

THE ROLE OF GREEN TRUST IN MEDIATING GREEN PERCEIVED VALUE, GREEN PERCEIVED RISK ON GREEN PURCHASE INTENTION OF ELECTRIC CARS IN DENPASAR CITY

I Made Gilang Mahendra¹

I Gst. Ayu Kt. Gintari²

I Gst. Ngurah Jaya Agung Widagda³

Ni Wayan Ekawati⁴

Master Program in Management, Faculty of Economics and Business, Udayana University,
Indonesia^{1,2,3,4}

*Email: Gilangmahendra14@gmail.com

Abstract

The current environmental damage is quite worrying, global warming caused by exhaust gas emissions from fossil fueled vehicles is one of the problems that endangers the environment. Electric vehicles are believed to be more environmentally friendly than fossil fuel vehicles because electric vehicles do not emit exhaust emissions. The population in this research are people in Denpasar City who intend to buy an electric car with a sample of 100 respondents through non-probability sampling. Data were collected using a questionnaire in the form of a Google form, data were processed using SEM-PLS using SmartPLS Version 3 software. The results of the analysis showed that green perceived value had a positive and significant effect on green trust and green purchase intention, green perceived risk had a negative and significant effect on green trust and green purchase intention, green trust has a positive and significant effect on green purchase intention, and green trust is able to mediate the effect of green perceived value and green perceived risk on green purchase intention.

Keywords: Green perceived value, green perceived risk, green trust, green purchase intention

INTRODUCTION

The environment is currently experiencing increasingly severe damage, with most of this environmental damage caused by human activities. Environmental problems that are quite worrying are greenhouse gas (GHG) emissions and global warming (Zhao et al., 2021). Nearly 97 percent of scientists believe that global warming is truly caused by humans (Appathurai et al., 2018). Transportation is one of the sectors that causes global warming, this is because currently the majority of transportation uses energy that is not environmentally friendly and is completely dependent on fossil fuels (Singh et al., 2020). Transportation accounts for 25 percent of carbon dioxide emissions worldwide and is projected to increase to 50 percent by 2035 (McCollum et al., 2018). The Environmental Protection Agency (EPA) states that carbon dioxide is the main gas content in global greenhouse gas emissions produced by petroleum fuels. This globally widespread use of fossil fuels causes a large number of environmental problems (Castillo et al., 2020). The World Business Council (WBC) stated that apart from causing greenhouse gas emissions, the number of vehicle users is expected to continue to

increase to 1.3 billion by 2030 and by 2 billion in 2050. Drastic changes in the overall climate, increasingly severe air pollution, and a reduction in non-renewable energy sources will occur if this continues to be allowed to continue (Verma et al., 2021).

Electric vehicles (EV) are one of the innovations and technologies in the transportation sector which are believed to be able to reduce oil dependence and greenhouse gas emissions (Huda et al., 2019). Sun et al. (2022) say that electric vehicles (EV) are a technological innovation that has the potential to change the global transportation industry by making transportation more environmentally friendly. Electric vehicles are believed to be more environmentally friendly than internal combustion engine vehicles (ICEV) because electric vehicles do not produce exhaust emissions, have better energy efficiency, reduce dependence on fossil fuels and have the potential to use renewable energy as a material source. burn (Krishnan et al., 2022). Manufacturers must offer products that have advantages and provide benefits to consumers to motivate potential buyers in the automotive market. Regarding electric cars which are environmentally friendly products, manufacturers must be able to prove that their products are products that can help overcome environmental problems and provide positive value to the environment (Gunawan et al., 2022). Consumers consider at least four factors in assessing electric vehicles, namely price, maintenance, durability and supporting infrastructure. Skepticism towards the electric vehicle program in Indonesia still exists due to the perception of limited battery range, unavailability of public electric charging stations, and long charging times compared to using conventional oil-fueled vehicles (Gunawan et al., 2022).

This clean energy trend has increased since the Paris Agreement which proposed that each country be responsible for keeping the global average temperature below 2°C (Huda et al., 2019). The use of electric vehicles is important due to the high number of motorized vehicle users which cause high levels of pollution which are dangerous to health, climate change and global warming. The Indonesian government has currently carried out several initiatives such as providing subsidies for electric vehicles, providing tax incentives for electric vehicles, and also providing education to the public to encourage people to switch to electric vehicles (Gunawan et al., 2022). Apart from aggressively providing incentives, the Indonesian government is also very serious about attracting foreign investors to develop the electric vehicle industry, which cannot be separated from the size of the car market in Indonesia. Indonesia as a developing market offers an attractive automotive market. In the last ten years, there has been an increase in sales with a CAGR of 3.03 percent from 764,710 units in 2010 to 1,030,486 in 2019. Toyota was the first manufacturer to introduce electric vehicles in Indonesia, followed by other manufacturers such as Nissan, Hyundai, BMW, and Tesla.

Sales of electric cars are still quite small compared to sales of conventional oil-fueled vehicles. Globally, the average sales of electric cars is still below 5 percent of overall car sales (Febransyah, 2021). The low sales of electric cars indicates that people's

purchasing intentions for electric cars are still not very high. Intention to purchase a product is an important stage in the consumer consumption process. Starting from awareness of the presence of a new product and the willingness to evaluate the product, consumers then decide whether to buy or not buy the product (Febransyah, 2021).

Theoretical Foundation

Theory of Reasoned Action (TRA) is a theory in the field of social psychology proposed by Ajzen and Fishbein (1980). The Theory of Reasoned Action in psychological studies focuses on the determining factors of behavior and its determinants, namely attitudes towards behavior and subjective norms. Ajzen and Fishben's theory of reasoned action assumes that behavior is determined by the individual's desire to carry out or not carry out a certain behavior or vice versa (Mahyarani, 2013). The theory explains the factors that influence human behavior and explains the relationship between beliefs, attitudes, subjective norms, intentions and individual behavior. (Madden et al., 1992). Many researchers apply the Theory of Reasoned Action not only to social psychology studies, or studies regarding the acceptance or adoption of technology and innovation, but also to study consumer behavior.

Green Purchase Intention

Consumers' intention to buy environmentally friendly products is called green purchase intention. Before the decision-making process in purchasing a product, consumers will have an awareness or intention to buy the product (Rini et al., 2017). Green purchase intention is a person's understanding of green purchasing behavior where consumers respond positively to the quality of environmentally friendly products and intend to visit or use environmentally friendly products at the company (Mauliawan and Nurcaya, 2021). The intention to purchase environmentally friendly products is influenced by perceived value or green perceived value. This consumer perception of value arises from consumer evaluations of products and services. This perceived value will influence consumers' subsequent purchase intentions (Lam et al., 2016).

Green Perceived Value

Green perceived value is the consumer's overall assessment of the benefits of products and services which is based on the consumer's desire for environmental conditions, sustainable expectations, and green or environmentally friendly needs (Chen and Chang, 2012). Green perceived value is also defined as the net profit from consumers' overall assessment through the evaluation of a product or service (Halim and Kempa, 2016).

Green Perceived Risk

Green perceived risk is a person's assumption that when purchasing a product it will pose a negative risk to the environment (Aditi et al., 2020). The higher a person's perception of the risk felt by consumers will reduce consumers' desire to buy green products.

Green Trust

Green purchase intention is influenced by green trust, the higher a person's trust in environmentally friendly products, the higher the intention to purchase environmentally friendly products (Chairy and Alam, 2019). Green trust is the belief to depend on a product, service or brand based on expectations of credibility, goodness and integrity in its performance towards the environment (Putri and Sukawati, 2020). Therefore, trust has an important role in consumer purchasing decisions (Matute et al., 2016)

The effect of green perceived value on green purchase intention

Based on previous research conducted by Cahyani and Wardana (2017), it shows that green perceived value has a positive and significant effect on green purchase intention. The results of research conducted by Lam et al. (2016) also show that green perceived value has a positive and significant effect on green purchase intention.

H1: Green perceived value has a positive and significant effect on green purchase intention

The effect of green perceived value on green trust

Lam et al. (2016) found that green perceived value has a positive and significant effect on green trust. The same thing was also found by Giffar (2016) which resulted in a positive relationship between green perceived value and green trust.

H2: Green perceived value has a positive and significant effect on green trust

The effect of green perceived risk on green purchase intention

Research by Aditi et al. (2020) found that green perceived risk had a significant negative effect on green purchase intention. Cahyanti and Ekawati (2021) also found that green perceived risk has a negative and significant effect on green purchase intention.

H3: Green perceived risk has a negative and significant effect on green purchase intention

The effect of green perceived risk on green trust

Dewi and Rastini (2016) found that green perceived risk had a negative and significant effect on green trust. Research conducted by Cahyanti and Ekawati (2020) also found that green perceived risk has a negative and significant effect on green trust.

H4: Green perceived risk has a negative and significant effect on green trust

The effect of green trust on green purchase intention

Dewi and Suprpti (2020) found similar results that green trust had a positive and significant effect on green purchase intention. Giantari et al. (2013) also stated that trust has a positive and significant effect on consumer purchasing intentions.

H5: Green trust has a positive and significant effect on green purchase intention

The role of green trust mediates the influence of green perceived value on green purchase intention

Lam et al. (2016) found that green perceived value on green purchase intention

can be mediated by green trust." Research from Wicaksono and Darpito (2023) also found that green trust was able to mediate the influence of green perceived value on green purchase intention.

H6: Green trust plays a significant role in mediating the influence of green perceived value on green purchase intention

The role of green trust mediates the influence of green perceived risk on green purchase intention

Wang and Tian (2023) in their research found that green perceived risk mediated by green trust had a significant effect on green purchase intention. Martinayanti and Yudi (2016) found that green trust was able to mediate the influence of green perceived risk on green purchase intention.

H7: Green trust plays a significant role in mediating the influence of green perceived risk on green purchase intention

RESEARCH METHOD

This research is quantitative research in associative form. According to Sugiyono (2019:20), quantitative research is research that is based on the assumption that a symptom can be classified and the symptom relationship is causal (cause-effect), while associative relationships are allegations of a relationship between variables in the population that will be tested (Sugiyono, 2019 :65). This research aims to explain the influence of green perceived value and green perceived risk variables on green purchase intention, the influence of green perceived value and green perceived risk variables on green trust, the influence of green trust on green purchase intention, and the green trust variable mediates the influence of green perceived value and green perceived risk on green purchase intention.

The population in this study is all people in Denpasar City who intend to buy an electric car and are over 20 years old. Determining the sample for this study used multivariate analysis, the number of sample members considered representative was 5-10 times the number of indicators studied. This research uses 18 indicators, based on the formulation, the sample range for this research is a minimum of 90 (18x5) and a maximum of 180 (18x5), for this research the sample used is 100. The sampling technique used in this research is purposive sampling, which is a sampling technique used does not provide an equal opportunity for every element or member of the population to be sampled.

The data analysis used in this study is Partial Least Square (PLS) which is a Structural Equation Modeling (SEM) equation model based on a variant-based or component-based structural equation model. Data analysis begins by displaying the outer model and inner model. Outer model analysis is carried out to ensure that the measurements used are suitable for measurement or valid and reliable. While the inner model analysis or structural analysis of the model is carried out to ensure that the

structural model built is accurate. Furthermore, hypothesis testing and mediation testing were carried out using the bootstrap method on SmartPLS 3.0.

RESULT AND DISCUSSION

The results of the validity and reliability tests can be seen in the able 1. Convergent validity testing was carried out to find out whether the latent variables in this research were valid by looking at the average variance extracted (AVE) value of each latent variable. If the average variance extracted (AVE) of a latent variable is greater than 0.5 then the variable is said to have good convergent validity (Hair et al., 2021). It can be seen from the table below that all variables have an average variance extracted (AVE) value above 0.5, so it can be said that all variables in this research are valid.

Reliability test uses Cronbach Alpha and composite reliability parameters. A variable is said to have good composite reliability if the reliability test results from Cronbach's alpha and composite reliability show that the value of all constructs is greater than the minimum limit of Cronbach's Alpha, namely greater than 0.70 and composite reliability is greater than or equal to 0.7 (Hair et al. al., 2021). Based on the reliability test using Cronbach Alpha and composite reliability, the parameter values for all constructs above 0.7 can be seen in Table 1. Thus, from the reliability test using Cronbach alpha and composite reliability of all constructs, they are reliable and have good internal consistency for use in this model test.

Table 1. Composite Reliability and Cronbach Alpha

Variable	Cronbach Alpha	Composite Reliability	Average Variance Ectracted (AVE)
Green perceived value	0.915	0.937	0.749
Green perceived risk	0.872	0.907	0.661
Green trust	0.915	0.937	0.748
Green purchase intention	0.829	0.898	0.745

Source: Data Processing With SmartPLS, 2024

Hypothesis Testing

Testing the direct influence hypothesis using Partial Least Square (PLS) will show five hypotheses. Hypothesis testing aims to find out how much influence the independent variable has on the dependent variable. Significance values can be obtained using the bootstrapping technique developed by Geisser and Stone. The statistical test used to test the hypothesis is the t test. The alternative hypothesis is accepted if the p-value < α 5 percent. Table 2 shows the direct effect with bootstrapping from the PLS analysis.

Table 2. Hypothesis Testing Results

Hypothesis	Variable Relationship	Original Sample	T-Statistics	P-Values	Result	
H1	Green perceived value -> Green purchase intention	0.295	3.068	0.002	Significant	Accepted
H2	Green perceived value -> Green trust	0.593	6.710	0.000	Significant	Accepted
H3	Green perceived risk -> Green purchase intention	-0.302	2.653	0.008	Significant	Accepted
H4	Green perceived risk -> Green trust	-0.301	3.466	0.001	Significant	Accepted
H5	Green trust -> Green purchase intention	0.315	2.772	0.006	Significant	Accepted
H6	Green perceived value -> Green trust -> Green purchase intention	0.187	2.497	0.013	Significant	Accepted (Partial)
H7	Green perceived risk -> Green trust -> Green purchase intention	-0.095	2.150	0.032	Significant	Accepted (Partial)

Source: Data processing with PLS, 2024

Table 2 shows the p-value for each variable which can be explained as follows.

1. The p-value to test the effect of green perceived value on green purchase intention is 0.002, which is lower than 0.05. This data shows that green perceived value has a positive and significant effect on green purchase intention.
2. The p-value to test the effect of green perceived value on green trust is 0.000, which is lower than 0.05. This data shows that green perceived value has a positive

and significant effect on green trust.

3. The p-value to test the effect of green perceived risk on green purchase intention is 0.008, which is lower than 0.05 and has a negative original sample value. This data shows that green perceived risk has a negative and significant effect on green purchase intention.
4. The p-value to test the effect of green perceived risk on green trust is 0.001, which is lower than 0.05 and has a negative original sample value. This data shows that green perceived risk has a negative and significant effect on green trust.
5. The p-value to test the effect of green trust on green purchase intention is 0.006, which is lower than 0.05. This data shows that green trust has a positive and significant effect on green purchase intention.

DISCUSSION OF HYPOTHESIS TESTING RESULT

The effect of green perceived value on green purchase intention

Based on previous research The research results show that H1 is accepted and this means that green perceived value has a positive and significant effect on green purchase intention, meaning that the higher the value provided by electric cars to the environment, the higher the intention of people in Denpasar City to buy electric cars. Green perceived value has a positive and significant effect because the benefits to the environment and the features of electric cars that are able to reduce environmental problems will be an added value for electric cars so that this will increase the intention of people in Denpasar City to buy electric cars.

The Theory of Reasoned Action model also supports the results of this research where in the TRA model perceived value is reflected in background factors, where there are individual factors that can encourage someone to make a purchase. Someone will intend to carry out a behavior if they have a positive value perception. The results of this research support research by Dewi and Rastini (2016) that green perceived value influences green purchase intention. The same research conducted by Dewi and Suprpti (2020) stated that green perceived value has a positive and significant effect on green purchase intention. Lam et al (2016) also stated that green perceived value has a positive and significant effect on green purchase intention

The effect of green perceived value on green trust

The results of this research show that H2 is accepted and this means that green perceived value has a positive and significant effect on green trust, meaning that the higher the value provided by electric cars to the environment, the green trust of the people of Denpasar City towards electric cars will also be higher. Green perceived value has a positive and significant effect on green trust because when electric cars really have a positive impact on the environment, people in Denpasar City, especially those who care about the environment, will become increasingly confident in electric cars as an environmentally friendly product.

The results of this research support previous research conducted by Cahyani and Wardana (2017) that green perceived value has a positive and significant effect on green trust. The same research was conducted by Giffar (2016) which stated that green perceived value has a positive and significant effect on green trust. Lam et al (2016) also stated that green perceived value has a positive and significant effect on green trust.

The effect of green perceived risk on green purchase intention

The results of this research show that H3 is accepted and this means that green perceived risk has a negative and significant effect on green purchase intention, meaning that the higher the green perceived risk that electric cars pose to the environment, the lower the green purchase intention of the people of Denpasar City towards electric cars. Green perceived risk has a negative and significant effect on green purchase intention because people tend to avoid buying products that are at risk of damaging the environment, so that if people perceive the risk of electric cars as being high on the environment, their intention to buy electric cars will be lower and vice versa if people perceive that The risk of electric cars to the environment is low, so this will increase the intention of people in Denpasar City to buy electric cars.

The Theory of Reasoned Action also supports the results of this research where in the TRA model risk perception is one of the background factors that underlies consumer behavior, where the risk perception will be able to influence consumer behavior in whether or not to take the desired action. The results of this research support previous research conducted by Tarabieh (2021) which found that green perceived risk had a negative and significant effect on green purchase intention. The same research was conducted by Aditi et al. (2020) also stated that green perceived risk has a negative and significant effect on green purchase intention. Dewi and Rastini (2016), stated that green perceived risk has a negative and significant effect on green purchase intention.

The effect of green perceived risk on green trust

The results of this research show that H4 is accepted and this means that green perceived risk has a negative and significant effect on green trust, meaning that the higher the perceived risk posed by electric cars to the environment, the lower the trust of the people of Denpasar City towards electric cars. Green perceived risk has a negative and significant effect on green trust because the public, especially green consumers, will not trust a green product if the public perceives a product as having a high risk to the environment so that when electric cars have a low green perceived risk this will be able to increase public trust in Denpasar City towards electric cars as environmentally friendly products.

The results of this research support previous research conducted by Aji and Sutikno (2015) which found that green perceived risk had a negative and significant effect on green trust. Research conducted by Cahyanti and Ekawati (2020) also states that green perceived risk has a negative and significant effect on green trust. Rizwan et

al. (2016), stated that green perceived risk has a negative and significant effect on green trust.

The effect of green trust on green purchase intention

The results of this research show that H5 is accepted and this means that green trust has a positive and significant effect on green purchase intention, meaning that the higher the green trust that the people of Denpasar City have towards electric cars in terms of helping to preserve the environment, the green purchase intention of the people of Denpasar City is for electric cars. will also become higher.

The results of this research are in line with previous research conducted by Dewi and Suprapti (2020) which found that green trust had a positive and significant effect on green purchase intention. Research conducted by Rizwan et al. (2020) also stated that green trust has a positive and significant effect on green purchase intention. Quran et al. (2020), stated that green trust has a positive and significant effect on green purchase intention.

The role of green trust mediates the influence of green perceived value on green purchase intention

The results of this research show that H6 is accepted and this means that green trust mediates the influence of green perceived value on green purchase intention, meaning that when green perceived value increases green trust, the level of green purchase intention for electric cars in Denpasar City will also be higher. Green trust is able to mediate the influence of green perceived value on green purchase intention because when people in the city of Denpasar perceive electric cars as a product that has positive benefits for the environment, it will be able to increase the trust of the people of Denpasar City in electric cars as an environmentally friendly product and in the end will also be able to increase the intention of people in Denpasar City to buy electric cars.

The results of this research support previous research conducted by Wicaksono and Darpito (2023) which found that green trust was able to mediate the influence of green perceived value on green purchase intention. Increasing green perceived value and adding to it by increasing green trust will certainly increase purchase intention. Research conducted by Sudita and Ekawati (2018) also states that green trust is able to mediate the influence of green perceived value on green purchase intention. Lam et al. (2016), in their research also stated that green trust is able to mediate the influence of green perceived value on green purchase intention.

The role of green trust mediates the influence of green perceived risk on green purchase intention

The results of this research show that H7 is accepted and this means that green trust mediates the influence of green perceived risk on green purchase intention, meaning that when green perceived risk reduces green trust, the level of green purchase intention for electric cars in Denpasar City will also decrease further. Green trust is able to mediate the influence of green perceived risk on green purchase

intention because if people perceive a product to pose a high risk to the environment then this will reduce people's trust in the product and ultimately this decrease in trust will also result in a decrease in purchase intentions for that product.

The research results support previous research conducted by Wang and Tian (2023) which found that green trust was able to mediate the influence of green perceived risk on green purchase intention, meaning that the higher a person's trust in environmentally friendly products that do not pose a high risk to the environment, the more people's intentions. The cost of buying products will also become higher. Research conducted by Sudita and Ekawati (2018) also states that green trust is able to mediate the influence of green perceived value on green purchase intention. Lam et al. (2016), in their research also stated that green trust is able to mediate the influence of green perceived value on green purchase intention.

CONCLUSIONS

Based on data analysis and discussion in the previous chapters, the conclusions obtained from this research are as follows:

1. Green perceived value has a positive and significant effect on green purchase intention for electric cars in Denpasar City. This means that the higher the green perceived value felt by the people of Denpasar City, the higher the green purchase intention for electric cars in Denpasar City.
2. Green perceived value has a positive and significant effect on green trust for electric cars in Denpasar City. This means that the higher the green perceived value felt by the people of Denpasar City, the higher the green trust of electric cars in Denpasar City.
3. Green perceived risk has a negative and significant effect on green purchase intention for electric cars in Denpasar City. This means that the higher the green perceived risk felt by the people of Denpasar City, the lower the green purchase intention for electric cars in Denpasar City.
4. Green perceived risk has a negative and significant effect on the green trust of electric cars in Denpasar City. This means that the higher the green perceived risk felt by the people of Denpasar City, the lower the green trust of electric cars in Denpasar City.
5. Green trust has a positive and significant effect on green purchase intention for electric cars in Denpasar City. This means that the higher the green trust that the people of Denpasar City have, the higher the green purchase intention for electric cars in Denpasar City.
6. Green trust is able to mediate the influence of green perceived value on green purchase intention for electric cars in Denpasar City. This means that when green perceived value increases green trust, the level of green purchase intention for electric cars in Denpasar City will also be higher.

7. Green trust is able to mediate the influence of green perceived risk on green purchase intention for electric cars in Denpasar City. This means that when green perceived risk reduces green trust, the level of green purchase intention for electric cars in Denpasar City

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