THE INFLUENCE OF PRODUCT REVIEW AND CONSUMER TRUST ON CONSUMER PURCHASE INTENTION OF ELECTRIC VEHICLE IN MANADO

PENGARUH ULASAN PRODUK DAN KEPERCAYAAN KONSUMEN TERHADAP MINAT BELI KONSUMEN TERHADAP KENDARAAN LISTRIK DI MANADO

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Abstract: With the rapid development of technology in the automotive field, electric vehicles can be an alternative solution to solve environmental problems. The Indonesian government has promoted and supported the transition to electric vehicles by implementing various policies and incentives aimed at reducing environmental impact and fostering a greener transportation system. The purpose of this study is to ascertain the influence of product review and consumer trust on consumer purchase intention of electric vehicle in Manado. This study uses a quantitative with causal research approach. The data collected through questionnaire with convenience sampling technique that observed 100 respondents who have an intention to purchase electric vehicle and analyzed using Multiple Linear Regression Analysis. The findings of this study have shown that product review and consumer trust have a significant positively effect on consumer purchase intention of electric vehicle, both partially and simultaneously. This study can provide a reference for producers and marketers to improve their marketing strategies to gain valuable feedback through product review and consumer trust in increasing consumer purchase intention.

Keywords: Product Review, Consumer Trust, Consumer Purchase Intention

Abstrak: *Dengan pesatnya perkembangan teknologi di bidang otomotif, kendaraan listrik dapat menjadi salah satu solusi alternatif untuk mengatasi masalah lingkungan.. Pemerintah Indonesia telah mempromosikan dan mendukung peralihan ke kendaraan listrik dengan menerapkan berbagai kebijakan dan insentif yang bertujuan untuk mengurangi dampak lingkungan dan mendorong sistem transportasi yang lebih ramah lingkungan. Tujuan penelitian ini adalah untuk memastikan pengaruh ulasan produk dan kepercayaan konsumen terhadap minat beli konsumen pada kendaraan listrik di Manado. Penelitian ini menggunakan metode kuantitatif dengan pendekatan penelitian kausal. Data dikumpulkan melalui kuesioner dengan teknik convenience sampling yang mengamati 100 responden yang memiliki minat untuk membeli kendaraan listrik dan dianalisis menggunakan Analisis Regresi Linier Berganda. Hasil penelitian ini menunjukan bahwa ulasan produk dan kepercayaan konsumen memiliki pengaruh yang secara positif signifikan terhadap minat beli kendaraan listrik baik secara parsial dan simultan. Penelitian ini dapat menyediakan referensi bagi produsen dan pemasar untuk meningkatkan strategi pemasaran mereka untuk mendapatkan umpan balik yang berharga melalui ulasan produk dan kepercayaan konsumen dalam meningkatkan minat beli konsumen.*

Kata kunci: Ulasan Produk, Kepercayaan Konsumen, Minat Beli Konsumen

INTRODUCTION

Research Background

Automotive manufacturers are innovating to create environmentally friendly and sustainable vehicles as an alternative, this is driven by concerns about environmental impacts and regulatory changes related to greenhouse gas emissions. The development of technology in the field of transportation can be a solution to reduce environmental pollution in the air by creating and presenting environmentally friendly electric vehicles (EV). EV

are electric energy vehicles stored in rechargeable batteries. Electric vehicles are "vehicles driven by electric motors, with electrical energy stored in batteries or other energy storage" (Rudatyo and Tresya, 2021). Electric vehicles are a solution pursued by various countries, including the Government of Indonesia, which makes it an environmentally friendly alternative in sustainable energy management to replace conventional fossil fuel vehicles.

The sales of EV in Indonesia have experienced a significant increase in recent years. Electric vehicles are starting to be marketed from various brands and types and the use of electric vehicles has begun to be purchased and used such as Wuling and Hyundai. However, in fact, the consumers' purchase intention to adopt electric vehicles remains relatively low, even though programs and policies have been implemented by government to increase the purchase intention of consumers and encourage the purchase of electric vehicles like incentive of EV import subsidies. Consumer purchase intention means that consumers are willing to consider buying a product now or for future consideration (Lin and Lu, 2010). Purchase intention is also a consumer behavior that is present as a response to an object of goods that can show a person's individual desire to make a purchase (Solihin, 2020). Purchase intention is an approach of solving a problem in human activity to fulfil their wants and needs (Septiani and Chaerudin., 2020).

Product reviews and consumer trust are critical components of the decision-making process for consumers. Researching their influence on consumer purchase intentions towards electric vehicle can provide insights into how to improve the perceived quality and reliability of electric vehicles, which are essential for increasing adoption rates, and also can help companies develop effective marketing strategies and improve their products to meet consumer needs. Purchase intention is formed from consumer attitudes towards a product which consists of evaluating the information received and consumer confidence in a product or brand of electric vehicles, therefore from these two stages comes the purchase intention of consumers. Furthermore, the trust consumers place in these reviews can significantly affect their willingness to make a purchase. Thanh, Ngoc, and Trang (2023) found that online product review and trust significantly and positively influence consumer's purchase intention.

Wang et al (2021) argues that the success of the electric vehicles market depends on how well consumers accept electric vehicles. People trust to accept and purchase electric vehicles encourage and increase the success of reducing greenhouse gas emissions on earth. Consumer trust depends on the product or service, as well as its benefits. Mowen and Minor (1998) argues that consumer trust is the knowledge and conclusion that consumers have in objects, attributes, and benefits. When consumers have high trust in a product or brand, they are more likely to purchase, leading to greater market penetration for electric vehicles. Product reviews are big factor that determines consumers in deciding to buy a product (Chevalier and Mayzlin, 2006), where people gathered information in form of descriptive, photos, and videos which can add value of a product or service that drives consumer to determine their intention to purchase electric vehicle. However, consumer preferences are varied which can contain bias, or both positive and negative that makes people consider about negative information more than positive information in forming their overall evaluation. "Negative information and document unfavorable outcomes experienced by other users, they can increase the perceived risk and potential loss associated with a purchase" (Pee, 2016). Based on the description and the phenomenon that occurred, this study focuses to examine "the influence of product reviews and consumer trust on consumer purchase intention of electric vehicles in Manado".

Research Objectives

The research objectives are to identify the influence of:
1. To identify partial influence of Product Review on Consumer Purchase Intention of Electric Vehicle in Manado.
2. To identify partial influence of Consumer Trust on Consumer Purchase Intention of Electric Vehicle in Manado.
3. To identify simultaneous influence of Product Review and Consumer Trust on Consumer Purchase Intention of Electric Vehicle in Manado.

THEORETICAL REVIEW

Marketing

Marketing is about meeting needs profitability (Kotler and Keller, 2016). Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for

customers (Lamb et al., 2018). Marketing aims to understand and deals with consumers needs to gain consumer satisfaction, and maintaining the long-term relationship with consumers by building customer engagement. Marketing needs distribution channel to connect the company and its consumer to promote, sell, and deliver their value of a product, even to get competitive advantage.

Consumer behavior

Mothersbaugh and Hawkins (2019) stated that consumer behavior is the process of individuals, groups, or organizations to select, use, and dispose of products, services, experience, or ideas to satisfy needs and the impact that these processes have on the consumer and society. Kotler and Amstrong (2018) stated that consumer vary tremendously in age, education level, income, and taste with the more variety of products.

Consumer Purchase Intention

Consumer purchase intention represents the likelihood that a consumer will plan or the probability of planning to purchase a particular product (goods or service) in the future (Ho Nguyen et al., 2022) based on the interaction between customer needs, attitude, and perception towards the product (Beneke et al., 2016). Consumer purchase intention can be defined as an important factor to predicts or indicates the behavior of consumers towards an action.

Product Review

Product review refers to the present customer's sharing of experience and evaluation of a product with other potential shoppers (Dwidienawati et al., 2020). A review that contains information of a specific product related to various aspects, and consumers use this information as a reference to find desirable qualities (Mo & Fan, 2015). The information of a product can form potential buyers' perspective.

Consumer Trust

Trust as a person's willingness to rely on other parties involved in an exchange because they have confidence in the other party (GS et al., 2022). Trust is key in building a long-term relationship between a company and consumers (Wijaya and Octafilia., 2021). Consumer trust is independently depending on the level of transparency of information received.

Previous Researches

Thanh, Ngoc, and Trang (2023) aimed to predict consumer purchase intention for energy-efficient household appliances. The study extends the Stimulus – Organism – Response model by incorporating green perceived value and customer trust as mediators between external stimuli and consumers' behavioral responses. Data was collected from 287 household heads in Vietnam and analyzed by applying partial least squares structural equation modeling. Results show that media publicity, online product reviews, green perceived value, and customer trust all significantly correlate with consumers' purchase intention. Results further indicate that green perceived value mediates the relationship between media publicity, online product reviews and consumers' purchase intention. Moreover, customer trust in energy-efficiency labels is a significant mediator between media publicity, online product reviews and consumers' purchase intention.

Osman, and Ying (2022) aimed to ascertain the influence of online consumer reviews on the purchase intention among young adults, particularly concentrating on the level of source credibility, review volume and review valence.:   Elaboration Likelihood Model (ELM) is the theory that applied in this study since it comprehends in what way the online consumer reviews persuades other consumers. The population of this study was young adults in Batu Pahat with the sample size of 200 respondents selected by using simple random sampling method. The results from multiple regression analysis showed that all the three independent variables were the significant predictors to the purchase intention of online consumer reviews in which review valence was the strongest predictor (B = 0.574; p<0.005).

Mahliza (2019) aimed to determine the direct effect of trust and the indirect effect of trust mediated by perceived risk toward purchase intention as well as to investigate the antecedents of trust in online purchase intention. This study is focused on providing empirical findings of purchase intention on agricultural application because there are a variety of digital start-ups that produce applications in the agricultural sector, helping farmers in selling agricultural products to consumers directly. This study was conducted on 121 respondents taken through a purposive sampling method. Data were analyzed using Partial Least Square (PLS). The results indicate that information quality becomes an antecedent of trust that has positive effect on consumers' trust. Trust has a positive

direct effect on purchase intention. In the terms of indirect effect of trust on purchase intention mediated by risk, trust has a negative effect on perceived risk and perceived risk has a negative effect on purchase intention.
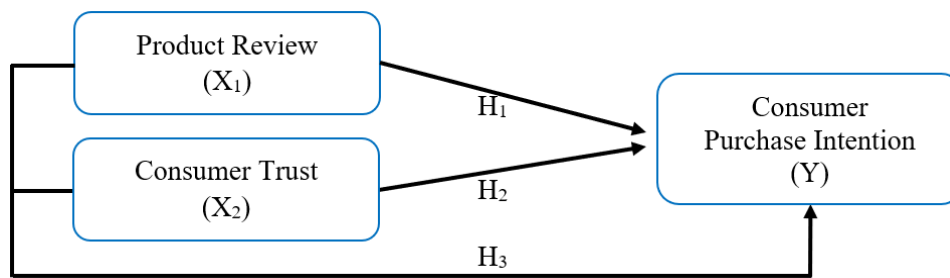
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed, 2024.

Research Hypothesis

H_1: There is a positive partial influence of Product Review on Consumer Purchase Intention.
H_2: There is a positive partial influence of Consumer Trust on Consumer Purchase Intention.
H_3: There is a positive simultaneous influence of Product Review and Consumer Trust on Consumer Purchase Intention.

RESEARCH METHOD

Research Approach

The research type is quantitative with a causal research approach to examine and understand the cause-and-effect relationships, whether or not one event causes another event (does independent variable cause dependent variable).

Population, Sample Size and Sampling Technique

In this research, the population is those people who have an intention to purchase an electric vehicle in Manado, for the sample size is calculated using formula proposed by Paul Leedy and the result is 96.04 and rounded up to 100 respondents. The sampling technique in this study is convenience sampling which selects the sample elements that are most readily available to participate and that can provide the information required for this research.

Data Collection Method

The data collection method used in this study is primary data and the data is collected by distributing questionnaires through social media.

Operational Definition and Measurement of Research Variable

Table 1. Definition of Research Variable

Variable	Operational Definition	Indicators
Product Review (X1)	Product review is the present customer's sharing of experience and evaluation of a product with other potential shoppers.	1. Source Credibility 2. Review Valence 3. Review Volume (Osman and Ying, 2022)
Consumer Trust (X2)	Trust as a person's willingness to rely on other parties involved in an exchange because they have confidence in the other party.	1. Perceived Integrity 2. Perceived Competence 3. Benevolence (Mayer, Davis, and Schoorman 1995; Guinda 2019)

Consumer Purchase Intention (Y)	Purchase intention indicates likelihood that consumers will plan or the probability of planning to purchase a certain product or service in the future.	1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Explorative Interest (Setianingsih, 2016)

Research Instrument Testing (Validity and Reliability)

A questionnaire is considered valid if its statements are able to provide information about what is being measured. The formula is df (degree of freedom) = N-2 with the standard significant level of 5% (0,05) in the statistical table r, where if the significance is below 0.05 and r count greater than r table, then it is concluded valid. Reliability test is to measure the consistency of the various items in the instrument. Cronbach's alpha indicates how well the items in a set are positively correlated to one another, if Cronbach's alpha is greater than 0.60 and the closer Cronbach's alpha to 1, the higher the consistency of reliability.

Classical Assumption Tests

The classical assumption test is a test used to forecast a good model and the model of research can be analyzed in multiple linear regression. A good model is a model with minimal forecasting errors and if the model meets several requirements that can be achieved through Normality Test, Multicollinearity Test, and Heteroscedasticity Test.

Normality Test

The normality test is used to determine whether, the independent variable, dependent variable or both variables in a regression model have a normal distribution or not. This study used two methods which are P-P Plot and Kolmogorov Smirnov test to determine the normality of data.

Multicollinearity Test

The multicollinearity test aims to determine the correlation between the independent variables. The multicollinearity regression analysis is used to ensure accurate results. If the tolerance value is more than 0.10 and the VIF value is less than 10, it means there is no symptom of multicollinearity.

Heteroscedasticity Test

Heteroscedasticity test is used to determine whether in a linear regression model there has an inequality of variance from residuals. Heteroscedasticity is tested by looking at a scatterplot graph. The criteria of heteroscedasticity test are as follows: If there are certain patterns (points) that form a regular pattern (wavy, widened, and then narrowed), then it indicates that heteroscedasticity occurs, and the linear regression model is not suitable to use; and if there is no clear pattern, where the scatter points spread above and below the zero on the Y-axis, then it means heteroscedasticity does not occur, and the linear regression model is suitable to use.

Multiple Linear Regression

Rochaety, Tresnati, and Latief (2019) defined multiple linear regression aims to calculate the effect of two or more independent variables on one dependent variable. The equation as follows:

$$Y = \alpha + \beta 1.X1 + \beta 2.X2 + e$$

Where:
Y = Consumer Purchase Intention
α = Intercept
$\beta 1$ = The regression coefficient of Product Review
$\beta 2$ = The regression coefficient of Consumer Trust
X1 = Product Review
X2 = Consumer Trust
e = Standard Error

Correlation Coefficient (R) and Coefficient of Determination Test (R2)

Correlation analysis is a statistical technique to determine the level or strength or closeness of the linear relationship between two variables (independent variable and the dependent variable). To find out the result of

the correlation coefficient can be seen from the results of data processing in SPSS and can be seen in the table summary model in column R.

Coefficient of Determination (R^2) is the proportion of the variation in the dependent variable that is predictable from the independent variable. This coefficient measures the percentage of the total variation of Y that can be explained by X".

Hypothesis Testing
Simultaneous Test (F-Test)
Simultaneous test (F-test) is a test statistic derived from the F distribution under the hypothesis, the test is used to measures overall significance for a regression model and be used to identify the comparison the fits of several models. F test is processed through SPSS data in the ANOVA table, the test can be found by comparing the F count and F table at the 95% confidence level ($\alpha = 0.05$). The criteria in the F test are as follows.
1. If F count $\geq$ F table ($\alpha = 0.05$), then H0 is rejected and H1 is accepted. This means that simultaneously the independent variables have effect on the dependent variable.
2. If F count < F table ($\alpha = 0.05$), then H0 is accepted and H1 is rejected. This means that simultaneously the independent variables have no effect on the dependent variable.

Partial Test (t-Test)
Partial Test (t-test) is a statistical test that uses of the t-distribution (table). It is used to ascertain if there is a significant influence between each independent variable on the dependent variable. The results of t-test can be found by comparing the t count and t table in the coefficients table at the 95% confidence level ($\alpha = 0.05$). The criteria in the t test are as follows.
1. If t count $\geq$ t table ($\alpha = 0.05$), then H0 is rejected and H1 is accepted. This means that partially the independent variable has effect on the dependent variable.
2. If t count < t table ($\alpha = 0.05$), then H0 is accepted and H1 is rejected. This means that partially the independent variable has no effect on the dependent variable.

RESULT AND DISCUSSION

Result
Validity and Reliability Tests
Table 2. Validity Test

Variable	Indicators	Pearson Correlation	Sig. (2-tailed)	N	r table	Status
Product Review (X1)	$X_{1.1}$	0.818	0.000	100	0.196	Valid
	$X_{1.2}$	0.839	0.000	100	0.196	Valid
	$X_{1.3}$	0.733	0.000	100	0.196	Valid
Consumer Trust (X2)	$X_{2.1}$	0.783	0.000	100	0.196	Valid
	$X_{2.2}$	0.791	0.000	100	0.196	Valid
	$X_{2.3}$	0.848	0.000	100	0.196	Valid
Consumer Purchase Intention (Y)	$Y_{1.1}$	0.826	0.000	100	0.196	Valid
	$Y_{1.2}$	0.744	0.000	100	0.196	Valid
	$Y_{1.3}$	0.783	0.000	100	0.196	Valid
	$Y_{1.4}$	0.670	0.000	100	0.196	Valid

Source: Data Processed, 2024.

Table 2 shows that the significant level of each indicator is below 5% (0.05) and r count is higher than r table, which means that all the statements used from each indicator in the questionnaires for this research is valid and can be used for further analysis.

Reliability Test
Table 3. Reliability Test

Cronbach's Alpha	N of Items	Status
.877	10	Reliable

Source: Data Processed, 2024.

Table 3 shows that the Cronbach's Alpha of 3 variables consisting of 10 statements is at 0.877 which is greater than 0.60, it means that all statements from the indicators of this research is reliable.

Result of Multiple Linear Regression Analysis
Table 4. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients
		B	**Std. Error**	**Beta**
1	(Constant)	4.223	1.089	
	Product Review	.496	.100	.417
	Consumer Trust	.523	.103	.426

a. Dependent Variable: Consumer Purchase Intention
Source: Data Processed, 2024.

The equation of Multiple Linear Regression based on the result in table 4 as follows:
$$Y = 4.223 + 0.496X1 + 0.523X2 + e$$

a. Constant in this study has a positive value of 4.223, means the expected value of Consumer Purchase Intention (Y) when both independent variables are equal to 0, then the value of Consumer Purchase Intention (Y) is 4.223.
b. The value of coefficient correlation of Product Review (X1) is 0.496. It means that if Product Review (X1) increases by 1%, then Consumer Purchase Intention (Y) increases by 0.496 (49.6%). It indicates Product Review has a positive influence on Consumer Purchase Intention.
c. The value of coefficient correlation of Consumer Trust (X2) is 0.523. It means that if Consumer Trust (X2) increases by 1%, then Consumer Purchase Intention (Y) increases by 0.523 (52.3%). It indicates Consumer Trust has a positive influence on Consumer Purchase Intention.

Classical Assumption Test
Normality Test
Table 5. Normality Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.46648542
Most Extreme Differences	Absolute	.081
	Positive	.078
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.100[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Data Processed, 2024.

Table 5 shows the result of One-Sample Kolmogorov- Smirnov test, where the significant value is 0.100 which is greater than 0.05 and can be concluded the data distributed normally.

Multicollinearity Test
Table 6. Multicollinearity Test

Model	Collinearity Statistics		Status
	Tolerance	**VIF**	
Product Review	.617	1.622	No Multicollinearity
Consumer Trust	.617	1.622	No Multicollinearity

Source: Data Processed, 2024.

Table 6 shows that the tolerance value of both variables is at 0.617 which is over than 0.10, and the value of VIF is at 1.622 which less than 10, it means there is no multicollinearity symptom from independent variables.
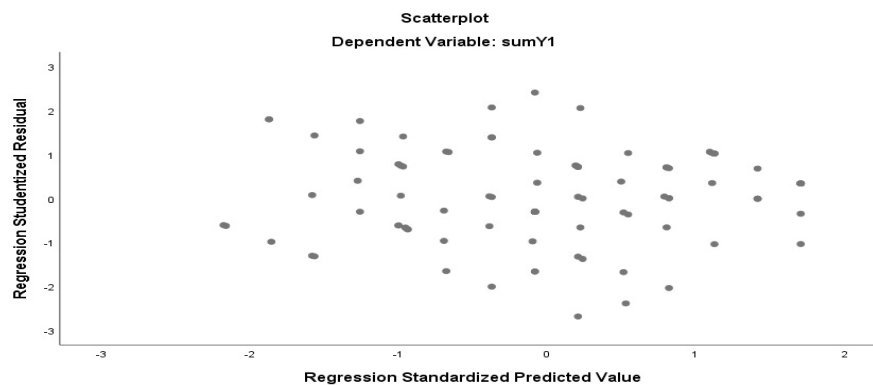
Heteroscedasticity Test

Figure 2. Scatterplot
Source: Data Processed, 2024.

Figure 2 shows the points spread above and below 0 in Y-axis and spreading without have a clear pattern which it indicates that there is no heteroscedasticity symptom.

Correlation Coefficient (R) and Coefficient of Determination (R^2) Test
Table 7. Correlation Coefficient (R) and Coefficient of Determination (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761[a]	.579	.571	1.47589

a. Predictors: (Constant), sumX2, sumX1
b. Dependent Variable: sumY1
Source: Data Processed, 2024.

Table 7 shows that the value of R is 0.761 means it is close to 1, which indicates that there is a strong positive correlation between independent variables on the dependent variable. The value of R^2 is 0.579, which means that product review and consumer trust can explain the variation in consumer purchase intention at 57.9% and 42.1% is explained by other variables outside the model discussed.

Hypothesis Testing
Simultaneous Test (F-Test)
Table 8. Simultaneous Test (F-Test)

ANOVA[a]

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	289.283	2	144.641	65.898	.000[b]
	Residual	212.907	97	2.195		
	Total	502.190	99			

a. Dependent Variable: sumY1
b. Predictors: (Constant), sumX2, sumX1
Source: Data Processed, 2024.

Table 8 shows that the significant level is at 0.000 means it is less than 5% (0.05). The value of F table is at 3.090 and the value of F count is at 65.898, means that F count is greater than F table which indicates H3 is accepted where there is a significant influence of product review and consumer trust on consumer purchase intention simultaneously.

Partial Test (t-Test)
Table 9. Partial Test (t-Test)

Model	t count	t table	Sig.	Status
(Constant)	3.879		0.000	
Product Review	4.954	1.984	0.000	Accepted
Consumer Trust	5.064	1.984	0.000	Accepted

a. Dependent Variable: Consumer Purchase Intention
Source: Data Processed, 2024.

Table 9 shows that the significant level of each independent variable is at 0.000 which is below 5% (0.05). The value of t table is at 1.984, the t count of product review is at 4.954 and consumer trust is at 5.064, it means that the t count of all independent variables is greater than t table, and can be concluded that H1 and H2 are accepted.

Discussion
The Influence of Product Review on Consumer Purchase Intention
      The result of this study shows that product review has a significant positively influence on consumer purchase intention towards electric vehicle. This research used three indicators include source credibility, review valence, and review volume. In an era where information can be easily accessed by consumer and product reviews are important because one of the main sources of information and become references that shape consumers' perspective in making decision regarding electric vehicle products. Influencer reviews can be a powerful tool in promoting the electric vehicle. Consumers often seek information from sources they consider trustworthy before making a purchasing decision, and reviews from real users provide valuable insight into actual experiences with an electric vehicle. Reviews provide more reasons to increase the confidence of decision makers where this provides additional value to potential customers (Dwidienawati et al., 2020). It can be concluded that positive review increases intention and attractiveness of potential consumers, otherwise negative review will reduce the likelihood of buying consumers who have read or watch the review about electric vehicles. Product reviews can be in descriptive, photos or videos format of electric vehicle that shared through various digital platforms like social media. Product reviews also help electric vehicle brands such as Tesla, Wuling, Hyundai, Toyota, and other brands improve products, understand customer preferences, build trust, and influence consumer behavior, ultimately leading to increased sales and profits. This result is in line to Osman and Ying (2022) found that the influence of product review consists of indicators such as source credibility, review valence and review volume have a positive and significant influence on consumer purchase intention among young adults. Yen and Hoang (2023) found the same result, review of product effect consumer purchase intention positively and significantly. When reviewers provide detailed information on its benefits can increase the adoption of EV where potential buyers can better understand what they expect from environment friendly vehicle products.

The Influence of Consumer Trust on Consumer Purchase Intention
      The result of this study shows that consumer trust has a significant positively influence on consumer purchase intention towards electric vehicle in Manado. Consumer trust used three indicators include perceived integrity, perceived competence, and benevolence. This relationship is critical, as it underscores the importance of establishing trust in increasing the intention of consumers to drive their purchasing decisions towards electric vehicles. When consumers have high trust in a brand and manufacturer of electric vehicles especially on the performance and safety of the technology of electric vehicles, it can certainly be used as a reason to increase consumer intention and they tend to make purchasing decisions more easily. Building and maintaining consumer trust is critical for business success. The trust formed from this better understanding of its benefits will encourage consumers to consider electric vehicles as their main choice. By maintaining and increasing consumer trust, companies can not only increase consumer purchase intention, however also build beneficial relationships in the long term. Trust is also the foundation of consumer loyalty, which will ultimately contribute to business growth and sustainability, especially for a new transition to environmentally friendly products, therefore automotive business and marketers need to maintain and strengthen the consumer trust. In addition, the perception of consumers regarding government support in the form of incentives and policies such as charging infrastructure and subsidies, that support the adoption of electric vehicles also strengthen trust and purchasing intention of potential buyers. This research is also supported by previous research exploring trust in purchase intention conducted by Mahliza (2019) found that consumer trust has strong positive effect on purchase intention and consumer more likely to engage in purchasing by reducing perceived risk.

The Influence of Product Review and Consumer Trust on Consumer Purchase Intention

Furthermore, in this study, both independent variables which is product review and consumer trust have significant positively influence on consumer purchase intention of electric vehicle. The findings of this study also found that consumer trust is the most important and crucial predictor in driving purchase intention towards electric vehicle in Manado. The technology of information makes it easier to search information regarding the description and benefits of electric vehicle products. Potential customers use reviews from experts or other customer to determine whether a product is worth to purchase or not. Consumers' trust in electric vehicle brands can increase their awareness of the product and make them tend to purchase it. Therefore, Companies must ensure that the feedback provided by experts and other customer who have experiences are accurate and relevant which makes consumers feel more confidence towards electric vehicles. Besides that, companies must also build consumer trust by providing clear and transparent information about their products. This result is supported by Thanh, Ngoc, and Trang (2023) that the review of product and trust variables have a positive and significant effect on consumer purchase intention, both partially and simultaneously. Customers who provide a good or positive reviews can help increase confidence of consumers in the decision-making process, and consumer trust in products that have attributes and benefit from attributes, and also confidence that the exchange relationship will provide what is desired and be reliable, therefore product reviews and trust is expected can influence consumer purchase intention to consider a purchase (Ilmiyah and Krishernawan, 2020). That is why product reviews and consumer trust are an important factor that contribute in increasing consumer purchase intention and increasing business success of electric vehicles. In this case, manufacturers of electric vehicles need to pay attention to both of these factors in their marketing strategies. Building trust through transparent communication and providing accurate information about electric vehicles can help increase consumers' purchase intention. In addition, encouraging consumers to provide positive reviews and share their experiences can create a sustainable positive effect.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion
Based on the research findings it can be concluded as follows:
1. Product Review (consists of 3 indicators Source Credibility, Review Valence, Review Volume) has a significant positively influence on Consumer Purchase Intention of electric vehicle in Manado.
2. Consumer trust (consists of 3 indicators Perceived Integrity, Perceived Competence, Benevolence) has a significant positively influence on Consumer Purchase Intention of electric vehicle in Manado.
3. Both Product Review and Consumer Trust have a significant positively influence on Consumer Purchase Intention of electric vehicle in Manado. It can be interpreted that review of a product and consumer trust strengthen the potential consumer's intention to purchase an electric vehicle.

Recommendation
Based on the research findings, this study provided several recommendations:
1. Reviewer provides clear and detailed information about the electric vehicles' technology, performance, and environmental benefits to increase confidence among potential customer to purchase electric vehicle.
2. Electric vehicle manufacturers must continue to improve the quality of their products and provide accurate and honest information about products regarding manufacturing processes, the performance, and the safety standards that can maintain and increase consumer trust.
3. Further research can be conducted by increasing the sample size to enhance data accuracy and incorporating additional independent variables to cover a broader range of aspects which makes the result more measurable and could reveal other additional factors influencing consumer purchase intention regarding electric vehicles.

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