



The Effect of Price and EWOM on Purchase Decisions: The Role of Trust and Brand Image as Mediating Variables

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Abstract

Background: Motor vehicle ownership in Banten Province continues to expand, but this growth has not produced a comparable increase in conventional spare-parts retail sales. This condition makes it necessary to identify the determinants of consumer purchasing behavior under increasingly digital competition.

Objective: The study investigates how price and electronic word of mouth (EWOM) relate to purchase decisions among Toko Lestari Motor consumers, while examining trust and brand image as mediating mechanisms.

Methods: The research applies a quantitative causal design. Questionnaire responses were obtained from 154 purposively selected respondents and examined using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4.1.1.4.

Results: Neither price nor EWOM shows a significant relationship with purchase decisions. Price, however, has a significant positive relationship with trust, and EWOM has a significant positive relationship with brand image. Trust and brand image each contribute significantly and positively to purchase decisions. The indirect tests further show that trust mediates the relationship between price and purchase decisions, and brand image mediates the relationship between EWOM and purchase decisions.

Conclusion: The evidence suggests that purchase decisions are more effectively supported by reinforcing consumer trust and brand image than by relying only on price policies or the circulation of EWOM.

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INTRODUCTION

The population of motor vehicles in Indonesia, including Banten Province, has continued to expand annually. This expansion, however, has not been accompanied by comparable growth in conventional motorcycle spare-parts retail. Toko Lestari Motor has experienced lower spare-parts sales even while the number of vehicles in Banten has continued to grow. These conditions require Lestari Motor to strengthen its competitive response to sustain business performance (Putri & Fauzi, 2023). Intensifying competition also pushes retail firms to introduce continuous innovation and select marketing strategies that can support stronger sales outcomes (Bastian & Rino, 2023). Retail businesses must also accommodate consumer needs and preferences to encourage purchasing and preserve customer loyalty (Oktavian & Wahyudi, 2022). Favorable

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perceptions of a brand may reinforce consumer confidence and contribute to purchasing behavior. Nevertheless, maintaining such perceptions can be difficult for spare-parts retailers operating in a highly competitive market with diverse customer preferences (Lusyana et al., 2024). The sales performance of motorcycle spare parts at Toko Lestari Motor is summarized in figure 1.

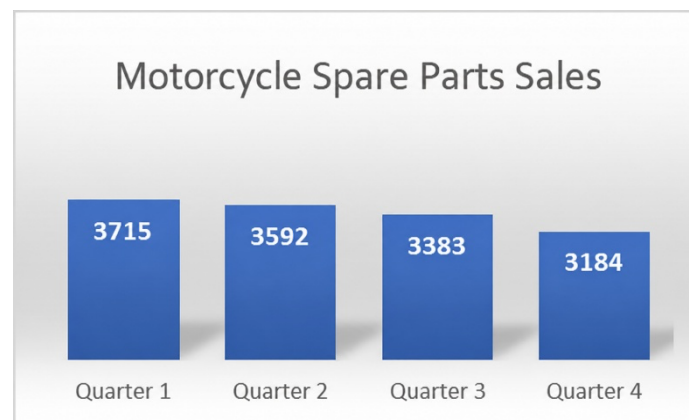


Figure 1. Sales Performance
Source: Primary Data

Motorcycle ownership in Banten continues to expand, yet Lestari Motor has recorded a decline in retail sales. This condition reflects competition on price among physical stores as well as the growing tendency of customers to purchase through online channels. Maintaining market competitiveness therefore requires Lestari Motor to reconsider the determinants of consumer purchasing behavior, particularly price adjustment, EWOM, brand image, and customer trust (Nareswari et al., 2023).

Empirical research on price, EWOM, and purchase decisions has produced non-uniform conclusions, leaving an unresolved issue in the literature. With respect to price, some recent studies report that higher or more appropriate price perceptions are positively and significantly associated with purchase decisions (Johnson, 2019; Nalendra et al., 2023). Other studies, however, identify either a significant negative relationship or an insignificant relationship between price and purchase decisions (Chua, 2024; Nareswari et al., 2023; Rahmawati & Solagracia, 2024).

The evidence concerning EWOM is similarly mixed. Octaviani et al. (2024) and Lahindah and Sanjaya (2023) identify a positive and significant contribution of EWOM to purchase decisions, whereas Purnamasari and Putranto (2025) and Zahid and Ruswanti (2024) report no significant effect. Utami and Santoso (2025) further indicate that shifts in electronic reviews do not necessarily produce an immediate response in customer purchasing decisions. The variation across these findings suggests that the effects of both price and EWOM depend strongly on the setting in which they are examined. This inconsistency provides the rationale for re-testing these relationships in the present study.

In the Theory of Planned Behavior (TPB), purchase intention refers to the degree of readiness or motivation an individual has to carry out purchasing behavior. Intention functions as an important antecedent of actual behavior because a stronger willingness to purchase generally corresponds with a greater probability that the purchase will be realized. Thus, behavioral performance becomes more likely as the strength of intention increases.

Price can be viewed as the economic value assigned to a product or service when it is offered to consumers. Its function is important because market acceptance is partly determined by whether the stated price is considered appropriate (Nalendra et al., 2023). Consumer responses to price are also closely connected with purchasing capacity.

The broad accessibility of the internet allows EWOM to reach a large potential audience, making it useful for product introduction and market communication (Lestari & Gunawan, 2021; Candraningtyas & Rachman, 2024). Electronic word of mouth (EWOM) describes consumer experiences or opinions communicated through electronic channels after purchasing a product (Candraningtyas & Rachman, 2024).

Trust creates conditions that can facilitate transactions because it helps lower perceived risk and supports stronger relationships between the parties involved (Giantari, 2021; Ellitan, 2024). In consumer contexts, trust represents confidence that a seller is dependable and acts with integrity. This factor becomes particularly relevant in live-streaming commerce, where buyers frequently make rapid decisions with limited available information (Ellitan, 2024).

Brand image concerns the set of perceptions consumers associate with a brand, including the symbolic meaning attached to the product and to the company offering it (Schiffman & Wisenblit, 2019; Siregar et al., 2022). These perceptions are shaped by what consumers believe about goods or services with which they are familiar or have previously consumed. Producers therefore use branding to communicate expected quality and particular standards to the market (Siregar et al., 2022).

A purchase decision represents the consumer's selection to obtain a particular good or service after considering influences that may arise from personal, psychological, social, and cultural factors. The decision is realized when one product is chosen in preference to the available alternatives (Sahanaya & Madiawati, 2023).

Price has repeatedly been examined as a factor associated with consumer purchasing decisions. Earlier empirical work generally reports a positive relationship between these constructs. Erpurini et al. (2023), Nalendra et al. (2023), and Anggriani et al. (2022) demonstrate a significant price effect on purchase decisions. Comparable evidence is reported by Senayah et al. (2023) and Wikarsono et al. (2026), who identify a positive and significant relationship. These findings provide the basis for the first hypothesis:

H1: Greater appropriateness of pricing is associated with higher Purchase Decisions

The relationship between EWOM and purchase decisions has also received substantial empirical attention. Putri and Fauzi (2023) obtained evidence supporting an association between EWOM and purchase decisions. Octaviani et al. (2024) likewise report a positive effect, and A. S. Putri et al. (2025) reach a similar conclusion concerning the contribution of EWOM to purchasing decisions. Accordingly, the second hypothesis is stated as follows:

H2: More favorable EWOM is associated with higher Purchase Decisions

Price is also reported in prior studies as an antecedent of consumer trust. Putra et al. (2025), Ramadhan et al. (2023), and Rarasati and Shihab (2022) identify a positive and significant relationship between price and trust. Sakinah and Putra (2025) provide further evidence of a significant effect, while Tohari et al. (2025) similarly report a positive association. The third hypothesis is therefore formulated as follows:

H3: Greater appropriateness of pricing is associated with higher Trust

Previous research further shows that EWOM can contribute to the way a brand is perceived. Fazrin et al. (2024) report a significant relationship between EWOM and Brand Image. Positive effects are also documented by Indiani et al. (2023), Maulidia et al. (2024), and Prahasti et al. (2023). Marziqah & Albari (2023) likewise find a positive and significant effect of EWOM on Brand Image. These findings support the following hypothesis:

H4: More favorable EWOM is associated with a stronger Brand Image

Trust has also been identified as an important antecedent of purchasing behavior. Angel and Natadirja (2021) and Sakinah and Putra (2025) report that trust positively affects Purchase Decisions, while finds a statistically significant relationship. Similar positive and significant evidence is reported by Wardoyo (2023) and Tirtayasa et al. (2021). The fifth hypothesis is consequently expressed as follows:

H5: Higher Trust is associated with higher Purchase Decisions

A favorable brand image is another factor that has been linked with purchase decisions. Juliyanti et al. (2024), Maharani et al. (2023), and Marwida et al. (2023) provide supporting evidence that brand image significantly contributes to purchase decisions. Based on this evidence, the sixth hypothesis is proposed:

H6: A stronger Brand Image is associated with higher Purchase Decisions

Trust may additionally transmit the effect of price to purchase decisions. Hidayat et al. (2025) reports evidence that the relationship between price and purchase decisions operates through trust. Putra et al. (2025) similarly identifies a significant mediated relationship. Ramadhan et al. (2023) also show that trust serves as a mediator between price and purchase decisions. This body of evidence leads to the seventh hypothesis:

H7: Trust mediates the relationship between Price and Purchase Decisions

Brand image has likewise been examined as an intervening mechanism linking EWOM with purchase decisions. Lukitaningsih et al. (2023) and Utami et al. (2024) report a positive and significant indirect effect through brand image. Marwida et al. (2023) also documents a significant positive mediated relationship, while Sepfiani et al. (2023) finds that the effect of EWOM on purchase decisions becomes significant through brand image. The eighth hypothesis is therefore formulated as follows:

H8: Brand Image mediates the relationship between EWOM and Purchase Decisions

METHOD

The study was conducted at Toko Lestari Motor using a quantitative causal design. Questionnaire data were collected from consumers who had purchased motorcycle spare parts. All consumers of Toko Lestari Motor constituted the study population, while 154 respondents were included as the sample on the basis of SEM sample calculations. The resulting data were processed using SmartPLS version 4.1.1.4.

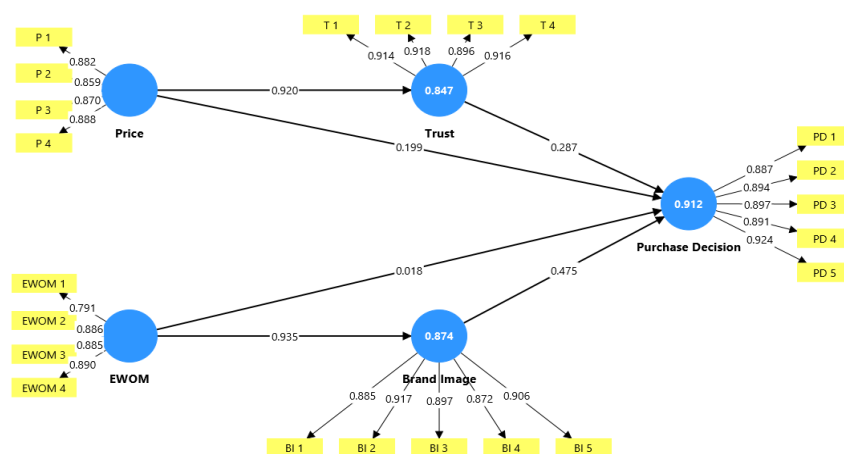


Figure 2. SEM PLS

The outer-loading assessment presented in the preceding figure shows no indication of a convergent-validity problem in the structural model. Each measurement indicator records an outer loading above the 0.70 criterion.

RESULTS AND DISCUSSION

Results

Hypothesis Test Results

Table 1

Hypothesis Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Price -> Purchase Decision	0.199	0.186	0.104	1.913	0.056
EWOM -> Purchase Decision	0.018	0.032	0.100	0.180	0.857
Price -> Trust	0.920	0.919	0.017	53.935	0.000

		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
EWOM -> Brand Image		0.935	0.934	0.015	64.030	0.000
Trust -> Purchase Decision		0.287	0.281	0.125	2.286	0.022
Brand Image -> Purchase Decision		0.475	0.480	0.116	4.098	0.000

Source: SmartPLS Output Version v.4.1.1.4 processed 2026

- 1) Hypothesis 1 (H1): The statistical test does not support a significant effect of price on purchase decisions. Although the hypothesis proposed a relationship, the obtained p-value exceeds 0.05, indicating that price by itself does not provide a statistically significant explanation of purchase decisions and that other mediating mechanisms may be involved.
- 2) Hypothesis 2 (H2): No statistically significant direct relationship is identified between EWOM and purchase decisions. The p-value is above 0.05, showing that electronic word of mouth does not directly explain purchase decisions and may instead exert its role through an intervening construct such as brand image.
- 3) Hypothesis 3 (H3): A positive and statistically significant relationship is found between price and trust. The original sample (O) coefficient is 0.920 and is positive. The corresponding t-statistic reaches 53.935, which is higher than 1.96, while the p-value is 0.000, below 0.05. On this basis, H3 is accepted and the positive significant effect of price on trust is supported.
- 4) Hypothesis 4 (H4): The results support a positive and statistically significant effect of EWOM on brand image. The original sample (O) coefficient is 0.935 with a positive direction. A t-statistic of 64.030 exceeds the 1.96 threshold and the p-value of 0.000 is below 0.05. Accordingly, H4 is accepted, confirming the significant positive contribution of EWOM to brand image.
- 5) Hypothesis 5 (H5): Trust is shown to have a positive and statistically significant relationship with purchase decisions. The original sample (O) coefficient is 0.287, with a t-statistic of 2.286 that exceeds 1.96 and a p-value of 0.022 below 0.05. These statistics support acceptance of H5 and indicate a significant positive effect of trust on purchase decisions.
- 6) Hypothesis 6 (H6): Brand image has a positive and statistically significant relationship with purchase decisions. The original sample (O) coefficient is 0.475. The t-statistic of 4.098 exceeds 1.96 and the p-value of 0.000 is lower than 0.05. H6 is therefore accepted, supporting a significant positive contribution of brand image to purchase decisions.

Table 2

Hypothesis Results

		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Price -> Trust -> Purchase Decision		0.264	0.259	0.116	2.279	0.023
EWOM -> Brand Image -> Purchase Decision		0.444	0.448	0.109	4.071	0.000

Mediation Test Results (Indirect Effect)

Source: Primary data processed with SmartPLS (v.4.1.1.4)

- 7) Hypothesis 7 (H7): Mediation Test 1: The indirect pathway from price to purchase decisions through trust produces an Original Sample Coefficient Intervals value of 0.264. The T statistic is 2.279, exceeding 1.960, and the P value is 0.023, below 0.05. These results support the mediating role of trust in the relationship between price and purchase decisions.
- 8) Hypothesis 8 (H8): Mediation Test 2: The indirect pathway linking EWOM with Purchase Decisions through brand image yields an Original Sample Coefficient Intervals value of 0.444. The T statistic is 4.071, above 1.960, and the P value is 0.000, below 0.05. Accordingly, Brand

Image is supported as a mediator of the relationship between EWOM and purchase decisions.

Discussion

The Effect of Price on Purchase Decisions

The hypothesis test reports a significant negative effect of price on purchase decisions. The original sample coefficient intervals value is 0.199, while the T statistic is 1.913, below the T table criterion of 1.960, and the P value is 0.056, above the 0.05 significance level. These values indicate that price is unable to produce a statistically significant increase in purchase decisions. Consequently, the first hypothesis, which expects more precise pricing to raise purchase decisions, is rejected.

Under the Theory of Planned Behavior (TPB), perceived price forms part of an individual's behavioral beliefs. Such beliefs, however, may not be sufficiently strong to trigger purchasing behavior unless consumers also hold favorable assessments of seller quality and credibility. Price perception alone therefore does not necessarily lead to a purchase decision.

The empirical results suggest that motorcycle spare-parts consumers do not place price at the center of their purchase decisions. Consequently, an increase or decrease in selling price does not automatically alter their willingness or decision to buy. Product quality, availability of spare parts, brand-related considerations, and perceived product reliability may receive greater attention than price alone.

The proposed relationship between more precise pricing and higher purchase decisions is therefore not supported. This result corresponds with Chua (2024), Rahmawati and Solagracia (2024), and Nareswari et al. (2023). The implication is that price policies in motorcycle spare-parts retail should be combined with improvements in product value and after-sales service if they are expected to affect purchasing decisions. From an academic perspective, the findings position price less as a direct determinant of purchasing and more as a cue through which consumer trust may be established.

The Effect of EWOM on Purchase Decisions

The hypothesis test reports a significant negative effect of EWOM on purchase decisions. The original sample (O) coefficient intervals value is 0.018 with a negative sign, and the path-coefficient results produce a t-statistic of 0.180, below 1.96, together with a p-value of 0.857, above 0.05. On the basis of these results, EWOM is described as having a significant negative effect on purchase decisions. Variations in consumers' EWOM assessments are therefore associated with changes in purchase decisions at Toko Lestari Motor.

The result suggests that online reviews and information shared by other customers, including material available through Google Business, do not directly determine consumers' decisions to purchase motorcycle spare parts. Customers may instead rely more heavily on prior personal experience, confidence in particular brands, and advice from mechanics, while considering online opinions less accurate or less relevant to their immediate needs.

From a TPB perspective, information received by consumers can influence behavior only when it contributes to the development of beliefs and evaluations regarding the object under consideration. For motorcycle spare parts, consumers may assign more weight to their own experience, recommendations from mechanics, and the reputation of the store than to information encountered through digital channels.

For this reason, the hypothesis stating that more positive EWOM will increase purchase decisions is rejected. Online-review-oriented marketing therefore appears insufficient on its own to generate higher motorcycle spare-parts purchase decisions at Toko Lestari Motor. This outcome is consistent with Purnamasari and Putranto (2025) and Zahid and Ruswanti (2024), while Utami and Santoso (2025) also reports an insignificant relationship between EWOM and purchase decisions.

Academically, the findings indicate that EWOM operates indirectly by contributing to the development of brand image rather than by immediately changing purchase decisions. Motorcycle spare-parts retailers should therefore combine digital promotional activity with direct customer engagement and efforts to reinforce consumer trust so that the contribution of EWOM to purchasing decisions can be strengthened.

The Effect of Price on Trust

The hypothesis test indicates a positive and significant effect of price on trust. This finding is supported by an original sample coefficient intervals value of 0.920, a T statistic of 53.935 above 1.960, and a P value of 0.000 below 0.05. These statistics show a very strong and significant relationship. More favorable assessments of price are therefore associated with higher trust in Toko Lestari Motor, while less favorable assessments correspond with lower trust.

The findings imply that customer confidence can be reinforced when motorcycle spare-parts retailers apply prices that consumers regard as reasonable and stable. A price perceived to be consistent with product quality, transparently communicated, and aligned with market conditions can improve assessments of store reliability and credibility. Conversely, a price viewed as unreasonable may weaken trust and, subsequently, purchasing decisions.

The results further indicate that fair, transparent, and quality-consistent pricing strengthens consumers' belief in the credibility of the store. This confidence then becomes one of the factors supporting purchase decisions. Within TPB, trust enhances behavioral beliefs by increasing consumers' expectations that purchasing will deliver the benefits they anticipate.

The hypothesis that more precise pricing increases consumer trust is therefore accepted. The result is consistent with Putra et al. (2025), Ramadhan et al. (2023), and Rarasati & Shihab (2022), who likewise identify a positive and significant price-trust relationship. For motorcycle spare-parts retailers such as Lestari Motor, the finding emphasizes the value of maintaining prices that are both competitive and transparent in order to support customer trust and loyalty.

The Effect of EWOM on Brand Image

The hypothesis test provides evidence that EWOM positively and significantly contributes to brand image. The relationship is statistically strong: the original sample coefficient equals 0.935, the T statistic is 64.030 and therefore exceeds 1.960, and the P value of 0.000 is below 0.05. Changes in how consumers evaluate EWOM are consequently associated with corresponding changes in the image of Toko Lestari Motor. Online discussions and customer reviews therefore contribute materially to public perceptions of the motorcycle spare-parts brand.

This pattern is compatible with the Theory of Planned Behavior, according to which information originating from the external environment contributes to the formation of behavioral beliefs before influencing behavior. In the present study, EWOM shapes beliefs about the brand and supports a more favorable brand image. Digital information thus becomes one of the inputs used by consumers when evaluating a purchase. In this mechanism, brand image links information obtained online with subsequent consumer behavior.

The result corresponds with Fazrin et al. (2024), who finds a significant EWOM effect on Brand Image, as well as with Indiani et al. (2023), Maulidia et al. (2024), and Prahasti et al. (2023). An increase in favorable recommendations, testimonials, and information concerning motorcycle spare parts on Toko Lestari Motor's Google Business profile can therefore strengthen customers' perceptions of the brand. Negative reviews, in contrast, may reduce trust and weaken favorable brand evaluations.

The Effect of Trust on Purchase Decisions

The statistical results demonstrate a positive and significant contribution of consumer trust to motorcycle spare-parts purchase decisions at Toko Lestari Motor. The original sample coefficient of 0.287 indicates that higher trust is accompanied by a higher level of purchase decisions. This relationship is statistically supported by a T-statistic of 2.286, which exceeds 1.960, and a P-value of 0.022, which is below 0.05. Thus, changes in consumer trust are associated with corresponding changes in purchase decisions.

The result is consistent with the Theory of Planned Behavior, where beliefs are understood as an important foundation of individual behavior. Within this study, trust represents a belief that can encourage consumers to proceed with purchasing. The finding also agrees with Angel and Natadirja (2021), Sakinah and Putra (2025), Maharani et al. (2023), Wardoyo (2023), and Tirtayasa et al. (2021), which identify trust as a relevant determinant of purchase decisions. The evidence therefore extends the use of TPB by showing how trust operates as a psychological basis for buying behavior.

The finding further implies that consumers are more inclined to purchase when they have

confidence in product quality, the authenticity of the spare parts, and the credibility of Toko Lestari Motor. Limited confidence may have the opposite effect and restrain purchasing. For this reason, developing and preserving consumer trust remains strategically important for improving motorcycle spare-parts sales.

The Effect of Brand Image on Purchase Decisions

The hypothesis test demonstrates that brand image positively and significantly affects motorcycle spare-parts purchase decisions at Toko Lestari Motor. An original sample coefficient of 0.475 indicates that stronger brand perceptions are accompanied by higher purchase decisions. The relationship is statistically significant because the T-statistic of 4.098 exceeds 1.960 and the P-value of 0.000 is below 0.05. Accordingly, favorable and unfavorable assessments of brand image are associated with corresponding changes in purchase decisions.

This relationship is consistent with the Theory of Planned Behavior, which explains that behavioral beliefs contribute to evaluative judgments before behavior occurs. In this study, brand image expresses consumers' beliefs about the value and quality represented by the brand and can therefore stimulate purchasing decisions. The same general relationship is reported by Juliyanti et al. (2024), Maharani et al. (2023), and Marwida et al. (2023), who find that brand image significantly contributes to purchase decisions.

The result also indicates that positive digital information does not necessarily increase purchasing immediately. Instead, such information first strengthens consumers' perception of the brand. Within the TPB framework, information from external sources contributes to belief formation, while brand image represents the favorable evaluation that consumers develop toward products sold by Toko Lestari Motor.

The evidence further highlights the role of brand image in forming perceptions about the quality and authenticity of the spare parts offered. Consumers who perceive Toko Lestari Motor positively are more likely to feel confident and motivated to buy. The study consequently broadens the TPB application by positioning brand image as a psychological element related to buying behavior. Maintaining a strong reputation through dependable product quality, consistent service, and coherent marketing communication is therefore important for supporting purchase decisions.

The Effect of Price on Purchase Decisions Mediated by Trust

The indirect-effect results support the role of trust as a mediator between price and motorcycle spare-parts purchase decisions at Toko Lestari Motor. The original sample coefficient of 0.264 indicates a positive indirect pathway from price to purchase decisions through consumer trust. Statistical support is provided by a T-statistic of 2.279, which exceeds 1.960, and a P-value of 0.023, which is below 0.05. Thus, favorable or unfavorable perceptions of price can influence purchase decisions through corresponding changes in consumer trust.

This pattern is consistent with the Theory of Planned Behavior, where behavioral beliefs provide a foundation for action. In the model tested here, trust acts as the psychological link connecting price with purchase decisions. According to the mediation classification of Hair et al. (2021), the Price-to-Purchase Decisions relationship through Trust represents Indirect-Only Mediation because the indirect pathway is significant while the direct Price-to-Purchase Decisions pathway is insignificant. Trust therefore serves as the mediating mechanism in this relationship.

The findings indicate that price perceptions influence purchasing not only through the direct pathway but also through the trust that consumers develop. Similar evidence is reported by Hidayat et al. (2025), Putra et al. (2025), and Ramadhan et al. (2023), who identify trust as a mediator between price and purchase decisions. When spare-parts prices at Toko Lestari Motor are perceived as fair, transparent, and proportionate to quality, consumer trust becomes stronger and can subsequently encourage purchasing. Balancing competitive pricing with efforts to preserve trust is therefore important for supporting sales.

Taken together, these results show that a pricing strategy becomes more effective when it is accompanied by the ability to establish consumer trust. Fair and transparent prices that correspond with product quality therefore function as a mechanism for strengthening trust and, through that trust, supporting purchase decisions.

The Effect of EWOM on Purchase Decisions Mediated by Brand Image

The indirect-effect results indicate that brand image transmits the relationship between EWOM and motorcycle spare-parts purchase decisions at Toko Lestari Motor. An original sample coefficient of 0.444 indicates a positive indirect effect from EWOM to purchase decisions through brand image. The T-statistic reaches 4.071, above 1.960, and the P-value is 0.000, below 0.05, confirming the statistical significance of this mediated pathway. Consequently, changes in EWOM evaluation may influence purchasing through corresponding changes in perceived brand image.

This mechanism is compatible with the Theory of Planned Behavior, in which externally obtained information contributes to belief formation and those beliefs subsequently guide behavior. In the present model, brand image operates as the psychological pathway linking EWOM with purchase decisions. Following the mediation classification of Hair et al. (2021), the EWOM-to-purchase-decisions pathway through brand image is categorized as Indirect-Only Mediation because the indirect relationship is significant while the direct EWOM-to-purchase-decisions relationship is insignificant. Brand Awareness therefore helps explain the effect of EWOM on purchase decisions.

The findings imply that favorable online reviews and information concerning Toko Lestari Motor can improve how consumers perceive the brand. This result corresponds with Lukitaningsih et al. (2023), Utami et al. (2024), Marwida et al. (2023), and Sepfiani et al. (2023), which report a positive and significant mediated effect of EWOM through brand image. A positive brand image can then reinforce confidence and encourage purchasing, while unfavorable EWOM can damage brand perceptions and restrict purchase interest. Consistent service, dependable product quality, and active management of digital reputation are therefore important for maximizing the contribution of EWOM to purchase decisions.

Overall, the findings indicate that EWOM becomes effective when it succeeds in strengthening brand image. Consequently, digital reputation should be managed through consistent product quality, reliable service, and favorable customer experiences and reviews so that purchase decisions can be supported.

CONCLUSION

The study finds no statistically significant direct effect of price on motorcycle spare-parts purchase decisions, indicating that consumers place greater emphasis on considerations such as product quality, availability, and reputation than on price alone. EWOM also does not exert a significant direct effect, suggesting that buyers may depend more strongly on personal experience and direct recommendations than on online reviews viewed as less accurate or less relevant. In contrast, price has a positive and significant relationship with trust, showing that prices perceived as fair, transparent, and appropriate to quality can reinforce confidence in Toko Lestari Motor. EWOM positively and significantly contributes to brand image, indicating that favorable online discussion and customer feedback can strengthen how the store is perceived. Trust and brand image, in turn, each have a positive and significant effect on purchase decisions. These relationships show that confidence in product authenticity, quality, seller credibility, and the overall brand perception can support consumers' decisions to purchase motorcycle spare parts from Toko Lestari Motor.

The findings further indicate that trust transmits the effect of price to purchase decisions because perceptions of fair and transparent pricing strengthen confidence, which subsequently supports purchasing. Brand image also transmits the effect of EWOM to purchase decisions, as positive online information can improve brand perceptions and thereby reinforce consumer confidence and purchase intention. From a managerial perspective, motorcycle spare-parts retailers should therefore complement pricing and EWOM activities with transparent price communication, assurance of product authenticity, consistent service quality, and active management of customer reviews across digital channels. The study is limited by its cross-sectional design, reliance on perceptual responses, and focus on one motorcycle spare-parts retailer in Banten Province, which may restrict the broader applicability of the findings. Future research may address these limitations by including several retail locations, employing longitudinal designs, and incorporating behavioral measures across different markets and consumer groups.

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AUTHOR CONTRIBUTION STATEMENT

Muchamad Mu'ti Ali, Edi Rahmat Taufik, and Lutfi contributed to the conceptualization, methodology, data collection, analysis, interpretation, drafting, and revision of the manuscript. All authors read and approved the final manuscript.

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