

Encouraging Electric Vehicle Adoption: The Influence of Green Marketing and Word of Mouth Through Consumer Trust

Zahara Yulia¹, Sefnedi², Reni Yuliviona³

¹Student of Management Science, Universitas Bung Hatta, Padang, Indonesia.

^{2,3}Lecturer of Master of Faculty of Economics and Business, Universitas Bung Hatta, Padang, Indonesia.

DOI: <https://doi.org/10.47772/IJRISS.2026.10200258>

Received: 19 February 2026; Accepted: 24 February 2026; Published: 03 March 2026

ABSTRACT

This study aims to analyze the effect of green marketing and word of mouth on purchase decisions, with consumer trust as a mediating variable, in the context of electric car consumers in West Sumatra Province. This study used a quantitative approach with primary data obtained through questionnaires from 134 respondents selected using cluster random sampling. Data analysis used Structural Equation Modelling (SEM) using Smart-PLS version 4. The results showed that green marketing and word of mouth did not have a significant influence on purchase decisions. However, green marketing and word of mouth had a positive and significant influence on consumer trust. Furthermore, consumer trust had a positive and significant influence on purchase decisions. In addition, the results of the study indicate that consumer trust mediates the relationship between green marketing and word of mouth on purchase decisions.

Keywords: Purchase Decision; Consumer Trust; Green Marketing; Word of Mouth

INTRODUCTION

The automotive industry plays a crucial role in driving both national and regional economic development. This sector not only contributes to government revenue through taxation and exports, but also generates significant employment opportunities. Furthermore, the automotive industry stimulates the growth of related sectors, including automotive repair services, spare parts distribution, and transportation services, thereby creating a substantial multiplier effect on economic activities. At the regional level, the presence of the automotive industry enhances community welfare by expanding business opportunities and attracting domestic and foreign investment (Pirmana et al., 2023).

Currently, the global automotive industry is undergoing a major transformation toward the adoption of electric vehicles as a more environmentally sustainable alternative. Electric vehicles are widely regarded as a strategic solution to reduce reliance on fossil fuels and to mitigate carbon emissions that contribute to climate change. This transition has also accelerated technological advancements in the energy and transportation sectors, particularly in the development of more durable battery technologies and faster, more efficient charging systems (Sudjoko, 2021)

As a developing country with a large population, Indonesia has demonstrated a strong commitment to promoting the adoption of Battery Electric Vehicles (BEVs) through clean energy transition policies, as outlined in Presidential Regulation No. 55 of 2019. The government has introduced various supportive measures, including tax incentives, purchase subsidies, and the expansion of electric vehicle charging infrastructure across strategic regions. These initiatives constitute part of a long-term national strategy aimed at reducing fuel imports and lowering greenhouse gas emissions. The progress of this policy's implementation can be seen from the trend in electric vehicle sales volume in Indonesia over the past few months.

Table 1 Electric Car Sales in Indonesia Semester 1 / 2025

Month	Unit	Growth (%)
Januari	2.517	-
Februari	5183	105,9
Maret	8.850	70,8
April	7.402	-16,4
Mei	6.393	-13,6
Juni	5.501	-13,5

Source: Gaikindo(2025), Processed 2025

Based on the data in Table 1.1 regarding electric car sales volume in Indonesia in the first half of 2025, there was fluctuation from January to June. In January, initial sales were recorded at 2,517 units, then experienced a significant spike in February, reaching 5,183 units, an increase of approximately 105.9%. The increase continued in March, with a total of 8,850 units, although growth slowed to 70.8%. Entering April, sales began to decline to 7,402 units, a negative growth of 16.4% compared to the previous month. This downward trend continued in May with 6,393 units, a decrease of 13.6%, and decreased again in June to 5,501 units, a decrease of 13.5%. Overall, the data shows a sharp increase in the first quarter followed by a decline in sales in the following three months.

In the context of the electric car market in West Sumatra Province, two brands are showing rapid growth: Wuling and Hyundai. Both brands are known for their innovation in delivering environmentally friendly, efficient electric cars that meet the needs of modern society. Wuling offers electric cars at more affordable prices and practical designs for everyday use, while Hyundai offers products with advanced technology and premium features.

The intense competition between these two electric car brands requires each manufacturer to develop an appropriate marketing strategy to attract consumers. To face this competition, manufacturers must not only compete on product quality but also understand consumer needs and desires. One important marketing strategy is understanding consumer behavior, including consumer purchasing decisions. To understand the phenomenon of electric car purchasing decisions in West Sumatra, see the following secondary data.

Table 1.2 Market share of electric cars in West Sumatra Semester 1 / 2025

Month	Indonesia (Unit)	Sumbar (Unit)	Market Share (%)
Januari	2.517	2	0,07
Februari	5.183	1	0,01
Maret	8.850	18	0,2
April	7.402	6	0,08
Mei	6.393	4	0,06
Juni	5.501	3	0,05

Source: Gaikindo (2025), Wuling Padang (2025), dan Hyundai Padang (2025), Processed 2025

Based on the sales of two electric cars in West Sumatra in the first half of 2025, the market share of electric cars remains very low compared to total national monthly sales. From January to June, the number of units sold in West Sumatra was only around 1–18 units per month, with a market share of between 0.01% and 0.20%. The highest figure was in March with 18 units and a market share of 0.20%, while the lowest month was February with only one unit and a market share of 0.01%. These low figures reflect the still-weak consumer purchase decision for electric cars in West Sumatra.

LITERATURE REVIEW

Purchase Decision

According to Kotler and Keller (2022), purchase decision is a process involving individuals or groups in selecting goods or services to be purchased. This process not only involves product selection but also includes a series of stages that consumers go through, starting from problem recognition, information search, evaluation of alternatives, and finally making a purchasing decision. On the other hand, according to Schiffman and Wisenblit (2019), purchase decision is a process in which consumers recognize the problem, seek information about a particular product or brand, and evaluate each option carefully to solve the problem, which then ultimately leads to a purchasing decision. Essentially, purchase decision is an action or behavior of consumers who make or not make a purchase or transaction. The number of consumers in making a decision is one of the determinants of whether or not a company's goals are achieved. Consumers are often faced with several choices in using a product (Galuh & Aditya, 2024).

Consumer Trust

Consumer trust is the belief consumers have in the integrity and reliability of a company or brand (Kotler & Keller, 2022). According to Kuant and Erdiansyah (2022), building consumer trust is one of the toughest challenges in marketing. Trust will grow if marketers are able to provide the best and reduce the level of risk in the eyes of consumers. If consumers have chosen to trust a product or brand, it will be easier for them to decide to use that product or brand. Consumer trust is essential in building effective relationships between companies and their customers. Through high trust, consumers not only rely on the information provided but also feel safe and comfortable making purchases that can lead to long-term relationships. Efforts to increase trust should include improving product quality, satisfactory service, and a strong brand reputation. This is expected to encourage better purchasing decisions and higher customer retention (Syamsiah, 2023)

Green Marketing

Green marketing is a marketing strategy that focuses on environmentally friendly products and services. In this context, companies strive to develop, produce, and market products while considering the environmental impacts they generate throughout their life cycle, including raw material use, production processes, distribution, and waste generation. Green marketing aims to attract environmentally conscious consumers while enhancing the company's public image (Rachmawati et al., 2024). According to Hasan dan Ali (2015), green marketing also involves strategies to create long-term value that focus not only on business profits but also on social and ecological responsibility.

Word of Mouth

Word of mouth is a process in which consumers share information, experiences, and opinions about a product or service with others. WOM is voluntary and usually not carried out based on the lure of incentives, so it can be considered a more reliable and trusted marketing method (Pranandha & Kusumadewi, 2022). WOM functions as an effective marketing tool, where recommendations from one individual to another can influence the decision to purchase a product or service. WOM not only expands the reach of communication but also allows information to spread faster and more widely. According to Rizki dan Nurani (2019), Word of mouth (WOM) is defined as an informal communication process between consumers related to their experiences with a product, service, or brand. WOM is verbal communication between individuals about a brand or product, which is non-commercial and occurs spontaneously.

Hypothesis

Green Marketing on Purchase Decision

Green marketing can influence purchase decision through changes in perceptions and attitudes (Fitaloka & Kusuma, 2022). This opinion can be interpreted as meaning that the stronger the green marketing strategy implemented by electric car manufacturers through environmentally friendly promotions, clean product innovation, ecological certification, and consumer education, the higher the consumer's tendency to make a purchasing decision. Several previous studies have shown that green marketing has a positive and significant influence on purchase decision (Alhamad et al. (2023) ; Suherman and Puspaningrum, (2023); Satya and Panasea (2024) ; Avrinella et al. (2021) ; Istanti and Soliha (2025)). Based on the above description, the first hypothesis in this study can be developed as follows:

H1: Green Marketing has a positive and significant influence on purchase decision.

Word of Mouth on Purchase Decision

Word of mouth influences purchase decision (Nur & Octavia, 2022). This opinion can be interpreted as meaning that the more positive recommendations, reviews, or testimonials from friends, family, user communities, or other consumers, the greater the individual's tendency to purchase a product, including electric cars. Conversely, if the information received is negative or unreliable, it can decrease purchase interest and slow down the purchasing decision-making process.

Several previous studies have shown that word of mouth has a positive and significant influence on purchase decision (Naharuddin et al. (2023) ; Nur and Octavia, (2022) ; Kamiliyia, (2024) ; Wiyata et al. (2021); Giffari dan Nasution, (2024)). Based on the results of previous research, the second hypothesis in this study can be developed as follows:

H2: Word of mouth has a positive and significant influence on purchase decision

Green Marketing on Consumer Trust

According to (Satya & Panasea, 2024 ; Kosasih et al., 2025) green marketing influences consumer trust. This opinion can be interpreted as implying that a stronger commitment by electric car companies to implementing green marketing through sustainability education, eco-friendly certification, and low-emission product innovation can increase consumer trust. Several previous studies have demonstrated that green marketing has a positive and significant impact on consumer trust. Research by Almoussawi et al. (2022) showed that green marketing strategies in the electric vehicle industry in China increased consumers' perceptions of brand reliability and trust. Another study by Vironika dan Maulida (2025) also confirmed that green marketing by automotive companies plays a significant role in building credibility and consumer trust.

H3: Green Marketing has a positive and significant impact on consumer trust.

Word of Mouth on Consumer Trust

Consumer trust is influenced by word of mouth, as measured by the credibility of the information source, previous user experience, and the level of recommendation (Pratondo et al., 2023). Word of mouth plays a role in shaping perceptions of a manufacturer's integrity, reliability, and reputation because consumers trust information from fellow users more than commercial advertising. This finding suggests that the more positive word of mouth consumers receive regarding electric cars, whether through direct interactions or digital media, the more likely it is to increase consumer trust. Several previous studies have demonstrated that word of mouth has a positive and significant influence on consumer trust (Yurizal and Purwanto, (2024); Nur dan Octavia (2022); Naharuddin et al. (2021) ;Nueng et al. (2024); Yulianto and Soesanto (2019)).

H4: Word of mouth has a positive and significant influence on consumer trust.

Consumer Trust on Purchase Decision

Several previous studies have demonstrated that consumer trust has a positive and significant influence on electric car purchase decisions. Research by Indrawan et al. (2024) shows that trust in electric vehicle manufacturers directly contributes to purchase intentions and decisions. A study by Sudaryanto et al. (2025) found that perceived product reliability and safety increase consumer confidence in purchasing an electric car. Meanwhile, research by Yurizal dan Purwanto (2024) concluded that consumers with a high level of trust in electric vehicle brands make faster purchase decisions.

H5: Consumer trust has a positive and significant influence on purchase decision

Consumer Trust as a Mediator of the Relationship between Green Marketing and Word of Mouth on Purchase Decisions

Consumer trust as a mediator of the relationship between green marketing and purchase decisions is crucial, given the growing consumer awareness of environmental issues. Previous research has shown that green marketing can not only enhance a company's image but also influence consumer purchase decisions when combined with trust (Wulandari & Miswanto, 2022). Aziz dan Shihab (2024) demonstrated that the appropriate implementation of green marketing can improve a company's image and build consumer trust. In this regard, when consumers believe a company has good intentions and engages in environmentally friendly practices, they are more likely to make a purchase.

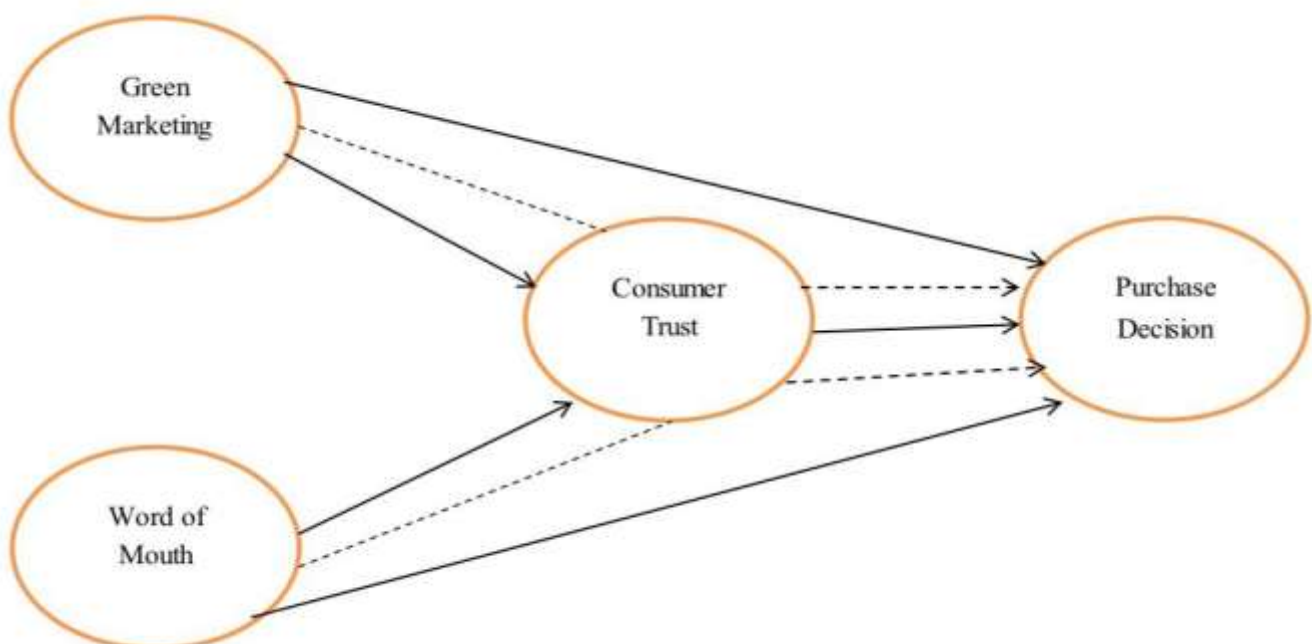
Kamiliya (2024) shows that WOM has a significant influence on purchase decisions, especially when combined with trust. When consumers receive positive recommendations from friends or family, their level of trust in the product or service increases, which in turn leads to higher purchase decisions. This is in line with other findings that suggest that trust serves as a strong mediator between word of mouth (WOM) and purchasing decisions, indicating that the greater a consumer's trust in an information source, the stronger the influence of WOM on their decisions (Pamungkas, 2017).

H6: Consumer Trust Mediates the Relationship between Green Marketing and Purchase Decision

H7: Consumer Trust Mediates the Relationship between Word of Mouth and Purchase Decision

Based on hypothesis above, the following research framework is developed.

Figure 1: Research framework Source:



METHODS

The population of this study was all consumers who purchased electric cars in West Sumatra between 2022 until 2025 is 200 consumers. The sampling technique used was cluster random sampling, a sampling technique in which the population is divided into several groups or clusters with similar characteristics. Then, several clusters are randomly selected, and all members of the selected clusters are used as research samples (Sugiyono, 2020). The sample selection used the SPSS Ver 25 program, with a sample size of 134 consumers, obtained from the Slovin formula.

From the 134 respondents, 62.7% were female and 37.3% were male. Most respondents were aged 41-50 years (46.3%), followed by those aged 31-40 years (38.8%), 20-30 years (11.2%), and 51-60 years (3.7%). Most respondents had a bachelor's degree (49.3%), followed by a diploma (33.6%), a master's degree (11.9%), and a doctorate (5.2%). Most respondents worked as state-owned enterprise employees (44.8%), private sector employees (30.6%), entrepreneurs (12.7%), civil servants (9%), and retirees (3%). The category of having purchased an electric car was more than one year (77.6%) and the category of having purchased an electric car less than one year (22.4%).

The research method used was a survey with data collection through an online questionnaire to obtain empirical data to test the research hypotheses. Data analysis was performed using Smart PLS 4 with a Partial Least Square (PLS) approach, which includes two main stages: Measurement Model Assessment (MMA) to test validity and reliability, and Structural Model Assessment (SMA) to test causality with predictive relevance. Validity testing was conducted through convergent validity and discriminant validity, while descriptive analysis was used to describe the characteristics of the research variables by presenting them in a frequency distribution table and calculating the Respondent Achievement Rate (TCR). Furthermore, structural model analysis was conducted using the bootstrapping method, with the hypothesis accepted if the t-Statistic > 1.96 and P-Value < 0.05, indicating a significant influence between exogenous and endogenous variables.

RESULTS AND DISCUSSION

Results

Convergent validity can be evaluated through four (4) parts, namely outer loading > 0.7; Cronbach's alpha > 0.7; composite reliability > 0.7; average variance extracted (AVE) > 0.5. While discriminant validity uses the Fornell-Larcker criterion, cross loading, and HTMT methods.

Table 1. Outer Loading

	GM	CT	PD	WOM
GM1	0,875			
GM10	0,859			
GM11	0,778			
GM12	0,882			
GM13	0,864			
GM14	0,859			
GM4	0,771			
GM5	0,775			



GM6	0,841			
GM8	0,794			
GM9	0,817			
CT1		0,818		
CT2		0,876		
CT3		0,859		
CT4		0,906		
CT5		0,883		
CT7		0,845		
CT8		0,818		
PD1			0,845	
PD10			0,904	
PD2			0,887	
PD3			0,867	
PD4			0,891	
PD5			0,872	
PD6			0,866	
PD8			0,884	
PD9			0,87	
WOM2				0,915
WOM4				0,894

Source: Processed data (2025)

Description:

GM : Green Marketing

CT : Consumer Trust

PD : Purchase Decision

WOM : Word of Mouth

Based on table 1. Outer Loading, it can be seen that all statement items used to measure the variables of purchase decision, consumer trust, green marketing, word of mouth are valid because all statement items used

have outer loadings above 0.7. After analyzing the outer loadings, the results of the Cronbach's alpha, composite reliability, and average extracted variance (AVE) analysis can be seen as follows:

Table 2. Cronbach's Alpha, Composite Reliability, dan AVE

	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
Green Marketing	0,954	0,955	0,688
Consumer Trust	0,940	0,941	0,737
Purchase Decision	0,962	0,963	0,768
WOM	0,779	0,785	0,819

Source: Processed data (2025)

Based on Table 2, it can be seen that all variables have Cronbach's alpha > 0.7, composite reliability > 0.7 and AVE > 0.5 or have met the specified conditions (Hair et al., 2014). Furthermore, the results of the discriminate validity analysis with the Fornell -Larcker criterion methods can be seen as follows:

Table 3. Results of Discriminant Validity Analysis with the Fornell-Lacker Criterion Method

	Green Marketing	Consumer Trust	Purchase Decision	WOM
Green Marketing	0,830			
Consumer Trust	0,722	0,858		
Purchase Decision	0,591	0,766	0,876	
WOM	0,639	0,695	0,634	0,905

Source: Processed data (2025)

Based on table 3, it can be seen that the square root of AVE on the green marketing variable is 0.830, where this value is greater than the correlation between green marketing and consumer trust (0.722), purchase decision (0.591) and WOM (0.639). Likewise, the square root of AVE on the consumer trust variable is 0.858, where this value is greater than the correlation between consumer trust and purchase decision (0.766) and WOM (0.695). The square root of AVE on the purchase decision variable is 0.876, where this value is greater than the correlation between purchase decision and WOM (0.634).

The next step, R square (R²) is used to measure how much endogenous variables are influenced by other variables (exogenous). The results of the R square analysis can be seen as follows:

Table 4. Analysis Results R square (R²)

	R Square	Description
Consumer Trust	0,64	Medium
Purchase Decision	0,622	Medium

Source: Processed data (2025)

Based on table 4, it can be seen that the consumer trust variable has an R square (R²) of 0.640, which means that the influence of green marketing, word of mouth, and environmental knowledge on consumer trust is 64% and belongs to the moderate category (Hair et al., 2014). Furthermore, the purchase decision variable has an R square (R²) of 0.622, which means that green marketing, word of mouth, consumer trust, and environmental knowledge on purchase decision is 62.2% and belongs to the moderate category (Hair et al., 2014).

Q square is used to assess how well the model can predict the observed value and parameter estimates of endogenous variables. The results of the Q square analysis can be seen as follows :

Table 5. Q square analysis results (Q²)

	Q Square	Description
Consumer Trust	0,460	Strong
Purchase Decision	0,463	Strong

Source: Processed data (2025)

Based on the Q-square (Q²) analysis results in Table 5, it can be concluded that Consumer Trust has a Q² value of 0.460. This indicates that the model has strong predictive relevance in explaining this variable. Furthermore, Purchase Decision has a Q² value of 0.463, which also indicates strong predictive relevance for this variable (Hair et al., 2014). Overall, the model shows good predictive ability for several variables such as consumer trust and purchase decision.

Structural Model Assessment (SMA) is a structural model for predicting causal relationships between latent variables. SMA testing uses a bootstrapping procedure.

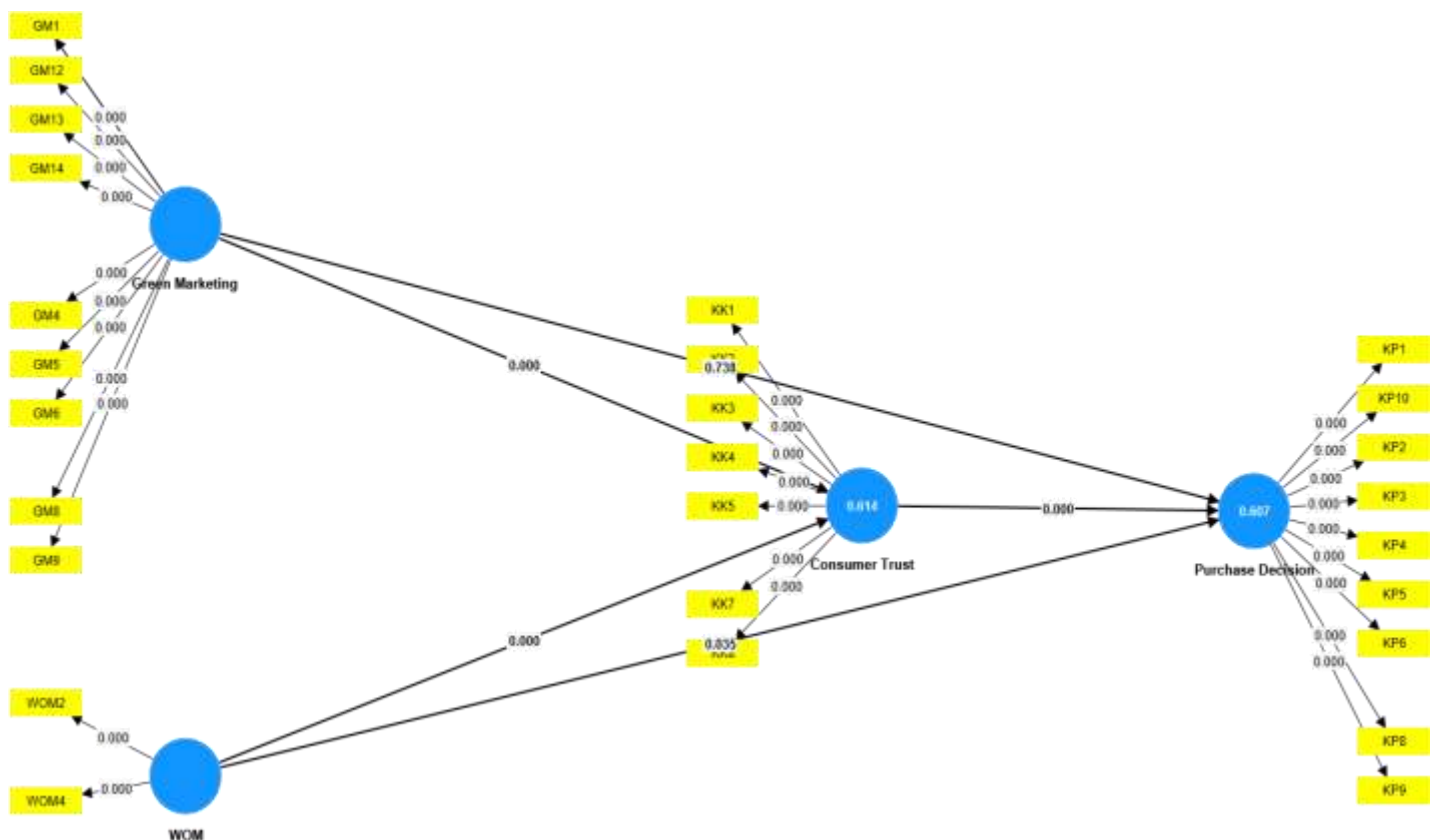


Figure 1. Structural Model Assessment

Table 6. Analysis Results Structural Model Assessment

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Conclusion
Green Marketing - > Purchase Decision	-0,019	-0,021	0,089	0,218	0,828	H1 Rejected
Word of Mouth -> Purchase Decision	0,129	0,129	0,086	1,500	0,134	H2 Rejected
Green marketing - > Consumer Trust	0,397	0,393	0,081	4,887	0,000	H3 Accepted
Word of Mouth -> Consumer Trust	0,289	0,288	0,096	2,998	0,003	H4 Accepted
Consumer Trust -> Purchase Decision	0,570	0,563	0,109	5,220	0,000	H5 Accepted

Source: Processed data (2025)

Based on table 6, it can be interpreted as follows:

1. The effect of green marketing on purchase decision has an original sample of -0.019 (negative sign), T-statistic of 0.218 (less than 1.96), and a P-value of 0.828 (greater than 0.05), so it can be concluded that green marketing has not significantly influence on purchase decision (H1 is rejected).
2. The effect of word of mouth on purchase decision has an original sample of 0.129 (positive sign), T-statistic of 1.500 (less than 1.96), and a P-value of 0.134 (greater than 0.05), so it can be concluded that word of mouth has not significantly influence on purchase decision (H2 is rejected).
3. The effect of green marketing on consumer trust has an original sample of 0.397 (positive sign), T-statistic of 4.887 (greater than 1.96), and a P-value of 0.000 (greater than 0.05), so it can be concluded that green marketing has a positive and significant effect on consumer trust (H3 is accepted).
4. The effect of word of mouth on consumer trust has an original sample of 0.289 (positive), T statistic of 2.998 (greater than 1.96), and a P value of 0.003 (less than 0.05), so it can be concluded that word of mouth has a positive and significant effect on on consumer trust (H4 is accepted).
5. The effect of consumer trust on purchase decision has an original sample of 0.570 (positive), T statistic of 5.220 (greater than 1.96), and a P value of 0.000 (less than 0.05), so it can be concluded that consumer trust has a positive and significant effect on purchase decision (H5 is accepted).

Furthermore, the results of the analysis of the mediating impact of consumer trust variables between green marketing and word of mouth on purchase decision can be seen as follows:

Table 7. Analysis Results Mediation Variables

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Conclusion
Green Marketing -> Consumer Trust -> Purchase Decision	0,226	0,223	0,069	3,264	0,001	H6 Accepted
WOM -> Consumer Trust -> Purchase Decision	0,165	0,162	0,062	2,644	0,008	H7 Accepted

Source: Processed data (2025)

Based on table 7, it can be interpreted as follows:

1. The analysis results on the impact of consumer trust as a mediating variable between green marketing and purchase decision (GM → KK → KP) have an original sample of 0.226, T statistics of 3.264 (greater than 1.96) and P values of 0.001 (smaller than 0.05) so it can be concluded that consumer trust is proven to mediate the relationship between green marketing and purchase decision, so H6 is accepted.
2. The analysis results on the impact of consumer trust as a mediating variable between word of mouth and purchase decisions (WOM → KK → KP) have an original sample of 0.165, T statistics of 2.644 (greater than 1.96) and P values of 0.008 (smaller than 0.05) so it can be concluded that consumer trust is proven to mediate the relationship between word of mouth and purchase decision, so H7 is accepted.

DISCUSSION

The results of the First Hypothesis (H1) test on the influence of green marketing on purchase decision can be concluded that green marketing does not have a significant influence on purchase decision, so the first hypothesis (H1) is rejected. The insignificant influence of green marketing on purchase decision indicates that environmental factors have not been a primary consideration for consumers in determining purchasing choices. Although consumers are aware of environmental issues and assess green marketing positively, this is not strong enough to drive direct purchase decision. In practice, consumers still prioritize rational and functional factors, such as price, product quality, perceived benefits, and ease of use. The results of this study are in line with the findings of previous studies (Riyadi & Rinaldi, 2024; Hidayat & Sananta, 2024; Ramadhan et al., 2024) where these researchers also found that green marketing did not have a significant influence on purchase decision.

The results of the second Hypothesis (H2) test on the influence of word of mouth on purchase decision can be concluded that word of mouth does not have a significant influence on purchase decision, so the first hypothesis (H2) is rejected. The insignificant influence of word of mouth on purchase decision indicates that information or recommendations received by consumers through interpersonal communication are not yet a primary determinant in decision-making. While word of mouth can increase consumer knowledge and awareness of a product, this information is not necessarily immediately followed by a purchase decision. Consumers tend to conduct independent evaluations by considering other aspects they deem more important, such as price, product quality, personal needs, and user experience. The results of this study are in line with the findings of previous studies (Winoto et al., 2022; Widyastiwi et al., 2025; Slamet et al., 2022) which also found that word of mouth does not have a significant influence on purchase decision.

The results of the third hypothesis (H3) testing regarding the influence of green marketing on consumer trust can be concluded that green marketing has a positive and significant effect on consumer trust, so that the third hypothesis (H3) is accepted. The findings of this study mean that the better the implementation of green marketing, the higher consumer trust in the company or product. This occurs because consumers assess companies that implement green marketing as responsible, honest, and have a long-term commitment to environmental sustainability. The results of this study are in line with or supported by the findings of previous studies (Amir & Daryal., 2024 ; Magfiroh, 2024 ; Sukoco et al., 2025) which also found that green marketing has a positive and significant effect on consumer trust.

The results of the fourth hypothesis (H4) testing regarding the influence of word of mouth on consumer trust concluded that word of mouth has a positive and significant effect on consumer trust, thus accepting the fourth hypothesis (H4). This study's findings indicate that information conveyed by consumers can convincingly shape positive perceptions of a product or brand. WOM that is credible, relevant, and based on actual consumer experiences will increase potential consumers' confidence in the quality and integrity of the product being offered. This trust is formed because WOM is viewed as a more reliable source of information than formal marketing communications from the company. These results align with and support previous research (Yurizal & Purwanto, 2024; Naharudin et al., 2021; Nur & Octavia., 2022), which also found that word of mouth has a positive and significant effect on consumer trust.

The results of testing the fifth hypothesis (H5) regarding the influence of consumer trust on purchase decision indicate that consumer trust has a positive and significant effect on purchase decisions, thus accepting the fifth hypothesis (H5). This study's findings indicate that the higher a consumer's level of confidence in the integrity, reliability, and credibility of a product or brand, the more likely they are to make a purchase. Consumer trust is an important foundation for reducing perceived risk, increasing a sense of security, and strengthening the psychological bond between consumers and companies. When consumers believe that a product meets their expectations and will not disappoint, they tend to be more confident and willing to allocate resources to the purchasing process. These results align with and support previous research (Li et al., 2025; Satya & Panasea, 2024; Naharuddin et al., 2021; Yulianto & Soesanto, 2019), which also found that consumer trust has a positive and significant influence on purchase decision.

The results of testing the sixth hypothesis (H6) regarding consumer trust mediating between green marketing and purchase decision can be concluded that consumer trust is proven to mediate the relationship between green marketing and purchase decision, so that the sixth hypothesis (H6) is accepted. This finding indicates that the influence of green marketing on purchase decision does not occur directly, but rather through the formation of consumer trust first. Consumers tend to pay attention to the extent to which producers demonstrate a commitment to sustainability and the credibility of the information conveyed before making a purchase decision (Wulan et al., 2025) . The results of this study are in line with or supported by the findings of previous studies (Wulan et al., 2025 ; Satya & Panasea, 2024 ; Muzayyanah & Soliha, 2025) which also found that consumer trust mediates the relationship between green marketing and purchase decision.

The results of the seventh hypothesis test (H7) regarding consumer trust mediating word of mouth and purchase decision can be concluded that consumer trust is proven to mediate the relationship between word of mouth and purchase decision, so that the seventh hypothesis (H7) is accepted, which shows that the influence of WOM on purchase decision does not occur directly, but can go through the formation of trust first. Information or recommendations obtained from others will increase consumer perceptions of the credibility, reliability, and quality of a product or brand. When the information is considered honest and relevant, it will foster consumer trust, which then encourages them to make purchase decision. The results of this study are in line with or supported by the results of previous studies (Naharuddin et al., 2021; Yurizal & Purwanto, 2024 ; Nueng et al., 2024) which also found that consumer trust mediates the relationship between word of mouth and purchase decision.

CONCLUSION

Based on the research results, it can be concluded that green marketing and word of mouth do not directly

influence electric car purchase decision in West Sumatra Province. However, both have a positive and significant effect on consumer trust. Consumer trust acts as a mediating variable, bridging the influence of green marketing and word of mouth on purchase decision.

Implications

EV companies need to design marketing strategies that not only emphasize environmental friendliness but also build consumer trust through honest, transparent, and easy-to-understand communication. EV companies can strengthen green marketing by providing clear information about environmental benefits, energy efficiency, and the technology used, so consumers feel confident that the product truly contributes to environmental sustainability. Furthermore, companies need to encourage positive word of mouth through satisfying customer experiences, good after-sales service, and utilizing social media and EV user communities to share genuine testimonials. With increased consumer trust resulting from credible green marketing and positive word of mouth, consumers' chances of making a purchasing decision will increase.

Limitation And Future Research

The limitations of this study lie in the number of variables used, the limited scope of the study area in West Sumatra Province, and the relatively limited number of respondents. Therefore, further research is recommended to add other relevant variables such as charging infrastructure, price, expand the sample to other regions, and use a larger number of respondents to obtain more comprehensive and generalizable results and comparison between early adopters and potential adopters can add analytical value.

REFERENCES

1. Alhamad, A. M., Ahmed, E. R., Akyürek, M., & Baadhem, A. M. S. (2023). Green Marketing and Attitude Affect the Consumer Buying Behavior of Green Product in Turkey. *Indikator: Jurnal Ilmiah Manajemen Dan Bisnis*, 7(2), 1. <https://doi.org/10.22441/indikator.v7i2.19814>
2. Almoussawi, Z. A., Sarhed, J. N., Saeed, M. O., Ali, M. H., Wafqan, H. M., & Alhasan, S. A. A. (2022). Moderating The Role of Green Trust in The Relationship of Green Brand Positioning, Green Marketing, Green Production, and Green Consumer Value on Green Purchase Intention of University Students in Iraq. *Transnational Marketing Journal*, 10(3), 738–750. <https://doi.org/10.33182/tmj.v10i3.2177>
3. Amir, T., & Daryal, A. (2024). Impact of Green Marketing on Consumer Trust and Buying Behavior. *Research Review International Journal of Multidisciplinary*. <https://rjournals.com/index.php/rrijm/article/view/2131>
4. Avrinella Silaban, S., Sinulingga, S., & Author, C. (2021). The Effect of Green Marketing on Purchase Decisions and Brand Image as Intervening Variables (Case Study at: Pt. Sari Coffee Indonesia - Starbucks Focal Point Medan). *International Journal of Research and Review (Ijrrjournal.Com)*, 8(January), 1.
5. Aziz, U. A., & Shihab, M. S. (2024). Penerapan Green Marketing Dan Dampaknya Terhadap Citra Perusahaan. *Journal of Economics and Business Ubs*, 13(2), 492–502. <https://doi.org/10.52644/joeb.v13i2.1560>
6. Candrianto, C., Mouludi, I., Edwar, E., & Ningsih, R. (2024). The The influence of environmental knowledge, intentions and behavior of environmentally friendly palm oil entrepreneurs on green products in west Sumatra. *Enrichment: Journal of Management*, 14(4), 520–528.
7. Faturakhman dan Yahya, M. (2024). Pengaruh Harga, Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Marketplace Shopee. *Jurnal Ilmu dan Riset Manajemen* 4(2), 172–178.
8. Fitaloka, J., & Kusuma, M. (2022). The Effect Of Green Marketing, Green Product And Trust On Purchase Decisions At KFC BIM Bengkulu City. *Jurnal Akuntansi, Manajemen Dan Bisnis Digital*, 1(2), 397–404. <https://doi.org/10.37676/jambd.v1i2.2724>
9. Galuh Deasty, T., & Aditya Darmawan, B. (2024). Investigating the drivers of consumer purchase decision: evidence from the stationery industry. *Enrichment: Journal of Management*, 14(5).
10. Giffari, N. L., & Nasution, F. A. (2023). Pengaruh Ekuitas Merek , Kualitas Produk, dan Word Of Mouth terhadap Keputusan Pembelian Konsumen Pada Produk Smartphone Samsung. *Journal of*

- Social and Economics Research, 4(1), 42–47.
11. Girsang, O. N., & Husda, N. E. (2024). Pengaruh Media Sosial, Kepercayaan dan Citra Merek Terhadap Keputusan Pembelian Pada E-Commerce Bukalapak di Kota Batam. *ECo-Buss*, 7(1), 473–484. <https://doi.org/10.32877/eb.v7i1.1495>
 12. Hair, J. F. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage, 390.
 13. Hasan, Z., & Ali, N. A. (2015). The Impact of Green Marketing Strategy on the Firm's Performance in Malaysia. *Procedia - Social and Behavioral Sciences*, 172, 463–470. <https://doi.org/10.1016/j.sbspro.2015.01.382>
 14. Hidayat, T., & Sananta, D. P. (2024). Theory of Planned Behavior on Green Marketing Influence to Green Purchase Decision. *Journal of Digital Marketing and Halal Industry*. <https://doi.org/10.21580/jdmhi.2024.6.1.20694>
 15. Indrawan, P. K., Putu, I., Sukaatmadja, G., Nyoman, N., & Yasa, K. (2024). Role of Brand Trust in Mediating Influence of E-Wom and Product Quality on Purchasing Decisions. *International Journal of Asian Business and Management (IJABM)*, 3(3), 261–278. Retrieved from <https://journal.formosapublisher.org/index.php/ijabm>
 16. Istanti, F., & Soliha, E. (2025). Green Marketing and Consumer Responses: Examining Purchase Decisions in the Indonesian Skincare Industry. *Journal of Marketing Innovation (JMI)*, 5(2), 213–231. <https://doi.org/10.35313/jmi.v5i2.346>
 17. Kamiliya, F. (2024). Pengaruh Electronic Word of Mouth (E-Wom) Dan Top of Mind Terhadap Keputusan Pembelian Di Restoran Seblak Mantan Jombang. *Jurilma*, 1(1), 1–9. <https://doi.org/10.69533/khbn7694>
 18. Kotler, P., & Keller, K. L. (2022). *Marketing management (16th ed.)*. Pearson Education.
 19. Kosasih, F. Y., Santoso, W., & Riza, F. (2025). Pengaruh Green Marketing terhadap Green Purchase Intention melalui Green Trust pada Produk Buku Tulis PT Pabrik Kertas Tjiwi Kimia Tbk, 6(4), 2277–2293.
 20. Kuant, M., & Erdiansyah, R. (2022). Pengaruh Electronic Word of Mouth (E-WoM) Dan Brand Trust Terhadap Keputusan Pembelian Konsumen Modelano. *Kiwari*, 1(3), 526–535. <https://doi.org/10.24912/ki.v1i3.15843>
 21. Li, Songyue, Rasiah, R., Zheng, S., & Yuan, Z. (2023). Influence of Environmental Knowledge and Green Trust on Green Purchase Behaviour. *Environment-Behaviour Proceedings Journal*, 8(26), 353–358. <https://doi.org/10.21834/e-bpj.v8i26.5141>
 22. Magfiroh, N. N. (2024). We Trust in Green Product: The Impact of Green Marketing and Packaging on Purchase Intention. *Jurnal kajian Ekonomi dan Bisnis Islam*. <https://repository.uin-malang.ac.id/20077/1/20077.pdf>
 23. Muzayyanah, S., & Soliha, E. (2025). Peran trust dalam memediasi pengaruh green marketing dan product quality terhadap purchase decision (Studi pada konsumen Mi Lemonilo). *Jurnal Bisnis Kompetitif*. <https://ejournal.kompetif.com/index.php/bisniskompetif/article/view/2604>
 24. Naharuddin, N., Hamzah, M., & Fitriany, F. (2023). Pengaruh kualitas pelayanan dan word of mouth (WOM) terhadap keputusan pembelian melalui kepercayaan sebagai variabel intervening pada Catering CV Narsa Makassar. *Jurnal Pelopor Manajemen Indonesia*, 2(1), 48–62
 25. Nueng Chintia Hermiana, Duta Mustajab, Sjamsier Husen. (2024). Customer trust mediates word of mouth impact on decision to use decoration services. *Advances in Economics and Business, Advances in Research*.
 26. Nur, D. S., & Octavia, A. (2022). Pengaruh Electronic Word of Mouth Terhadap Keputusan Pembelian Dengan Kepercayaan Konsumen Sebagai Mediasi Pada Marketplace Shopee Di Kota Jambi. *Jurnal Manajemen Terapan Dan Keuangan*, 11(2), 387–399. <https://doi.org/10.22437/jmk.v11i2.17960>
 27. Pirmana, V., Alisjahbana, A. S., Yusuf, A. A., Hoekstra, R., & Tukker, A. (2023). Economic and environmental impact of electric vehicles production in Indonesia. *Clean Technologies and Environmental Policy*, 25(6), 1871–1885. <https://doi.org/10.1007/s10098-023-02475-6>
 28. Pranandha, K. E. S., & Kusumadewi, N. M. W. (2022). Peran Word of Mouth Memediasi Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Konsumen. *E-Jurnal Manajemen Universitas Udayana*, 11(3), 443. <https://doi.org/10.24843/ejmunud.2022.v11.i03.p02>

29. Pratondo, K. R., Marsudi, M., & Wijaya, R. (2023). Customer Trust and Interaction Quality as a Mediating: The Effect of Quality of Information on Purchase Decision. *Bimantara*, 2(02), 106–121. <https://doi.org/10.22219/bimantara.v2i02.27474>
30. Rachmawati, D., Udriyah, U., & Dewi, N. F. (2024). Analisis Strategi Green Marketing Sebagai Usaha Menciptakan Sustainable Competitive Advantage Untuk Meningkatkan Kinerja Pemasaran Di Era Ekonomi Global Pada Brand Fashion Lokal Kota Bandung. *Among Makarti*, 17(1), 42. <https://doi.org/10.52353/ama.v17i1.624>
31. Riyadi, S., & Rinaldi. (2024). The Influence Of Green Marketing, Environmental Awareness And Purchasing Interest On Decisions To Purchase Aqua Gallon Drinking Water In The City Of Yogyakarta. *Interdisiplin: Journal of Qualitative and Quantitative Research*. <https://doi.org/10.61166/interdisiplin.v1i4.55>
32. Rizki, R. S., & Nurani, N. (2019). Word of Mouth Terhadap Keputusan Berkunjung di Tahura. Ir. H. Djuanda. *Jurnal Riset Bisnis Dan Manajemen*, 12(1), 43. <https://doi.org/10.23969/jrbm.v12i1.1525>
33. Satya, I. G. N., Nandya, I. G., & Panasea, O. (2024). Green Brand Trust Memediasi Pengaruh Green Marketing Terhadap Green Purchase Decisio. *E- Jurnal Ekonomi dan Bisnis*, 13(9), 1806–1815
34. Schiffman, L. G., & Wisenblit, J. L. (2019). *Consumer behavior: Global edition (12th ed.)*. Pearson.
35. Sintiadewi, N. L. G. N., Sara, I. M., & Sitiari, N. W. (2024). The Mediating Role of Brand Trust in the Influence of E-WOM and Product Quality on Purchase Decisions for Natural Cosmetics in Bali. *East Asian Journal of Multidisciplinary Research*, 3(9), 4235–4254. <https://doi.org/10.55927/eajmr.v3i9.11374>
36. Slamet, S. (2022). The Impact of Electronic Word of Mouth and Brand Image on Online Purchasing Decisions. *European Journal of Business and Management Research*. <https://www.euopensci.org/index.php/ejbmr/article/download/51340/7391/>
37. Sudaryanto, S., Hanim, A., Dewi, I. R., Dwi, A., & Rusdiyanto, R. (2025). The mediating effect of customer trust of E-WOM and online customer reviews impacting purchase decision of household electronic products at a marketplace: Evidence from Indonesia. *Cogent Business & Management*, 12(1),. <https://doi.org/10.1080/23311975.2025.2503093>
38. Sudjoko, C. (2021). Strategi pemanfaatan kendaraan listrik berkelanjutan sebagai solusi untuk mengurangi emisi karbon. *Paradigma: Jurnal Multidisipliner Mahasiswa Pascasarjana Indonesia*, 2(2), 54–68.
39. Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV Alfabeta.
40. Suherman, A. A., & Puspaningrum, A. (2023). Pengaruh Green Marketing, Green Brand Image, dan Green Trust Terhadap Purchase Decision. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 2(4), 1002–1012. <https://doi.org/10.21776/jmppk.2023.02.4.15>
41. Sukoco, A. A., Stefia, C. M., Haryanto, B., Rohwiyati, R., & Fenitra, R. M. (2025). The Influence of Environmental Awareness, Environmental Attitudes, and Perceptions of Green Marketing on Consumer Trust in Environmentally Friendly Products in Modern Retail. *Journal of Management and Entrepreneurship Research*
42. Syamsiah, S. (2023). Pengaruh Perceived Usefulness, Trust, Perceived Self-Efficacy, Perceived Ease of Use, dan Perceived Security Terhadap Minat Menggunakan Financial Technology (Studi Pada Pengguna Fitur Layanan Go Pay Di STIE Madani Balikpapan Tahun 2019). *Madani Accounting and Management Journal*, 9(2), 1–15. <https://doi.org/10.51882/jamm.v9i2.70>
43. Widyastiwi, A. D., Kasmad, & Arianto, N. (2025). The Influence of Electronic Word of Mouth, Brand Image, and Price on Purchasing Decisions Through Purchasing Interest. *Jurnal Ilmiah Akuntansi, Manajemen dan Ekonomi Islam*. <https://jurnal.umb.ac.id/index.php/jamekis/article/download/9113/0>
44. Winoto, H. T., Saporso, & Tamzil, A. K. (2022). Pengaruh Word of Mouth dan Kualitas Produk terhadap Keputusan Pembelian Dimediasi oleh Brand Image pada Produk Jasa Pembiayaan Kredit Mobil. *Journal of Management and Bussines (JOMB)*. <https://journal.ipm2kpe.or.id/index.php/JOMB/article/download/3712/2556/41925>
45. Wiyata Putra, I. D. P. G., Willdahlia, A. G., & Dona Wahyu Aristana, M. (2021). Pengaruh



- Kualitas Layanan, Word of Mouth, Dan Digital Marketing Terhadap Keputusan Pembelian (Studi Kasus : Institut Bisnis Dan Teknologi Indonesia). E-Jurnal Ekonomi Dan Bisnis Universitas Udayana, 12(04), 716. <https://doi.org/10.24843/eeb.2023.v12.i04.p12>
46. Wulan, K., Kurnia, D., & Fauziah, A. (2025). Pengaruh Green Marketing Terhadap Keputusan Pembelian The Body Shop melalui Green Trust sebagai Variabel Mediasi. *Jurnal Mahasiswa Manajemen dan Akuntansi*. <https://jurnaluniv45sby.ac.id/index.php/JUMMA45/article/download/5304/4029/19396>
47. Wulandari, R., & Miswanto, M. (2022). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Green Product. *Ekuitas (Jurnal Ekonomi Dan Keuangan)*, 6(2). <https://doi.org/10.24034/j25485024.y2022.v6.i2.5139>
48. Yulianto, M. R., & Soesanto, H. (2019). Analisis pengaruh electronic word of mouth terhadap kepercayaan dan citra merek serta dampaknya terhadap keputusan pembelian (studi pada konsumen Lazada.co.id di Semarang). *Diponegoro Journal of Management*, 8(3), 1–9.
49. Yurizal, S. A. P., & Purwanto, E. (2024). The mediating role of trust in the impact of electronic word-of-mouth (E-WOM) and sales promotions on purchase decisions in Shopee e-commerce among urban consumers. *Widyakala Journal : Journal of Pembangunan Jaya University*, 11(2), 82.