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FACTORS INFLUENCING GREEN PURCHASE INTENTION IN PURCHASING ELECTRIC MOTORCYCLES FOR CIVIL SERVANTS AT THE SOUTH JAKARTA CITY ADMINISTRATION AGENCY

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Abstract
This study aims to determine the factors that influence green purchase intentions among civil servants in South Jakarta city administration agencies when purchasing electric motorbikes. This research was conducted in January-June 2023. This research used a quantitative approach using primary data collected through online questionnaires. The sampling technique in this study used non-probability sampling with a purposive sampling technique. Overall, 205 data were obtained with the respondent criteria being civil servants working in South Jakarta City Administration agencies. The data analysis technique used in this study is Structural Equation Modelling (SEM) with the help of SPSS 27 and AMOS 23 software. The results of this study indicate that product design, green perceived value, and environmental concerns have a significant effect on attitude. Perceived quality has an insignificant effect on attitude. Attitude has a significant effect on green purchase intention.

Keywords: Perceived quality, product design, green perceived value, environmental concern, attitude, green purchase intention.

INTRODUCTION

Environmental pollution remains one of the global problems that continues to worsen with technological development, population growth, and human activities. It occurs when pollutants, whether solid, liquid, or gaseous, are released into the environment causing damage to ecosystems, human health, and other living organisms.

One of the most significant effects of environmental pollution is air pollution, for example, caused by toxic gas emissions from motor vehicles, factories, and power plants. In terms of environmental issues to be considered, consumers tend to pay more attention to environmental concerns such as global warming, ozone depletion, and habitat destruction, which are serious issues affecting their quality of life (Y.-L. Chen, 2017).

The transportation sector is a major contributor to carbon emissions with over 20% of carbon dioxide (CO2) emissions worldwide (Ye et al., 2021), and three-quarters of these emissions are generated by road transportation, raising concerns about the environmental impact of the current road transportation system (Lashari et al., 2021).

According to IQAir (2023), Jakarta ranks 63rd out of 125 major cities in the world, with an average air quality index (AQI+) value of 72, indicating moderate air quality. This is a serious environmental problem that should be considered by all sectors of society, with the support of a government that prioritizes environmental sustainability.

The issue of motor vehicle pollution has garnered considerable attention, and numerous studies have analyzed it due to its significant impact on the environment. This has brought environmental issues to the forefront of society, which has contributed to the substantial increase in the number of green products (Ng et al., 2018).

The Indonesian government is currently encouraging people to reduce carbon emissions, one of which is by using electric vehicles, thereby reducing the use of conventional fuels and the resulting air pollution. In this context, the Indonesian government has implemented various policies, such as vehicle tax incentives and subsidies for purchasing electric vehicles.

However, the city of Jakarta still faces challenges, including limited charging infrastructure, the high cost of electric vehicles, and the public perception that conventionally fueled vehicles perform better than electric vehicles.

Based on this phenomenon, the government has made efforts

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to reduce pollution in the Jakarta environment. However, people are still not fully aware of air pollution, so researchers are interested in further investigating the factors that influence people's decisions, particularly in the DKI Jakarta area, to encourage the use of electric vehicles and promote pollution reduction in the Jakarta environment.

LITERATURE REVIEW

1. Green Purchase Intention

Green purchase intention is defined as a person's willingness and desire to prefer products with environmentally friendly characteristics over conventional goods, and to pay more for these products (Tarabieh, 2021). Green purchase intention is defined as an interest in purchasing oriented towards environmental awareness, involving the selection of raw materials that prioritize environmental sustainability, such as reducing waste sources, promoting recycling and reuse, conserving resources, and using environmentally friendly materials (Sugandini et al., 2020).

2. Perceived Quality

Perceived quality refers to the consumer's perception of a product or service's reliability and dependability, and is closely related to customer preferences, satisfaction, and purchasing decisions (Shanahan et al., 2019). Perceived quality is a consumer's judgment about the overall superiority or excellence of a product by using intrinsic and extrinsic cues to infer the quality of the product (Konuk, 2019).

3. Product Design

Product design can be described as an improvement or simplification in the form of adding functions and uses to a product, or simplifying the product design so that it is easier to use (Ariella, 2018). According to Kumbara (2021), product design encompasses all the features possessed by a product that can affect its existence and differentiate a brand's product from those of other brands, thereby creating a characteristic for a brand.

4. Green Perceived Value

Lin et al. (2019) explain that green perceived value is the total value that consumers attribute to a good or service, taking into account their needs, expectations of sustainability, and environmental preferences. Green perceived value is the consumer's overall assessment of the benefits of a product or service measured based on what is received and what is given based on consumers' environmental desires, sustainable expectations, and the need for environmental sustainability (Y. Chen, 2013).

5. Environmental Concern

Environmental concern refers to an assessment or attitude towards the fact that one's behavior or that of others has an impact on the environment (Heo & Muralidharan, 2019). Environmental concern refers to the level of public concern for environmental problems, which encompasses consumers' emotional reactions, including uncertainty, dislike, compassion, and support for efforts to solve them (Verma et al., 2019)

6. Attitude

Customer attitude refers to a person's positive or negative view of people, events, objects, or behaviors, which reflects their preferences for these entities and results in positive or negative intentions towards purchasing behavior (Indriani et al., 2019). In line with this, Kaakeh et al. (2019) define attitude as the evaluative influence of feelings on a person when they engage in certain behaviors.

THEORETICAL FRAMEWORK

1. Perceived Quality on Attitude

Previous researchers have examined the effect of the perceived quality on attitude by showing that there is a significant perceived quality effect on attitude, such as researchers conducted by (Al-Debei et al., 2015; Devakumar & Chowdappa, 2018; Han & Kim, 2010; Monirul & Han, 2012; Nuzula & Wahyudi, 2022). Han and Kim (2010) explained that the perceived value of a product, as assessed by consumers, increases the attitude they have toward the product.

2. Product Design on Attitude

Previous researchers have examined the effect of the emotional intelligence on attitude by showing that there is a significant emotional intelligence effect on attitude, such as researchers conducted by (Haase et al., 2020; Homburg et al., 2015; Hong & Byun, 2021; Pleyers, 2021). Consideration of a product's innovative design will have an advanced function allowing users to form a more positive attitude (Hong & Byun, 2021).

3. Green Perceived Value on Attitude

Previous researchers have examined the effect of the intellectual intelligence on attitude by showing that there is a significant intellectual intelligence effect on attitude, such as researchers conducted by (Chan, 2001; Hamid, 2014; Liao et al., 2020; Roh et al., 2022; Salimi, 2019; Y. M. Wang et al., 2022). Consumer attitudes towards green brands and the quality they will perceive based on the green products they use (Liao et al., 2020).

4. Environmental Concern on Attitude

Previous researchers have examined the effect of the emotional intelligence on attitude by showing that there is a significant emotional intelligence effect on attitude, such as researchers conducted by (Hartmann & Apaolaza-Ibáñez, 2012; Hou & Wu, 2020; Maichum et al., 2017; Nhu et al., 2019; Y. M. Wang et al., 2022; Yadav & Pathak, 2016). Consumer concern for the environment is positively related to attitudes toward the brand, particularly when consumers believe that the organization's efforts align with the brand's green positioning (Y. M. Wang et al., 2022)

5. Attitude on Innovative Green Purchase Intention

Previous researchers have examined the effect of the attitude on green purchase intention by showing that there is a significant attitude effect on green purchase intention, such as researchers conducted by (Y. Chen & Chang, 2012; Hartmann & Apaolaza-Ibáñez, 2012; Panda et al., 2020; Roh et al., 2022; Varshneya et al., 2017; Vazifehdoust et al., 2013; B.

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Wang et al., 2019; Y. M. Wang et al., 2022). Attitudes towards green energy are overall positive globally, contributing to the growth of consumers purchasing green electricity at a premium (Hartmann & Apaolaza-Ibáñez, 2012).

Hypothesis

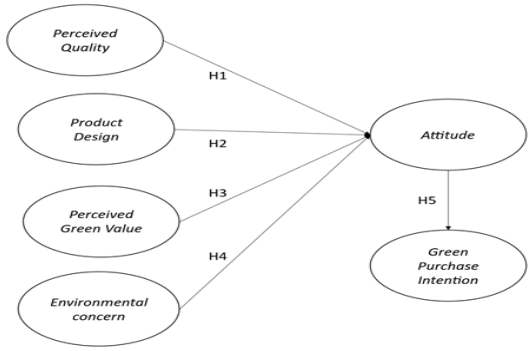

Figure 1 Theoretical Framework of the Research Model

Source: Data processed by researchers (2025)

From the theoretical framework of Figure 1, the following five hypotheses will be tested:

H_1: perceived quality has a significant effect on attitude.
H_2: product design has a significant effect on attitude.
H_3: green perceived value has a significant effect on attitude.
H_4: environmental concern has a significant effect on attitude.
H_5: attitude has a significant effect on green purchase intention.

RESEARCH METHODS

1. Population and Sample

This research is quantitative research using primary data. The sample in this research is 205 respondents. This study used a probability sampling technique with saturated sampling. The questionnaires were distributed through online questionnaires on the civil servants in South Jakarta city administration agencies.

This study also used a descriptive test with characteristics as follows:

a. Sex
b. Age
c. Marital status
d. Educational status

Data in this study were collected using closed questions with a six point likert scale as a measurement.

2. Questionnaire Development

This study uses four independent variables: perceived quality, product design, green perceived value, and environment concern. The Intervening variable: attitude, and then green purchase intention as the dependent variable, as follow:

3. Perceived Quality

Perceived quality variable is measured using five indicators adapted from researchers (Y. Chen & Chang, 2013; Cheung et al., 2015; Hazen et al., 2017; Riva et al., 2022; Suhud et al., 2020; Widadja et al., 2014)

4. Product Design

Product design variable is measured using eight indicators adapted from researchers (Cyr et al., 2006; Homburg et al., 2015; Hsiao, 2013; Hung & Chen, 2012; Jindal et al., 2016; Toufani et al., 2017)

5. Green Perceived Value

Green perceived value variable is measured using five indicators adapted from researchers (S.-Y. Chen, 2016; Y. Chen & Chang, 2012; Lin et al., 2017).

6. Environmental Concern

Environmental concern variable is measured using five indicators adapted from researchers (Bamberg, 2003; Kilbourne & Pickett, 2008; Mostafa, 2007; Paul et al., 2016; Roberts & Bacon, 1997; Yadav & Pathak, 2016)

7. Attitude

Emotional intelligence variable is measured using five indicators adapted from researchers (Chin et al., 2019; Jaiswal & Kant, 2018; Mostafa, 2006; Paul et al., 2016; Sh. Ahmad et al., 2022; Sinnappan & Rahman, 2011)

8. Green Purchase Intentiom

Green purchase intention variable is measured using five indicators adapted from researchers (Ahmad et al., 2012; Iskandar et al., 2015; Jaiswal & Kant, 2018; Moser, 2015; Mostafa, 2006; Waheed et al., 2018)

This study tests use the validity, reliability, and structural model tests. In testing the validity, the researchers use exploratory factors analysis with a loading factor is above 0.4 (Suhud et al., 2020). The reliability test using Cronbach alpha above 0.6 (Rizan et al., 2020). Validity and reliability tests will be tested using the help of SPSS. This study used the structural equation modelling (SEM) test, which was tested using AMOS. The total number of respondents obtained was 205 matched the criteria, as follows:

Table 1 Respondent Profile

Respondent Profile		Frequency	Percent
Sex	Male	76	37.1%
	Female	129	62.9%
Age	20-29 Years	34	16.6%
	30-39 Years	81	39.5%
	40-49 Years	63	30.7%
	> 50 Years	27	13.2%
Marital Status	Not yet married	18	8.8%
	Married	177	86.3%
	Divorced	7	3.4%
	Spouse Dies	3	1.5%
Education Status	< Senior High School	3	1.5%

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	Senior High School	17	8.3%
	Diploma	16	7.8%
	Undergraduate	137	66.8%
	Postgraduate	32	15.6%

Source: Data processed by researchers (2025)

From the results of Table 3 of the respondent profile, the results of the descriptive test of respondents stated that as many as 205 respondents had filled out the questionnaire in this study. So, in this case, the researcher can conclude the descriptive test as follows: Most respondents are women as many as 129 respondents (62.9%), most of the respondent groups aged between 30-39 as many as 81 respondents (39.5%), Most of the respondents have been married as many as 177 respondents (86.3%), most of the respondents are undergraduates as many as 137 respondents (66.8%).

Table 2 Respondent Screening

Respondent Screening Questions		Frequency	Percent
Are you a State Civil Apparatus assigned to the Regional Apparatus of the South Jakarta Administration City?	Yes	205	100,0%
Do you already have an electric motorcycle?	No	205	100,0%
Are you interested in owning an electric motorcycle?	Yes	205	100,0%
Do you think about the sustainability of the future environment?	Yes	205	100,0%
	Total	243	100.0%

Source: Data processed by researchers (2025)

Table 2 shows the results of filtering respondents that the researchers had previously determined, the question " Are you a State Civil Apparatus assigned to the Regional Apparatus of the South Jakarta Administration City?" as many as 205 respondents answers Yes (100%), the question "Do you already have an electric motorcycle?" as many as 205 respondents answers No (100%), the question "Are you interested in owning an electric motorcycle?" as many as 205 respondents answers Yes (100%), the question "Do you think about the sustainability of the future environment?" as many as 205 respondents answers Yes (100%).

RESULTS

Table 4 shows the validity test results, all indicators obtained a loading factor value above 0.4, so they were declared valid (Suhud et al., 2020).. Meanwhile, the reliability test results for all variables obtained Cronbach alpha values above 0.6, so they were declared reliable (Rizan et al., 2020).

Table 3 Validity and Reliability Test Results

Perceived Quality		Outer Loadings	Cronbach Alpha
			0.926
PQ2	Polytron Fox motors offered have excellent performance	0.922	
PQ3	Parts and accessories provided by the Polytron company are durable	0.920	
PQ4	Polytron Fox motors have good engine durability	0.908	
PQ5	Polytron Fox motorcycle parts are easy to obtain	0.864	
PQ1	I prefer to have products with high environmental quality	0.803	
Product Design1		Outer Loading	Cronbach Alpha
			0.880
PD3	The Polytron Fox motor comes with several other features	0.890	
PD2	The Polytron Fox motor seems well-made and sturdy	0.878	
PD4	The color design of the Polytron Fox motor is attractive	0.872	
PD5	The feature design of the Polytron Fox motor is attractive	0.824	
PD1	I think the design of the Polytron Fox motor is excellent	0.710	
PD3	The Polytron Fox motor comes with several other features	0.890	
Product Desgin2		Outer Loading	Cronbach Alpha
			0.714
PD8	The overall look and feel of the Polytron Fox Motor is visually appealing	0.802	
PD7	The Polytron Fox Motor appears professionally designed	0.801	

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PD6	The icon design of the Polytron Fox Motor is attractive	0.794	
Green Perceived Value		Outer Loadings	Cronbach Alpa
			0.930
GPV2	The environmental performance of this Polytron Fox Motor meets my expectations	0.913	
GPV4	I bought this Polytron Fox Motor because it is environmentally friendly	0.902	
GPV1	The environmental functions of this Polytron Fox Motor provide excellent value to me	0.886	
GPV5	I purchased this Polytron Fox Motor because it has more environmental benefits than other Polytron Fox Motors	0.882	
GPV3	I bought this Polytron Fox Motor because it has more concern for the environment than other electric motors	0.855	
Environmental Concern		Outer Loadings	Cronbach Alpa
			0.942
EC3	I care about the environment	0.954	
EC5	Significant political changes are needed to protect the natural environment	0.924	
EC4	Anti-pollution/air pollution laws must be enforced more strongly	0.922	
EC1	Humans must maintain a balance with nature to survive	0.909	
EC2	The balance of nature is very fragile and can be easily disturbed	0.809	
Attitude		Outer Loadings	Cronbach Alpa
			0.957
ATT4	I strongly agree that environmental protection efforts are needed in Indonesia.	0.953	
ATT2	Buying an eco-friendly Polytron Fox motorcycle is a good idea	0.933	
ATT5	It is important to raise environmental awareness among Indonesians.	0.931	
ATT1	I like the idea of buying an eco-friendly Polytron Fox motorcycle	0.910	
ATT3	It is very important to promote eco-friendly living in Indonesia	0.894	
Green Purchase Intetion		Outer Loadings	Cronbach Alpa
			0.964
GPI5	I intend to switch to an environmentally friendly version of Polytron Fox motors	0.957	
GPI2	I am considering buying Polytron Fox motors	0.950	
GPI1	I consider Polytron Fox motors as an option when purchasing a vehicle	0.942	
GPI4	I would consider buying Polytron Fox motors because they are less polluting to the environment	0.917	
GPI3	I would recommend my friends and relatives to buy Polytron Fox motors	0.908	

Source: Data processed by researchers (2025).

Hypothesis testing was carried out using structural equation modeling with confirmatory factors analysis (CFA) using AMOS. The initial results of the model state that the model is not yet fit, so researchers need to modify it until researchers gets P ≥ 0.5 and CMIN/DF ≤2.00 (Suhud et al., 2020). Figure 2 shows the structural equation modeling that has been modified and gets P ≥ 0.5 and CMIN/DF ≤ 2.00. As follows:

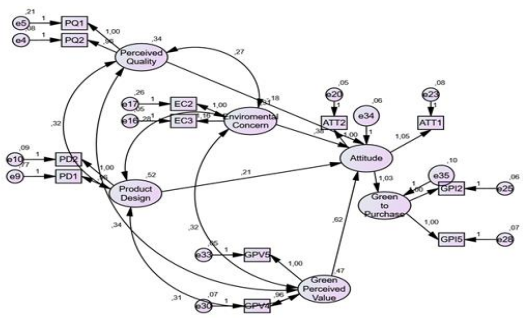

Figure 2 Structural Equation Modelling

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Source: Data processed by researchers (2025).

Table 4 shows the results of the goodness of fit criteria, namely the value of P ≥ 0.05 and CMIN/DF ≤ 2.00. The result of the P value is 0.080, the result is CMIN/DF value is 1.315, the result is the GFI value is 0.955, the result is RMSEA value is 0.039, the result is AGFI value is 0.919, the result is the TLI value is 0.991, the result is the NFI value of 0.977, the result is the CFI value of 0.994, the result is the PNFI value of 0.636 the result of the PGFI value is 0.527. As follows:

Table 4 Good of Fit Value of Model Modification

Goodness of Fit Index	Cut of Value	Results	The Decision
Probability	≥ 0.05	0.080	*Good fit*
CMIN/DF	≤ 2.00	1.315	*Good fit*
GFI	≥ 0.90	0.955	*Good fit*
RMSEA	≤ 0.08	0.039	*Good fit*
AGFI	≥ 0,90	0.919	*Good fit*
TLI	≥ 0,95	0.991	*Good fit*
NFI	≥ 0,90	0.977	*Good fit*
CFI	≥ 0,95	0.994	*Good fit*
PNFI	≥ 0,60	0.636	*Good fit*
PGFI	≥ 0,50	0.527	*Good fit*

Source: Data processed by researchers (2025).

In testing the hypothesis, the researcher uses AMOS, based on the requirements that the condition for accepting a hypothesis is if the value of CR > 1.960 (Suhud et al., 2020). Table 5 shows that four hypothesis were accepted while one hypothesis was rejected, as follows:

Table 5 Hypothesis Test Results

Ha	Hypothesis			S.E.	C.R.	P	Results
H_1	ATT	<--	PQ	0.165	-1.121	0.262	Rejected
H_2	ATT	<--	PD	0.116	3.245	0.001	Accepted
H_3	ATT	<--	GPV	0.080	2.633	0.008	Accepted
H_4	ATT	<--	EC	0.100	6.145	***	Accepted
H_5	GPI	<--	ATT	0.050	20.407	***	Accepted

Source: Data processed by researchers (2025).

The following is an explanation from Table 5:

H_1: The results of the data analysis test show perceived quality that on attitude obtains a S.E. 0.165, C.R. -1.121, and P values 0.262, so there is an insignificant relationship between perceived quality on attitude.

H_2: The results of the data analysis test show product design that on attitude obtains a S.E. 0.116, C.R. 3.245, and P values 0.001, so there is a significant relationship between product design on attitude.

H_3: The results of the data analysis test show green perceived value that on attitude obtains a S.E. 0.080, C.R. 2.633, and P values 0.008, so there is a significant relationship between green perceived value on attitude.

H_4: The results of the data analysis test show environmental concern that on attitude obtains a S.E. 0.100, C.R. 6.145, and P values ***, so there is a significant relationship between environmental concern on attitude.

H_5: The results of the data analysis test show attitude that on green purchase intention obtains a S.E. 0.050, C.R. 20.407, and P values ***, so there is a significant relationship between attitude on green purchase intention.

DISCUSSION

The first hypothesis states that the ease of maintenance for electric motors makes someone more interested in buying an electric motorcycle. However, the difficulty in finding motorcycle parts when the motorbike experiences problems, such as battery replacement or routine services that require a long trip to the Polytron Fox dealer, still needs more effort from the Polytron electric motorbike company. From this, potential customers already have a negative perception of electric motorcycles, which tends to lead them to dislike them even though they have not tried them yet. This hypothesis do not supported by research conducted (Al-Debei et al., 2015; Devakumar & Chowdappa, 2018; Han & Kim, 2010; Monirul & Han, 2012; Nuzula & Wahyudi, 2022), which states that perceived quality has an insignificant effect on attitude.

The second hypothesis states that a unique and attractive design can significantly impact the attitude of consumers. By incorporating a motorcycle design, such as the NMAX and PCX, while combine electricity, a product can garner more points from potential customers. However, an overly excessive design will inevitably lead consumers to have a negative perception of the product. This hypothesis supported by research conducted (Haase et al., 2020; Homburg et al., 2015; Hong & Byun, 2021; Pleyers, 2021), which states that perceived benefit has a significant effect on attitude.

The third hypothesis states that potential consumers will prefer a product with a higher value of benefits for environmental sustainability, making it more appealing for use or purchase. However, obstacles that need to be considered, such as used batteries, which are still a source of problems in electric vehicles, require solutions, including recycling used batteries. This hypothesis is supported by research conducted (Chan, 2001; Hamid, 2014; Liao et al., 2020; Roh et al., 2022; Salimi, 2019; Y. M. Wang et al., 2022), which states that green perceived value has a significant effect on attitude.

The fourth hypothesis states that environmental problems that have been ongoing for a long time cannot be changed quickly.

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This change will not happen if only one or two people are involved, but rather must be a collective effort to love the environment. However, changing habits is not easy, so it must be approached gradually and slowly to instil in potential consumers the importance of environmental awareness for our future. This hypothesis is supported by research conducted (Hartmann & Apaolaza-Ibáñez, 2012; Hou & Wu, 2020; Maichum et al., 2017; Nhu et al., 2019; Y. M. Wang et al., 2022; Yadav & Pathak, 2016)., which states that environmental concern has a significant effect on attitude .

The fifth hypothesis states that positive attitudes of potential consumers towards environmentally friendly products can influence their interest in buying, this is mainly due to the awareness of each individual regarding the efforts of others to protect the environment, which is a routine necessity. This hypothesis is supported by research conducted (Y. Chen & Chang, 2012; Hartmann & Apaolaza-Ibáñez, 2012; Panda et al., 2020; Roh et al., 2022; Varshneya et al., 2017; Vazifehdoust et al., 2013; B. Wang et al., 2019; Y. M. Wang et al., 2022), which states that attitude has a significant effect on green purchase intention.

CONCLUSION

From the results of previous research, it can be concluded that all hypotheses are accepted as follows:

a. Perceived quality has an insignificant effect on attitude, which means that high perceived quality will not impact attitude.
b. Product design has a significant effect on attitude, which means that high product design will impact attitude.
c. Green perceived value has a significant effect on attitude, which means that high green perceived value will impact on attitude.
d. Environmental concern has a significant effect on attitude, which means that high environmental concern will impact on attitude.
e. Attitude has a positive and significant effect on green purchase intention, which means that high attitude will impact green purchase intention.

RECOMMENDATION

Data analysis provides valuable insight into consumer interest in buying electric motors. Researchers produced several recommendations that Polytron can consider in developing its products, as follows:

a. Consumers not have easy obtained spare parts; this needs to be considered by having dealers in every city in the Jakarta area provide more services and fulfil the motorcycle spare parts needs.
b. There are still some shortcomings, such as the battery not lasting long enough to cover long distances. This has also raised concerns among potential customers.
c. The constraints of batteries or motors that are no longer usable and cannot be recycled will create a new accumulation of waste. It is necessary to consider how to manage electric motors or electric batteries that are no longer useful.
d. The government needs to intervene in environmentally friendly campaigns, starting with creating rules that can have a positive impact on environmental sustainability.
e. One consumer bought the Polytron Fox electric motorcycle, not really aware of the environmental impact, but only for their needs, such as low taxes. Therefore, Polytron needs to create a campaign that can sensitive potential customers.
f. The real pollution occurs after the consumer has used the electric motor and it is no longer in use, so there is a need for a recycling policy to address this issue.

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