

# THE INFLUENCE OF ELECTRONIC WORD OF MOUTH, TRUST, AND PERCEIVED VALUE ON CONSUMER PURCHASE INTENTIONS OF AUTOMOTIVE BRAND ARVI CREATIONS

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## Abstract

This study aims to examine the influence of electronic word of mouth (e-WOM), trust, and perceived value on consumer purchase intention toward the local automotive brand Arvi Creations. The research employs a quantitative approach using a survey method. Data were collected through an online questionnaire distributed to 167 respondents who had obtained information about Arvi Creations from digital media. The sampling technique applied was non-probability sampling, combining purposive and snowball sampling methods. Data analysis was conducted using multiple linear regression to test both partial and simultaneous effects among the variables. The results indicate that e-WOM, trust, and perceived value have a positive and significant effect on purchase intention. Partially, trust is the most dominant variable influencing consumer purchase intention, followed by e-WOM and perceived value. Simultaneously, these three independent variables explain most of the variation in consumer purchase intention. These findings support the relevance of the Theory of Planned Behavior in explaining automotive consumer behavior in the digital era. This study also provides practical implications for local automotive brands in enhancing purchase intention through managing positive e-WOM, building consumer trust, and creating superior product value.

## 1. INTRODUCTION

The progress of digital technology has brought significant changes to consumer behavior, especially in the way information is obtained and purchasing decisions are formed. In today's marketing context, word-of-mouth communication is no longer limited to direct, face-to-face interactions, but has evolved into electronic word of mouth (e-WOM), which refers to the exchange of information, opinions, and consumer experiences about a product or brand through digital media. e-WOM is considered a more credible source of information compared to corporate marketing communication, therefore playing an important role in influencing consumer purchase intention (Ismagilova et al., 2020).

In the automotive industry, purchasing decisions are generally *high involvement* because they involve high financial risk, long-term functional considerations, and brand image. Consumers tend to look for in-depth information before making a decision, one of which is through reviews and recommendations from other users on digital platforms. Previous research has shown that e-WOM has a significant influence on purchase intent, as it is able to reduce uncertainty and increase consumer confidence in a brand (Ismagilova et al., 2020). Therefore, the management of e-WOM is an important strategy for automotive brands, including for local brands such as Arvi Creations.

In addition to e-WOM, *consumer trust* is a crucial factor in shaping purchase intentions. Trust arises when consumers believe that the information received, product quality, and the promises conveyed by the brand are reliable. Nguyen et al. (2024) affirm that e-WOM contributes to building consumer trust, which in turn has a positive impact on purchase intent. In the context of automotive products, trust has an increasingly important role because consumers not only buy physical products, but also quality assurance, safety, and after-sales service.

Another factor that influences purchase intention is perceived value, which refers to consumers' evaluation of the benefits they receive in relation to the sacrifices they make. Perceived value represents consumers' overall judgment of a product's utility based on their perceptions of what is obtained versus what is given. A study by Watanabe et al. (2020) found that perceived value has a significant impact on purchase intention and consumer trust, particularly for products that involve both rational and emotional considerations. Similar results were also reported by Nguyen et al. (2024), who stated that perceived value contributes to strengthening trust while simultaneously encouraging purchase intention.

In an increasingly competitive and digitized automotive market, consumers not only consider product specifications, but also value perceptions formed through online information, consumer reviews, and brand reputation in digital media. Therefore, e-WOM, trust, and perceived value are interrelated and relevant constructs to be analyzed simultaneously in explaining consumer purchase intentions.

Arvi Creations operates within an automotive market that is increasingly competitive and shaped by digital dynamics, where consumers tend to depend heavily on online information, user reviews, and recommendations from peers before deciding to make a purchase. As a local automotive brand, Arvi Creations positions itself by emphasizing functional quality, design, and value, while its interaction with consumers is predominantly mediated through digital channels such as social media platforms and online automotive communities.

While a substantial body of research has explored the roles of electronic word of mouth (e-WOM), trust, and perceived value in influencing purchase intention, much of this literature concentrates on well-known automotive brands, large-scale companies, e-commerce platforms, or general consumer goods. Studies that specifically investigate local automotive brands remain relatively scarce, particularly in emerging market contexts where brand credibility and consumer perceptions of value are still evolving through digital engagement.

In addition, many previous studies examine e-WOM, trust, and perceived value as separate factors, rather than analyzing their combined influence within a single research framework. This limitation results in an incomplete understanding of how these interconnected variables collectively shape consumers' purchase intentions toward local automotive brands. In response to this research gap, the present study seeks to examine the effects of electronic word of mouth, trust, and perceived value on consumer purchase intention toward Arvi Creations, both individually and simultaneously. The findings of this study are expected to contribute to the existing literature on digital consumer behavior and provide practical input for local automotive brands in developing more effective digital marketing strategies.

## **2. LITERATURE REVIEW**

### **2.1 Theoretical and Conceptual Background**

This research is based on the *Theory of Planned Behavior* (TPB) put forward by Ajzen (1991), which explains that behavioral *intention* is the main predictor of an individual's actual behavior. In the context of consumer behavior, TPB is widely used to explain *purchase intent* because purchase decisions are seen as the result of a rational evaluation process of consumer information, beliefs, and perceptions. Consumers tend to form higher purchase intent when they have a positive evaluation of a brand or product based on available information (Chen et al., 2025).

In the digital environment, the formation of purchase intent is not only influenced by the information conveyed by the company, but also by information that comes from fellow consumers through online media, known as *electronic word of mouth* (e-WOM). e-WOM acts as an experiential source of information that is considered more credible and objective, so that it is able to shape consumer beliefs and perceptions of a brand. In addition, *trust* and *perceived value* are also *belief-based factors* that play an important role in the consumer evaluation process before forming a purchase intention.

In this research, the Theory of Planned Behavior (TPB) is adopted as a general conceptual perspective to explain the development of purchase intention, rather than being applied as a fully specified and empirically tested theoretical model. Within this framework, electronic word of mouth is viewed as an external source of information that influences consumers' beliefs, trust represents consumers' evaluative judgments regarding brand credibility and reliability, and perceived value reflects an overall assessment of the benefits received relative to the costs incurred. These belief-oriented constructs are conceptually consistent with TPB's focus on rational and deliberative decision-making processes.

However, this study does not seek to empirically test all of the main components of the Theory of Planned Behavior (TPB), such as attitude, subjective norms, and perceived behavioral control. Rather, TPB is applied as

a general behavioral framework to conceptually support the proposed relationships between electronic word of mouth, trust, perceived value, and purchase intention.

## 2.2 Empirical Review and Hypothesis

Several empirical studies show that electronic word of mouth (e-WOM) has a significant influence on purchase intention. Dyego and Oktavianti (2020) found that e-WOM has a positive and significant effect on consumers' purchase intentions for automotive products, as online reviews and recommendations are able to create positive perceptions and reduce consumer uncertainty. Similar results were also reported by Zaman et al. (2024), who stated that the intensity and quality of e-WOM directly enhance consumer purchase intention in the digital era. Based on these results, the first hypothesis is formulated as follows:

**H1: Electronic Word of Mouth has a positive effect on Purchase Intention.**

In addition to e-WOM, *trust* has also proven to be an important determinant in the formation of purchase intent. Ratu and Tulung (2022) show that the level of consumer trust in a brand has a positive and significant effect on purchase intention, especially in the context of products with a high level of risk. Zaman et al. (2024) emphasized that trust formed through online information and other consumer experiences contributes to increasing consumers' psychological readiness to make purchases. In the context of automotive products, trust is a crucial factor as consumers consider the great financial and functional risks. Therefore, the second hypothesis is formulated as follows:

**H2: Trust has a positive effect on Purchase Intention.**

Perceived value is also a factor that consistently influences purchase intention in various research contexts. Nguyen et al. (2024) found that perceived value has a positive and significant effect on purchase intention, because consumers tend to choose products that are considered to provide greater benefits than the sacrifices made. Nofal et al. (2022) also emphasized that the perception of high value, both in terms of quality, price, and overall benefits, encourages consumers to form stronger purchase intentions. In the context of automotive brands, the perception of value on product quality, design, and benefits is believed to play an important role in encouraging consumer purchase intent. Thus, the third hypothesis is formulated as follows:

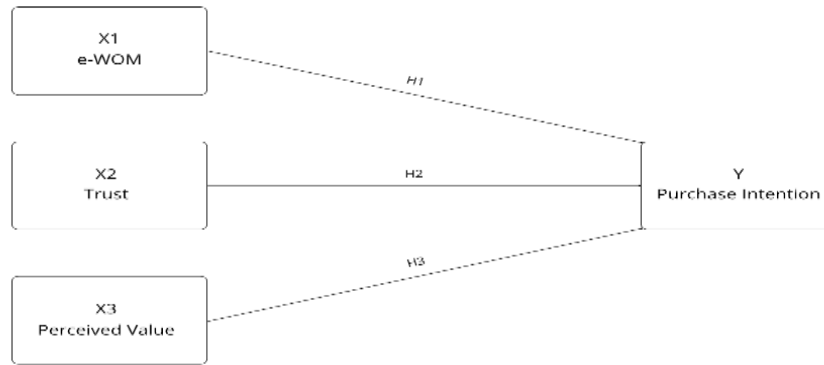
**H3: Perceived Value has a positive effect on Purchase Intention.**

## 3. RESEARCH METHODOLOGY

This study adopts a quantitative approach using a survey method to analyze the influence of electronic word of mouth (e-WOM), trust, and perceived value on consumer purchase intention toward the automotive brand Arvi Creations. Data were collected through a structured online questionnaire distributed to respondents who were familiar with, had searched for information about, or showed interest in Arvi Creations products. The research population consists of potential Arvi Creations consumers whose exact number cannot be clearly identified; therefore, a non-probability sampling technique was applied by combining purposive sampling and snowball sampling. Respondents were selected based on criteria including having obtained information about Arvi Creations through digital media, having read online reviews or recommendations related to automotive products, and being at least 17 years old. A total of 167 respondents participated in this study, which met the minimum sample size requirements for multivariate analysis.

The application of non-probability sampling methods, specifically purposive and snowball sampling, may reduce the representativeness of the sample and limit the generalizability of the results. Since respondents were chosen based on their exposure to digital information related to Arvi Creations, there is a potential selection bias toward digitally active consumers. Therefore, the findings should be interpreted carefully and considered as representing the characteristics of the respondents involved rather than the entire population of automotive consumers.

The research instrument employed was a closed-ended questionnaire intended to measure four key variables: e-WOM, trust, perceived value, and purchase intention. Each variable was operationalized into several indicators adapted from previous studies and measured using a five-point Likert scale ranging from strongly disagree to strongly agree. The collected data were analyzed using statistical software through descriptive analysis, validity and reliability testing, and classical assumption tests, including tests for normality, multicollinearity, and heteroscedasticity. Hypothesis testing was then conducted using multiple linear regression analysis to examine the effects of e-WOM, trust, and perceived value on purchase intention, both partially through the t-test and simultaneously through the F-test, as well as to assess the contribution of the independent variables using the coefficient of determination ( $R^2$ ).



**Figure 1.** Conceptual Model of the Study  
**Source:** Authors (2025)

## 4. RESULT AND DISCUSSION

### 4.1 Result

**Table 1.** Demographic Characteristics and Purchase Experience Respondent

| Characteristics     | Category                                                              | Frequency | Percentage |
|---------------------|-----------------------------------------------------------------------|-----------|------------|
| Age                 | 17-20                                                                 | 27        | 18.1       |
|                     | 21-25                                                                 | 61        | 40.9       |
|                     | 26-30                                                                 | 61        | 40.9       |
|                     | Data Missing                                                          | 18        | -          |
|                     | Valid Total                                                           | 149       | 100.0      |
| Gender              | Male                                                                  | 93        | 55.7       |
|                     | Female                                                                | 73        | 43.7       |
|                     | Other                                                                 | 1         | 0.6        |
|                     | Total                                                                 | 167       | 100.0      |
| Purchase Experience | Have purchased automotive products (actual buyer)                     | 58        | 34.7       |
|                     | Have searched for information and compared products (potential buyer) | 89        | 53.3       |
|                     | Have read reviews without intention to purchase                       | 20        | 12.0       |
|                     | Total                                                                 | 167       | 100.0      |

**Source:** SPSS Output - Processed Primary Data

**Table 2.** Descriptive Statistics of Variables

| Variable | N   | Minimum | Maximum | Mean   | Std. Deviation |
|----------|-----|---------|---------|--------|----------------|
| EWOM     | 167 | 1.67    | 5.00    | 4.1826 | 0.66723        |
| TR       | 167 | 1.25    | 5.00    | 4.2231 | 0.76048        |
| PV       | 167 | 1.75    | 5.00    | 4.2305 | 0.70976        |
| PI       | 167 | 1.50    | 5.00    | 4.2021 | 0.71764        |

**Source:** SPSS Output - Descriptive Statistics

The average value of all variables was above 4.00, indicating that respondents generally had a positive perception of electronic word of mouth (EWOM), trust (TR), perceived value (PV), and purchase intention (PI).

#### Validity Test

The validity test was conducted to assess how well the questionnaire items were able to measure the construct under investigation. In this research, validity was examined using the Corrected Item Total Correlation method, which evaluates the correlation between each item score and the total score of the EWOM variable.

**Table 3.** Results of the EWOM Variable Validity Test

| Yes | Variable | Corrected Item - Total Corellation | Criteria (r count) | Remarks |
|-----|----------|------------------------------------|--------------------|---------|
| 1   | EWOM1    | 0.617                              | > 0.30             | Valid   |
| 2   | EWOM2    | 0.696                              | > 0.30             | Valid   |
| 3   | EWOM3    | 0.691                              | > 0.30             | Valid   |
| 4   | EWOM4    | 0.578                              | > 0.30             | Valid   |

|   |       |       |        |       |
|---|-------|-------|--------|-------|
| 5 | EWOM5 | 0.651 | > 0.30 | Valid |
| 6 | EWOM6 | 0.602 | > 0.30 | Valid |

**Table 4.** Trust Variable Validity Test Results

| Yes | Variable | Corrected Item - Total<br>Corellation | Criteria | Remarks |
|-----|----------|---------------------------------------|----------|---------|
| 1   | TR1      | 0.687                                 | > 0.30   | Valid   |
| 2   | TR2      | 0.663                                 | > 0.30   | Valid   |
| 3   | TR3      | 0.669                                 | > 0.30   | Valid   |
| 4   | TR4      | 0.686                                 | > 0.30   | Valid   |

**Table 5.** Perceived Value Variable Test Results

| Yes | Variable | Corrected Item - Total<br>Corellation | Criteria | Remarks |
|-----|----------|---------------------------------------|----------|---------|
| 1   | PV1      | 0.898                                 | > 0.30   | Valid   |
| 2   | PV2      | 0.888                                 | > 0.30   | Valid   |
| 3   | PV3      | 0.907                                 | > 0.30   | Valid   |
| 4   | PV4      | 0.901                                 | > 0.30   | Valid   |

**Table 6.** Purchase Intention Variable Test Results

| Yes | Variable | Corrected Item - Total<br>Corellation | Criteria | Remarks |
|-----|----------|---------------------------------------|----------|---------|
| 1   | PI1      | 0.911                                 | > 0.30   | Valid   |
| 2   | PI2      | 0.825                                 | > 0.30   | Valid   |
| 3   | PI3      | 0.942                                 | > 0.30   | Valid   |
| 4   | PI4      | 0.865                                 | > 0.30   | Valid   |

The results of the validity test showed that all statement items in the Electronic Word of Mouth (e-WOM), Trust, Perceived Value, and Purchase Intention variables were declared valid. This is reflected in the Corrected Item–Total Correlation value on each indicator that has exceeded the minimum limit of 0.30. These findings indicate that each question item is capable of accurately representing the measured construct. Thus, the research instrument used has met the eligibility requirements as a measuring tool, so that all indicators can be used in the next stage of analysis without requiring the removal or improvement of items.

#### Instrument Reliability Test

**Table 7.** Instrument Reliability Test Results

| Variable           | Cronbach's Alpha | Number of Items | Remarks  |
|--------------------|------------------|-----------------|----------|
| EWOM               | 0.853            | 6               | Reliable |
| Trust              | 0.825            | 4               | Reliable |
| Perceived Value    | 0.799            | 4               | Reliable |
| Purchase Intention | 0.841            | 4               | Reliable |

**Source:** Output SPSS - Reliability Statistics

All variables had a Cronbach's Alpha value of > 0.70, so the instrument was declared reliable and consistent, in accordance with the reliability criteria of the study.

#### Classic Assumption Test

##### Normality Test

**Table 8.** Normality Test Results

| Method             | Statistics | sig.  |
|--------------------|------------|-------|
| Kolmogorov-Smirnov | 0.311      | 0.000 |
| Shapiro-Wilk       | 0.602      | 0.000 |

**Source:** Output SPSS - Test of Normality

In regression analysis, the assessment of normality should be conducted on the regression residuals rather than on the individual observed variables. In the present study, although the results of statistical normality tests suggest deviations from a normal distribution, the analysis is based on a sufficiently large sample size ( $n = 167$ ). Referring to the Central Limit Theorem, regression estimates can still be considered robust when the sample size exceeds 100. Consequently, slight departures from normality are unlikely to have a significant impact on the validity of the regression findings (Ghozali, 2018, as cited in Monica et al. 2025).

#### Multicollinearity Test

**Table 9.** Multicollinearity Test Results

| Variable | Tolerance | VIF   |
|----------|-----------|-------|
| EWOM     | 0.113     | 8.867 |
| Trust    | 0.193     | 5.192 |

|                 |       |       |
|-----------------|-------|-------|
| Perceived Value | 0.165 | 6.058 |
|-----------------|-------|-------|

**Source:** SPSS Output - Coefficients (Collinearity Statistics)

The VIF value of all variables is still below 10, so it does not indicate any serious multicollinearity. However, the relatively high VIF value indicates a correlation between independent variables, which is still tolerable in regression models.

### Heteroscedasticity Test

**Table 10.** Heteroscedasticity Test Results

| Independent Variables            | Coefficient B | Std. Error | t      | Sig.  |
|----------------------------------|---------------|------------|--------|-------|
| (constant)                       | 0.337         | 0.076      | 4.439  | 0.000 |
| Electronic Word of Mouth (e-WOM) | 0.069         | 0.053      | 1.298  | 0.196 |
| Trust                            | -0.030        | 0.036      | -0.838 | 0.404 |
| Perceived Value                  | -0.007        | 0.041      | -1.857 | 0.065 |

The results of the heteroscedasticity test conducted using the Glejser method showed that the variables Electronic Word of Mouth (e-WOM), Trust, and Perceived Value each had a significance value above the limit of 0.05. These findings show that there is no indication of heteroscedasticity in the regression model used. So kayaks are used for further linear regression.

### Hypothesis Testing

#### Multiple Linear Analysis

$$Y = 0.092 + 0.271 \text{ e-WOM} + 0.475 \text{ Trust} + 0.230 \text{ Perceived Value}$$

The regression equation indicates that the constant value of 0.092 means that when the variables of electronic word of mouth, trust, and perceived value are assumed to be constant or equal to zero, consumer purchase intention is at a level of 0.092. The regression coefficient for electronic word of mouth (e-WOM) is positive at 0.271, implying that an increase in e-WOM will raise consumer purchase intention by 0.271 units, assuming the other variables remain unchanged. The e-WOM significance value of 0.001 ( $< 0.05$ ) indicates that e-WOM has a positive and significant effect on consumer purchase intention.

In addition, the trust variable has a positive regression coefficient of 0.475, which means that higher consumer trust will increase purchase intention by 0.475 units, assuming other variables are held constant. The significance value of 0.000 ( $< 0.05$ ) shows that trust has a positive and significant influence on consumer purchase intention. Compared with the other variables, trust exerts the strongest effect on purchase intention, as reflected by the highest beta coefficient of 0.503.

Meanwhile, the perceived value variable also shows a positive regression coefficient of 0.230. This suggests that an increase in consumers' perceived value will increase purchase intention by 0.230 units, assuming the remaining variables are constant. The significance value of 0.000 ( $< 0.05$ ) confirms that perceived value has a positive and statistically significant effect on consumer purchase intention. Overall, the results of the multiple linear regression analysis verify that e-WOM, trust, and perceived value each have a positive and significant impact on consumer purchase intention.

#### T test (Partial)

**Table 11.** Results of the t-test (partial)

| Variable        | B     | Beta  | t     | Sig.  |
|-----------------|-------|-------|-------|-------|
| EWOM            | 0.271 | 0.252 | 3.298 | 0.001 |
| Trust           | 0.475 | 0.503 | 8.613 | 0.000 |
| Perceived Value | 0.230 | 0.227 | 3.601 | 0.000 |

**Source:** SPSS Output - Coefficients

Based on the results of the t-test in the multiple linear regression analysis, it is evident that each independent variable partially influences consumer purchase intention. The electronic word of mouth (e-WOM) variable shows a calculated t-value of 3.298 with a significance level of 0.001, which is below 0.05. This indicates that e-WOM has a positive and significant effect on consumer purchase intention, therefore the hypothesis stating that e-WOM affects purchase intention is accepted.

Furthermore, the trust variable has a calculated t-value of 8.613 with a significance value of 0.000 ( $< 0.05$ ). These findings indicate that trust has a positive and significant effect on consumer purchase intention. Thus, a higher level of consumer trust leads to a higher intention to purchase. Trust is also identified as the most dominant variable affecting consumer purchase intention, as reflected by its calculated t-value and beta coefficient, which are the highest among the variables studied.

Meanwhile, the perceived value variable has a calculated t-value of 3.601 with a significance level of 0.000 ( $< 0.05$ ). This demonstrates that perceived value partially has a positive and significant effect on consumer purchase intention. In other words, the greater the value perceived by consumers toward a product or service, the stronger their intention to make a purchase. Overall, the t-test results confirm that the three independent variables e-WOM, trust, and perceived value each have a significant influence on consumer purchase intention.

## F Test (Model Eligibility)

**Table 12.** F Test Results

| Source     | Sum of Squares | df  | Mean Square | F       | Sig.  |
|------------|----------------|-----|-------------|---------|-------|
| Regression | 76.329         | 3   | 25.443      | 452.639 | 0.000 |
| Residual   | 9.162          | 163 | 0.056       |         |       |
| Total      | 85.492         | 166 |             |         |       |

**Source:** SPSS Output - ANOVA

The results of the F test showed a significance value of 0.000 ( $p < 0.05$ ), this finding indicates that the regression model built is feasible to explain the influence of electronic word of mouth, trust, and perceived value on purchase intent.

### Determination coefficient ( $R^2$ / Adjusted $R^2$ )

**Table 13.** Determination Coefficient Results

| R     | R Square | Adjusted R Square | Std. error |
|-------|----------|-------------------|------------|
| 0.945 | 0.893    | 0.891             | 0.23709    |

**Source:** SPSS Output - Model Summary

The R-square value of 0.893 indicates that 89.3% of the variance in purchase intention is explained by EWOM, trust, and perceived value, while the rest is affected by other factors outside the model. Meanwhile, the adjusted R-square value of 0.891 shows that after considering the number of independent variables used, the regression model has a strong ability to explain the dependent variable.

## 4.2 Discussion

The results of the study show that electronic word of mouth has a positive and significant effect on purchase intention. These findings indicate that the better the quality of online reviews and recommendations received by consumers in terms of credibility, relevance, and completeness of information, the higher their tendency to purchase ArviCreations products

Theoretically, eWOM serves as an external source of information that helps consumers minimize uncertainty in the decision-making process, especially in products with high levels of engagement such as automotive products. Information derived from other consumer experiences is generally perceived as more objective than the company's promotional messages, so it has a stronger influence on shaping purchase intent

These results are in line with the research of Dyego and Oktavianti (2020) which found that eWOM has a positive effect on purchase intention in motor vehicle consumers. Similar findings were also put forward by Zaman et al. (2024), who stated that eWOM communication is able to increase consumer confidence and directly encourage purchase intent. Thus, this study further strengthens the empirical evidence that eWOM is an important factor in consumer behavior in the digital era.

### The Influence of Trust on Purchase Intention

The results of the hypothesis test show that trust has a positive and significant effect on purchase intention. This confirms that the level of consumer trust in the Arvi Creations brand has a strategic role in encouraging the emergence of purchase intentions.

Trust reflects consumer belief that a brand has integrity, is able to fulfill its promises, and delivers consistent product quality. In the context of digital marketing, trust is a very crucial element because of the limitations of consumers in evaluating products directly, so purchase decisions are highly dependent on the perception of brand credibility.

These findings support the results of Zaman et al.'s (2024) research which states that trust has a direct effect on purchase intention and serves as a foundation in building long-term relationships between consumers and brands. In addition, the research that is used as the main reference also shows that consumer trust in automotive brands significantly affects purchasing tendencies. Therefore, increasing consumer trust is an important strategy for automotive brands in encouraging purchase intent, especially in the digital marketing environment.

### The Effect of Perceived Value on Purchase Intention

The findings indicate that perceived value exerts a positive and statistically significant influence on purchase intention. This suggests that consumers' assessments of the benefits obtained in relation to the costs incurred are an important factor in forming purchase intentions toward automotive products. Nevertheless, when compared with electronic word of mouth and trust, perceived value does not function as the most influential predictor within the model. The standardized beta coefficients reveal that trust has the strongest effect on purchase intention, underscoring the crucial importance of brand credibility and reliability in shaping consumers' purchasing decisions.

Perceived value represents a consumer's overall evaluation of product quality, price level, and perceived functional and emotional benefits. In the context of automotive products, consumers generally make rational and comprehensive considerations, so that value perception is the main determinant in purchasing decisions.

The results of this study are consistent with the findings of DAM (2020) which states that perceived value has a significant effect on purchase intention in various types of products. Similar findings are also reflected in the studies that are used as references, which show that the perception of high value can significantly increase purchase intent.

The relatively high coefficient of determination ( $R^2 = 0.893$ ) suggests that the proposed model accounts for a large proportion of the variance in purchase intention. Nevertheless, this strong explanatory power may also indicate potential conceptual overlap among electronic word of mouth, trust, and perceived value, as well as the reliance on self-reported data obtained from a single survey instrument. Although the multicollinearity diagnostics remain within acceptable limits, the comparatively elevated VIF values indicate that the results should be interpreted with caution. Therefore, future research is recommended to employ alternative analytical models and additional diagnostic procedures to further substantiate the observed relationships.

## 5. CONCLUSION

Based on the results of the analysis and discussion conducted, it can be concluded that electronic word of mouth (e-WOM), trust, and perceived value are proven to have a positive and significant effect on the purchase intention of consumers toward the Arvi Creations automotive brand. Partially, e-WOM functions as a digital information source that is able to shape consumers' perceptions and beliefs, thereby stimulating the formation of purchase intentions. Trust is the most dominant factor in influencing purchase intent, which shows that trust in brand credibility, reliability, and integrity greatly determines consumer readiness to make purchase decisions. In addition, perceived value also contributes significantly, where consumer perception of the suitability between the benefits obtained and the sacrifices made can increase the tendency to buy. Simultaneously, these three variables complement each other in explaining the formation of consumer purchase intentions in the digital era. These findings affirm the relevance of *the Theory of Planned Behavior* in the context of automotive consumer behavior and provide practical implications for Arvi Creations to strengthen its digital marketing strategy through positive e-WOM management, consumer trust building, and superior product value creation.

### Limitations and Future Research

This research is subject to several limitations that should be considered when interpreting the findings. First, the application of non-probability sampling techniques constrains the extent to which the results can be generalized beyond the respondents included in the study. Second, the cross-sectional research design and the use of self-reported measures limit the ability to establish causal relationships among the variables. Third, the presence of potential common method bias and conceptual overlap between constructs may affect the magnitude of the relationships identified. Accordingly, future studies are encouraged to adopt probability-based sampling methods, longitudinal research designs, and more advanced analytical approaches, such as confirmatory factor analysis or structural equation modeling, to further explore the determinants of consumer purchase intention within the automotive industry.

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