
The Influence of Product Features and Customer Satisfaction on Electronic Word of Mouth (E-WOM) with Brand Trust as a Mediating Variable among Honda Honda Vario Users in Special Region of Yogyakarta

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ABSTRAK

This study aims to analyze the influence of product features and customer satisfaction on Electronic Word of Mouth (E-WOM), with brand trust as a mediating variable among Honda Honda Vario users in the Special Region of Yogyakarta. The growing use of automatic motorcycles in urban areas requires manufacturers to continuously improve product features and maintain customer satisfaction in order to generate organic digital promotion through social media. This research employed a quantitative approach using a survey method involving 250 Honda Honda Vario users in the Special Region of Yogyakarta. The sampling technique used was purposive sampling. Data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The results indicate that product features have a positive effect on customer satisfaction. Customer satisfaction positively affects brand trust. Brand trust has a significant effect on E-WOM. Product features also have a direct effect on E-WOM. Furthermore, brand trust is proven to mediate the relationship between customer satisfaction and E-WOM. These findings emphasize the importance of feature innovation and strengthening brand trust in encouraging consumer advocacy in the digital era.

1. Introduction

Motorcycles are the primary mode of transportation for Indonesian society, especially in urban areas and educational re-

gions such as the Special Region of Yogyakarta. The high mobility of students, workers, and the general public has led to a continuous increase in the demand for two-wheeled vehicles. One product with a strong market share in the scooter segment

is the Honda Vario produced by Honda. The Honda Vario is well known for its modern features, such as the smart key system, premium design, digital panel, fuel efficiency, and riding comfort. In the competition within the two-wheeled automotive industry, a company's success is determined not only by engine quality and price, but also by its ability to provide features that meet consumer needs.

On the other hand, customer satisfaction is an important aspect in creating loyalty and voluntary promotional behavior (Luthfi et. al., 2025). Satisfied consumers tend to share their positive experiences with others. In the digital era, this form of communication has evolved into Electronic Word of Mouth (E-WOM), which refers to the dissemination of opinions and experiences through social media, online forums, YouTube, and review platforms.

However, satisfied consumers are not necessarily active in providing recommendations if they do not yet have strong trust in the brand. Therefore, brand trust is considered an important variable that mediates the relationship between customer satisfaction and E-WOM. Research on motorcycle consumer behavior in Indonesia is still largely dominated by variables such as loyalty and purchase decisions, while studies examining product features, customer satisfaction, brand trust, and E-WOM simultaneously remain limited, particularly among Honda Vario users in the Special Region of Yogyakarta. This study is expected to fill this research gap.

2. Literature Review

Product Features

Product features are specific attributes embedded in a product that provide added value to consumers. According to Ni Wayan et. al. (2025), product features serve as competitive tools that differentiate

a product from its competitors through innovation, quality, and functional benefits. In today's highly competitive business environment, companies are required to continuously innovate in order to maintain customer interest and strengthen market positioning.

In the automotive industry, product features may include design, fuel efficiency, safety systems, digital technology, comfort, and ease of use. Consumers tend to evaluate a motorcycle not only based on its basic transportation function, but also on how well the product supports their lifestyle, convenience, and social identity. Modern consumers increasingly prefer vehicles equipped with advanced technology and practical features that simplify daily activities. Therefore, the relevance of product features to consumer needs greatly influences perceived customer value.

According to the Theory of Customer Value, consumers compare the benefits they receive with the costs they incur when evaluating a product. When product features are perceived as superior and useful, the perceived value increases, which in turn can create customer satisfaction. Sudaryanto et. al. (2025) emphasized that product attributes are key components in shaping perceived value because consumers tend to associate high-quality features with higher overall product performance and reliability.

In the context of Honda, the Honda Vario is recognized for its innovative and modern features, such as the smart key system, digital speedometer panel, premium body design, fuel efficiency, and practical storage capacity. These features differentiate the product from competitors in the scooter market and contribute to the creation of a positive consumer perception.

As a result, attractive and functional product features can become an important factor influencing satisfaction, trust, and

consumers' willingness to share positive experiences online.

Customer Satisfaction

Customer satisfaction refers to the emotional response that arises after consumers compare their initial expectations with the actual performance of a product or service. According to Minh Thi Hong Le et al. (2024), customer satisfaction occurs when product performance meets or exceeds consumer expectations. Satisfaction is considered an important indicator of marketing success because satisfied consumers are more likely to maintain long-term relationships with a brand and recommend it to others.

One of the most relevant theories related to customer satisfaction is the Expectation Confirmation Theory (ECT). This theory explains that customers form expectations before purchasing a product and later evaluate their actual experience after using it. If the actual performance exceeds expectations, positive confirmation occurs and satisfaction is created. Conversely, if the product performs below expectations, dissatisfaction may arise.

In the case of the Honda Vario, consumers may initially expect the motorcycle to provide fuel efficiency, riding comfort, practical features, and ease of maintenance. When these expectations are fulfilled or exceeded through real usage experiences, customer satisfaction increases significantly. This satisfaction may also influence emotional attachment toward the brand and encourage repeat purchases in the future.

Various international studies have demonstrated that customer satisfaction positively influences customer loyalty, brand trust, repurchase intention, and Word of Mouth (WOM) behavior. In the digital era, satisfied customers are also more likely to engage in Electronic Word of

Mouth (E-WOM) by sharing positive reviews, recommendations, and experiences on online platforms. Therefore, maintaining customer satisfaction has become a strategic priority for companies seeking to strengthen their competitive advantage and digital reputation.

Brand Trust

Brand trust refers to consumers' confidence that a brand is reliable, honest, and capable of consistently delivering promised benefits. According to Annastasya (2022), brand trust is defined as the willingness of the average consumer to rely on the ability of a brand to perform its stated function. Trust becomes highly important because consumers often face uncertainty and risk when purchasing products, particularly in industries involving long-term product usage such as automotive products.

The Commitment-Trust Theory explains that trust is the foundation of long-term relationships between consumers and companies (Kusumawardani et. al, 2025). Without trust, consumers may hesitate to remain loyal or recommend the brand to others. A high level of trust encourages emotional attachment, confidence in product quality, and long-term commitment toward the brand.

In the motorcycle industry, consumers tend to trust a brand when the engine quality has been proven reliable, spare parts are easy to obtain, service centers are widely available, and resale value remains strong. These factors reduce perceived risk and increase consumer confidence in the product.

As one of the leading motorcycle manufacturers in Indonesia, Honda possesses strong brand trust due to its long-standing reputation, extensive service network, consistent product quality, and widespread consumer acceptance. Users of the Honda Vario may develop trust because they perceive the motorcycle as durable,

economical, and dependable for everyday transportation. Consequently, strong brand trust can motivate consumers to defend the brand, remain loyal, and actively share positive experiences through digital communication platforms.

Electronic Word of Mouth (E-WOM)

According to Walean et al. (2025), Electronic Word of Mouth (E-WOM) refers to positive or negative statements made by potential, actual, or former consumers regarding a product or company, which are disseminated through the internet. E-WOM has become increasingly influential in modern marketing because consumers frequently rely on online reviews and social media opinions before making purchasing decisions.

Unlike traditional Word of Mouth (WOM), E-WOM possesses several unique characteristics. First, it has a very broad reach because information can spread rapidly across digital platforms. Second, online content can remain accessible for a long period of time, allowing reviews and comments to influence future consumers continuously. Third, E-WOM spreads quickly due to the interconnected nature of social media and online communities. Fourth, online recommendations are often considered highly credible because they originate from fellow consumers rather than companies themselves.

In the context of the Honda Vario, E-WOM may take various forms, including TikTok reviews, Instagram comments, YouTube riding experience videos, Facebook discussion forums, and WhatsApp community group conversations. Consumers who are satisfied with the motorcycle's features and performance may voluntarily share positive experiences online, thereby influencing the perceptions and purchasing decisions of potential buyers.

The development of social media has transformed consumers from passive product users into active information creators. Therefore, companies are increasingly aware that positive E-WOM can significantly strengthen brand image, increase consumer trust, and enhance market competitiveness. Conversely, negative E-WOM may spread rapidly and damage a company's reputation. For this reason, businesses must continuously maintain product quality, customer satisfaction, and brand trust in order to encourage positive digital advocacy among consumers.

Relationship among Variables

Product Features → Customer Satisfaction

According to Hidayat (2022), superior product features increase product utility, convenience, and functional value, which ultimately enhance customer satisfaction. Consumers generally expect products to provide practical benefits that support their daily activities. When a product is equipped with innovative, useful, and easy-to-use features, consumers are more likely to perceive the product positively and feel satisfied with their purchase decision.

In the motorcycle industry, features such as fuel efficiency, advanced technology, riding comfort, safety systems, and modern design significantly influence consumer evaluations. The Honda Vario, for example, offers several modern features including a smart key system, digital panel display, spacious luggage compartment, and efficient fuel consumption. These features improve convenience and riding experience, thereby increasing consumer satisfaction.

Previous studies have consistently shown that attractive product features positively influence customer satisfaction because consumers perceive greater value

and usefulness from the product. Therefore, companies that continuously innovate their product features are more likely to satisfy consumer expectations and maintain competitiveness in the market.

Customer Satisfaction → Brand Trust

Customer satisfaction plays an important role in building brand trust. Consumers who repeatedly experience satisfaction with a product tend to develop confidence in the reliability and consistency of the brand. Positive consumption experiences reduce uncertainty and strengthen consumers' belief that the brand can continuously deliver expected benefits.

According to relationship marketing theory, trust develops gradually through consistent positive interactions between consumers and companies. When customers feel that a product performs well over time, they become more confident in the brand's credibility and dependability. In the context of Honda, consumers who are satisfied with the performance, durability, and practicality of the Honda Vario are more likely to trust the brand.

This trust is important because it creates emotional attachment and long-term relationships between consumers and the company. Furthermore, trusted brands are often perceived as safer and less risky, encouraging consumers to continue purchasing and recommending the product to others.

Brand Trust → Electronic Word of Mouth (E-WOM)

Consumers are more likely to recommend brands they trust. When consumers believe that a brand consistently delivers quality and reliability, they become more willing to share positive experiences and recommendations with others. In the digital era, this recommendation behavior is commonly expressed through Electronic Word

of Mouth (E-WOM) on social media and online platforms.

Brand trust encourages consumers to act as voluntary promoters because they feel confident endorsing the product to friends, family, and online communities. Positive E-WOM may include writing reviews, uploading product experience videos, commenting on social media posts, or participating in online discussions.

For Honda users, trust in the Honda Vario may motivate consumers to create positive content regarding fuel efficiency, comfort, durability, and advanced features. As a result, strong brand trust can strengthen digital advocacy and influence the purchasing decisions of potential consumers.

Product Features → Electronic Word of Mouth (E-WOM)

Unique and innovative product features frequently become topics of discussion among consumers on social media. Consumers are naturally attracted to products that provide new experiences, advanced technology, or practical benefits that distinguish them from competitors. When consumers find certain features impressive or useful, they are more likely to share their experiences online.

In the case of the Honda Vario, features such as the smart key system, sporty design, digital dashboard, and fuel efficiency may encourage consumers to upload reviews, testimonials, and riding experiences on platforms such as TikTok, Instagram, YouTube, Facebook, and WhatsApp groups. These online interactions contribute to the spread of E-WOM and increase public awareness of the product. Therefore, innovative product features not only improve functional value but also create social and communicative value, where consumers actively discuss and promote the product in digital environments.

The Mediating Role of Brand Trust

Customer satisfaction does not automatically lead to E-WOM behavior. Although satisfied consumers may have positive experiences, they may not necessarily recommend the product unless they also possess strong trust in the brand. Brand trust acts as an important mediating variable that strengthens the relationship between customer satisfaction and E-WOM.

When consumers trust a brand, they feel more confident sharing recommendations publicly because they believe the product will also satisfy other users. Conversely, consumers with lower levels of trust may hesitate to promote the product despite being personally satisfied. Thus, trust becomes the psychological bridge connecting satisfaction and consumer advocacy behavior.

In the context of Honda and the Honda Vario, satisfied consumers who trust the brand are more likely to become active promoters through positive online reviews, recommendations, and social media interactions. This indicates that strengthening brand trust is essential for encouraging sustainable E-WOM in the digital era.

Research Gap

Most previous studies in marketing and consumer behavior have primarily focused on relationships such as:

- service quality → customer satisfaction
- price → customer loyalty
- brand image → purchase decision

Although these variables remain important, research examining the integrated relationship among product features, customer satisfaction, brand trust, and Electronic Word of Mouth (E-WOM) is still relatively limited. In particular, there is a lack

of studies investigating the sequential relationship:

Product Features → Customer Satisfaction → Brand Trust → E-WOM

specifically among scooter motorcycle users in the Special Region of Yogyakarta.

Previous studies have often examined these variables separately rather than simultaneously within a single conceptual framework. Furthermore, research related to digital consumer behavior in the motorcycle industry has become increasingly important due to the rapid growth of social media usage and online consumer interaction.

This study seeks to fill the existing research gap by examining the direct and indirect relationships among product features, customer satisfaction, brand trust, and E-WOM in the context of Honda Vario users. The findings are expected to contribute both theoretically and practically to the fields of marketing management, consumer behavior, and digital marketing strategy.

3. Research Methodology

This study employed a quantitative approach using explanatory research methods. Quantitative research is used to measure relationships among variables objectively through statistical analysis, while explanatory research aims to explain the causal relationships between independent, mediating, and dependent variables. The study specifically investigates the influence of product features and customer satisfaction on Electronic Word of Mouth (E-WOM), with brand trust serving as a mediating variable.

The quantitative approach was considered appropriate because the research focuses on testing hypotheses and measuring the strength of relationships among variables using numerical data collected

from respondents. Through this approach, the study seeks to provide empirical evidence regarding consumer behavior among Honda Vario users.

The research was conducted in the Special Region of Yogyakarta. This location was selected because Yogyakarta is one of the major urban and educational regions in Indonesia with high motorcycle usage, particularly among students, workers, and young consumers. The high mobility of the population and the widespread use of social media make the region highly relevant for studying Electronic Word of Mouth (E-WOM) behavior. In addition, the popularity of Honda Vario motorcycles in Yogyakarta provides a suitable context for examining how product features, customer satisfaction, and brand trust influence consumers' willingness to share their experiences online.

The population of this study consisted of all Honda Vario users in the Special Region of Yogyakarta. The population includes consumers from various demographic backgrounds who actively use the motorcycle for daily transportation and mobility activities. Because the exact number of Honda Vario users in the region is difficult to identify precisely, the study focused on obtaining representative respondents who met the predetermined research criteria.

The study involved 250 respondents selected using the purposive sampling technique. Purposive sampling is a non-probability sampling method in which respondents are selected based on specific characteristics relevant to the objectives of the research. This method was chosen to ensure that respondents possessed sufficient experience and knowledge related to the use of the Honda Vario and social media activities.

The sample size of 250 respondents was considered adequate for analysis using

Structural Equation Modeling based on Partial Least Squares (SEM-PLS), as this statistical method requires sufficient observations to evaluate relationships among variables accurately.

To ensure the relevance and validity of the collected data, respondents were required to meet the following criteria:

1. Have used the Honda Vario for at least six months
2. Reside in the Special Region of Yogyakarta
3. Be at least 17 years old
4. Actively use social media platforms

These criteria were established to ensure that respondents had adequate experience with the product and were familiar with digital communication platforms related to Electronic Word of Mouth (E-WOM). Consumers who actively use social media are considered more capable of engaging in online recommendation behavior, reviewing products, and sharing their experiences digitally.

The data in this study were collected through both online and offline questionnaires. The online questionnaires were distributed using digital platforms and social media channels, while offline questionnaires were distributed directly to respondents in selected locations within the Special Region of Yogyakarta. The use of both online and offline distribution methods aimed to increase respondent reach and improve data diversity. Questionnaires were designed using structured statements related to product features, customer satisfaction, brand trust, and Electronic Word of Mouth (E-WOM). Respondents were asked to provide answers based on their personal experiences using the Honda Vario.

This study used a Likert scale ranging from 1 to 5 to measure respondents' perceptions and attitudes toward the research variables. The Likert scale was chosen because it is widely used in behavioral and

marketing research to measure opinions, attitudes, and perceptions systematically. It also allows quantitative analysis of respondents' evaluations regarding product features, satisfaction, trust, and E-WOM behavior.

The data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4. SEM-PLS was selected because it is suitable for predictive and exploratory research models involving multiple variables and mediation relationships. The analysis process included testing the measurement model (outer model) and the structural model (inner model). The outer model evaluation consisted of validity and reliability testing, including convergent va-

lidity, discriminant validity, composite reliability, and Cronbach's alpha. Meanwhile, the inner model evaluation examined hypothesis testing, path coefficients, coefficient of determination (R^2), and mediation effects. By using SEM-PLS, the study was able to analyze both direct and indirect relationships among product features, customer satisfaction, brand trust, and Electronic Word of Mouth (E-WOM) comprehensively.

4. Result and Discussion

The respondents in this study consisted of Honda Vario users in the Special Region of Yogyakarta who met the predetermined research criteria. The demographic characteristics of the respondents are presented below:

Table 1. Respondents' Profile

Characteristics	Percentage
Male	58%
Female	42%
Age 18–30 years	64%
Students	46%
Usage duration > 1 year	61%

Source: processed data (2026)

The results indicate that the majority of respondents were male consumers, accounting for 58% of the sample, while female respondents represented 42%. This finding suggests that male consumers slightly dominate the use of the Honda Vario in the research area.

Based on age distribution, most respondents were between 18 and 30 years old, representing 64% of the total sample. This demonstrates that the motorcycle is highly popular among young consumers,

particularly those with high mobility and active digital lifestyles. Younger consumers are generally more engaged with social media platforms and more likely to participate in Electronic Word of Mouth (E-WOM) activities.

In terms of occupation, 46% of respondents were students. This reflects the demographic characteristics of the Special Region of Yogyakarta as one of Indonesia's major educational cities with a large student population. Students tend to prefer motorcycles that provide affordability, fuel

efficiency, practicality, and modern technological features.

Furthermore, 61% of respondents had used the Honda Vario for more than one year. This indicates that most respondents possessed sufficient experience in evaluating the motorcycle's performance, features, and overall reliability, thereby increasing the credibility of the collected data.

Validity and Reliability Test

The validity and reliability tests were conducted to ensure that the research instruments accurately measured the intended constructs and produced consistent results. The evaluation used Composite Reliability (CR) and Average Variance Extracted (AVE) values.

Table 2. Result of Validity and Reliability Test

Variable	CR	AVE
Product Features	0.90	0.66
Customer Satisfaction	0.89	0.64
Brand Trust	0.91	0.69
E-WOM	0.88	0.61

Source: processed data (2026)

The results show that all constructs achieved Composite Reliability (CR) values above 0.70, indicating strong internal consistency and reliability. In addition, all Average Variance Extracted (AVE) values exceeded the recommended threshold of 0.50, demonstrating adequate convergent validity.

Therefore, all variables in this study—including product features, customer satisfaction, brand trust, and Electronic Word of Mouth (E-WOM)—were declared valid and reliable for further analysis. These findings

indicate that the measurement indicators successfully represented their respective constructs and were appropriate for testing the research hypotheses using SEM-PLS analysis.

Hypothesis Testing

The hypothesis testing was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4. The results are presented in the following table:

Table 3. Result of Hypothesis Testing

Hypothesis	Beta	T-stat	P-value	Result
H1 PF → CS	0.748	13.22	0.000	Accepted
H2 CS → BT	0.691	10.55	0.000	Accepted
H3 BT → EWOM	0.472	8.12	0.000	Accepted
H4 PF → EWOM	0.284	4.31	0.000	Accepted

Hypothesis	Beta	T-stat	P-value	Result
H5 CS → BT → EWOM	0.326	5.92	0.000	Accepted

Source: processed data (2026)

The results demonstrate that all proposed hypotheses were accepted because the T-statistic values exceeded the critical value of 1.96 and all P-values were below 0.05.

The first hypothesis (H1) revealed that product features had a positive and significant effect on customer satisfaction ($\beta = 0.748$). This indicates that better and more innovative product features increase consumer satisfaction. Users of the Honda Vario perceived the motorcycle's technological and functional features as beneficial in supporting their daily activities.

The second hypothesis (H2) showed that customer satisfaction positively influenced brand trust ($\beta = 0.691$). This finding suggests that satisfied consumers tend to develop stronger confidence in the Honda brand. Positive experiences with the product contribute to the formation of trust and long-term consumer relationships.

The third hypothesis (H3) confirmed that brand trust significantly affected Electronic Word of Mouth (E-WOM) behavior ($\beta = 0.472$). Consumers who trusted the brand were more willing to share positive reviews, recommendations, and experiences through digital platforms such as Instagram, TikTok, YouTube, and online communities.

The fourth hypothesis (H4) indicated that product features directly influenced E-WOM ($\beta = 0.284$). This finding demonstrates that innovative and attractive product features motivate consumers to discuss and promote the product online. Consumers often share unique product experiences when they perceive the features as useful and modern.

Finally, the fifth hypothesis (H5) confirmed the mediating role of brand trust in the relationship between customer satisfaction and E-WOM ($\beta = 0.326$). This result implies that customer satisfaction alone is insufficient to encourage consumers to engage in E-WOM unless accompanied by strong trust in the brand. Brand trust strengthens consumers' willingness to become voluntary promoters of the product in digital environments.

Overall, the findings emphasize the strategic importance of innovative product features, customer satisfaction, and brand trust in encouraging positive Electronic Word of Mouth (E-WOM) among Honda Vario users in the Special Region of Yogyakarta.

Discussions

The results of this study indicate that product features have a significant influence on customer satisfaction. This finding suggests that users of the Honda Vario place considerable importance on features that provide practical benefits, comfort, convenience, and efficiency in daily transportation activities. Modern consumers not only evaluate motorcycles based on engine performance or price, but also on how effectively the product supports their lifestyle and mobility needs.

Features such as the smart key system, digital instrument panel, fuel efficiency, spacious storage capacity, and premium design contribute positively to consumer satisfaction because they improve the overall riding experience. This finding supports the Theory of Customer Value, which explains that consumers assess products based on the balance between

perceived benefits and costs. When consumers perceive the product features as valuable and beneficial, their level of satisfaction increases significantly (Nagy et. al, 2022).

The study also found that customer satisfaction positively affects brand trust. Positive experiences during the use of the Honda Vario strengthen consumers' perceptions that Honda is a reliable, dependable, and trustworthy brand. Consumers who consistently experience product quality, durability, and convenience tend to develop confidence in the brand's ability to fulfill its promises.

This finding aligns with the Commitment-Trust Theory, which states that trust is developed through consistent positive interactions between consumers and companies. Satisfaction serves as the foundation for building long-term consumer relationships because satisfied customers are more likely to maintain confidence in the brand and continue using its products in the future.

Furthermore, brand trust was found to have a significant influence on Electronic Word of Mouth (E-WOM). Consumers who trust a brand are more likely to actively recommend the product through social media platforms and online communities (Bogdan et. al., 2025). In today's digital era, consumers frequently share their experiences through Instagram comments, TikTok reviews, YouTube videos, Facebook groups, and WhatsApp communities.

Consumers who trust Honda tend to feel more confident when recommending the Honda Vario to friends, family members, and online audiences because they believe the product can deliver positive experiences to others as well. This finding highlights the important role of trust in encouraging voluntary promotional behavior among consumers.

In addition, product features were also found to directly influence Electronic Word of Mouth (E-WOM). This indicates that unique and superior features often become discussion topics among consumers in digital environments. Innovative features can attract consumer attention and stimulate online interaction, especially among younger users who actively engage with social media content.

For example, users may upload riding experience videos, fuel consumption reviews, design showcases, or technology demonstrations related to the Honda Vario. Such activities contribute to the spread of positive information and strengthen the product's digital presence. This finding demonstrates that product innovation not only enhances customer satisfaction but also creates social value by encouraging consumers to voluntarily share their experiences online.

Overall, the findings confirm that product features, customer satisfaction, and brand trust play important roles in encouraging positive Electronic Word of Mouth (E-WOM). In the increasingly competitive motorcycle industry, companies must continuously innovate product features, maintain customer satisfaction, and strengthen brand trust to encourage consumers to become active digital advocates for the brand.

5. Conclusion

The results of this study demonstrate that product features have a positive effect on both customer satisfaction and Electronic Word of Mouth (E-WOM). This indicates that innovative, practical, and beneficial features provided by the Honda Vario are capable of increasing consumer satisfaction while simultaneously encouraging consumers to share positive experiences through digital platforms. Consumers tend to appreciate features that improve comfort, convenience, efficiency, and overall riding experience.

Furthermore, customer satisfaction was found to positively influence brand trust. Consumers who experience satisfaction consistently during product usage develop stronger confidence in the reliability and credibility of Honda as a brand. Positive product experiences strengthen consumers' belief that the brand can continuously provide quality products and fulfill customer expectations.

The findings also reveal that brand trust has a positive influence on Electronic Word of Mouth (E-WOM) and acts as a mediating variable in the relationship between customer satisfaction and E-WOM. This suggests that satisfied consumers are more likely to engage in online recommendation behavior when they also possess strong trust in the brand. Trust encourages consumers to confidently recommend the product to others through social media, online communities, and digital communication platforms.

Therefore, the marketing success of the Honda Vario in the Special Region of Yogyakarta is determined not only by product quality and advanced features, but also by the company's ability to build and maintain strong brand trust. In the digital era, consumers are no longer merely product users; they also function as digital promoters whose online recommendations can significantly influence public perception and purchasing decisions.

These findings emphasize the importance for companies to continuously innovate product features, maintain customer satisfaction, and strengthen brand trust in order to encourage positive Electronic Word of Mouth (E-WOM) and sustain long-term competitive advantage in the motorcycle industry.

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