. Risk mitigation strategies should therefore

focus on transparent warranty policies, verifiable battery performance data, and expanded service networks.

Consumer trust as a central mediator. Consumer trust mediated all four relationships with a direct effect on purchase intention of $\beta = 0.340$ ($p < 0.001$, $f^2 = 0.146$). Because both direct effects (H1 to H4) and indirect effects (H10 to H13) were statistically significant, the mediation is classified as partial (Hair et al., 2017). This operates through a two-stage mechanism: the independent variables build consumer trust through their respective theoretical pathways (TPB for risk and brand trust; UTAUT for digital marketing and user experience), and the accumulated trust then strengthens attitude and perceived behavioral control, driving purchase intention. The strongest indirect effect was observed for brand trust ($\beta = 0.146$), followed by user experience ($\beta = 0.096$), digital marketing ($\beta = 0.041$), and perceived risk ($\beta = -0.039$). This ordering confirms that trust-building through credibility and positive product interactions is more effective than digital communication alone. The R^2 values of 0.718 for consumer trust and 0.776 for purchase intention confirm the model's strong explanatory power, extending the Commitment–Trust Theory (Morgan & Hunt, 1994) to the electric motorcycle domain.

CONCLUSION AND RECOMMENDATIONS

This study demonstrates that digital marketing, perceived risk, user experience, and brand trust each exert significant direct and indirect effects on electric motorcycle purchase intention in Surabaya, with consumer trust functioning as a partial mediator. All thirteen hypotheses were supported, validating the integrative TPB and UTAUT model grounded in the theoretical lineage of TRA. The model explains 77.6% of purchase intention variance and 71.8% of consumer trust variance, indicating strong explanatory power.

For industry practitioners, brand trust should be prioritized through consistent product quality, transparent performance claims, and verifiable warranty commitments, given its strongest total effect ($\beta_{\text{total}} = 0.352$). User experience should be enhanced through test ride programs at strategic locations and digital vehicle monitoring applications. Digital marketing strategies should emphasize educational social media content and influencer partnerships rather than email campaigns. Perceived risk should be managed through battery durability guarantees, transparent maintenance cost information, and expanded charging and service infrastructure. For policymakers, strengthening product safety regulations, expanding public charging infrastructure, and collaborating with manufacturers on consumer education campaigns would address both risk perceptions and facilitating conditions for technology adoption.

Limitations include the cross-sectional design, geographic confinement to Surabaya, the use of perceived rather than actual user experience, and the exclusion of variables such as price perception, government incentives, environmental concern, and social influence. Future research should adopt longitudinal designs to track evolving attitudes, extend geographic

coverage to other Indonesian cities, compare perceived versus actual user experience effects, incorporate additional moderating variables such as income level and prior technology experience, and employ mixed methods for deeper insight into consumer decision-making processes.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2005). *Attitudes, personality and behavior* (2nd ed.). Open University Press.
- Bauer, R. A. (1960). Consumer behavior as risk taking. In R. S. Hancock (Ed.), *Dynamic marketing for a changing world* (pp. 389–398). American Marketing Association.
- BPS Jawa Timur. (2024). Jumlah kendaraan bermotor menurut kabupaten/kota di Jawa Timur 2024. Badan Pusat Statistik Provinsi Jawa Timur.
- BPS Kota Surabaya. (2025). Penduduk menurut kelompok umur dan jenis kelamin di Kota Surabaya 2025. Badan Pusat Statistik Kota Surabaya.
- Budianto, H. (2024). Penjualan sepeda motor listrik baru 54 ribu. Naikmotor.com. <https://www.naikmotor.com/236558/>
- Delgado-Ballester, E. (2003). Development and validation of a brand trust scale. *International Journal of Market Research*, 45(1), 35–54.
- Dowling, G. R., & Staelin, R. (1994). A model of perceived risk and intended risk-handling activity. *Journal of Consumer Research*, 21(1), 119–134.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior*. Addison-Wesley.
- Fitriani, K., Kurniawan, A., & Goeltom, V. (2023). The effect of brand trust on purchase intention. *Journal of Business and Management Review*, 4(3), 241–255.
- Fournier, S. (1998). Consumers and their brands. *Journal of Consumer Research*, 24(4), 343–373.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on PLS-SEM* (2nd ed.). Sage.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report PLS-SEM. *European Business Review*, 31(1), 2–24.
- Hajli, M. N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387–404.
- Kementerian ESDM. (2023). *Roadmap transisi energi dan Net Zero Emission 2060*. Jakarta.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? *Journal of Business Research*, 65(10), 1480–1486.
- Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing management* (16th ed.). Pearson.
- Lady, A., & Angelino, K. (2024). Analysis factors that influence purchase intention based on brand trust for electric cars. *IJMDS*, 7(1), 83–95.

- Lashari, Z. A., Ko, J., & Jang, J. (2021). Consumers' intention to purchase EVs. *Sustainability*, 13(12), 6778.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.
- Nikel.co.id. (2024). Total kendaraan listrik roda dua 2024 capai 109.576 unit. Retrieved from <https://nikel.co.id>
- Radar Surabaya. (2024, July). Jumlah kendaraan listrik roda dua di Jawa Timur baru 13.248 unit. <https://radarsurabaya.jawapos.com>
- Rahmadhani, A. V., & Widodo, A. (2023). Pengaruh green brand image dan green brand trust terhadap purchase intention. *Jurnal Samudra Ekonomi dan Bisnis*, 14(3), 393–405.
- Rezvani, Z., Jansson, J., & Bodin, J. (2015). Advances in consumer EV adoption research. *Transportation Research Part D*, 34, 122–136.
- Saleh, M. A., Khan, N., & Rahman, M. (2024). Factors affecting purchase intention of EVs. *Sustainability*, 16(5), 2145.
- Thilina, D., & Gunawardane, N. (2019). The effect of perceived risk on EV purchase intention. *IJEHV*, 11(1), 73–83.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of IT. *MIS Quarterly*, 27(3), 425–478.
- Watulingas, E. B., & Permana, D. (2020). The influence of UI, UX and digital marketing toward purchase intention. *IHASJ*, 3(2), 35–39.
- Yang, C., Tu, J.-C., & Jiang, Q. (2020). Influential factors of consumers' sustainable consumption. *Sustainability*, 12(8), 3496.
- Yuliantoro, Y. E., Welsa, H., & Cahya, A. D. (2024). Pengaruh brand image dan digital marketing terhadap purchase intention. *JMPIS*, 5(4), 1286–1295.
- Zahrah, H. (2023). Analisis kepercayaan merek terhadap niat beli mobil listrik [Master's thesis, UPI].
- Zou, J., Kamarudin, K. M., Liu, J., & Zhang, J. (2024). Towards sustainable mobility. *Sustainability*, 16(9), 8588.