

Determinants of Electric Motorcycle Purchase Intention in Surabaya: An Analysis of Environmental Awareness, Green Price, Attitude, and Financial Well-being

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Abstract

Environmental issues such as soil pollution, forest fires, and increasing air pollution have become significant concerns for both the government and the public. Rising awareness of environmental preservation encourages society and industry to seek sustainable solutions, including the use of eco-friendly vehicles. This study aims to analyze the influence of environmental awareness, green price, attitude, and financial well-being on the purchase intention of electric motorcycles in Surabaya. The research employs a quantitative approach with data collected via Google Form questionnaires. The population consists of Surabaya residents interested in purchasing electric motorcycles in the future. The sampling technique used is non-probability sampling with a purposive sampling method, resulting in 138 respondents. Data analysis was conducted using multiple regression. The results indicate that environmental awareness, attitude, and financial well-being significantly influence purchase intention, while green price does not have a significant effect. The coefficient of determination ($R^2 = 0.843$) indicates that the model is capable of explaining 84.3% of the variance in purchase intention, which can be classified as very strong. The multicollinearity test results show that all variables have tolerance values greater than 0.10 and VIF values below 10, indicating that no multicollinearity issues are present in the model. These findings emphasize the importance of psychological and economic factors in shaping the intention to buy eco-friendly vehicles. This research contributes to the literature on green consumer behavior by integrating the dimension of financial well-being into the purchase intention model and serves as a reference for the government in formulating policies related to the development of electric vehicles.

Keywords:

Environmental Awareness; Green Price; Attitude; Financial Well-being; Purchase Intention.

1. INTRODUCTION

Changes in public consumption patterns are increasingly leaning toward eco-friendly product choices, including electric vehicles (EVs) such as electric cars and motorcycles. The Indonesian government has implemented various incentives and policies to encourage EV adoption, including purchase subsidies, tax relief, and the development of charging infrastructure. According to data from the Ministry of Industry, the number of electric vehicles in Indonesia has increased significantly in recent years. In 2022, the number of registered electric vehicles reached over 25,000 units, a sharp rise from approximately 5,000 units in the

previous year. This trend continues to grow rapidly, driven by declining battery prices, technological innovations, and the expansion of charging stations across major cities.

Despite the positive growth trend in electric vehicles, most prior research has focused on electric cars or green products in general, predominantly within the context of developed nations. This indicates research in the developing countries remains relatively limited. Most previous studies have focused more on four-wheeled vehicles than on other types of electric vehicles, leaving a gap in the understanding of electric vehicles within developing country contexts (Rajper & Albrecht, 2020). Furthermore, these studies specifically examining purchase intention toward electric motorcycles remain relatively limited, particularly in the context of developing countries like Indonesia. However, two-wheeled vehicles are the dominant mode of transportation and contribute significantly to urban emissions. Therefore, research on the determinants of purchase intention for electric motorcycles in the context of major cities like Surabaya is both relevant and essential.

Furthermore, rising public awareness regarding climate change and energy efficiency has accelerated the adoption of electric vehicles. Environmental awareness has emerged as a significant public concern due to worsening environmental conditions. Environmental concern reflects an individual's general orientation toward the environment. The level of environmental concern has been widely recognized as a significant predictor of environmentally conscious behavior and the intention to purchase eco-friendly products (Prihatini & Sutanto, 2025; Febrian & Ramli, 2024). This framework implies that environmental awareness is defined as an individual's comprehensive understanding of factors influencing humanity, which is subsequently reflected in their pro-environmental attitudes and behaviors. Thus, someone who has environmental awareness will be seen from the knowledge they have, how they respond to the environment and their behavior toward the environment. As (Sugiarto, A & Gabriella, 2020) explain that environmental awareness refers to actions or attitudes aimed at promoting understanding of the importance of a clean and healthy environment.

Environmental awareness encompasses several dimensions, including theoretical knowledge regarding environmental issues, attitudes toward environmental quality, and environmentally sensitive behavior. (Neolaka, 2020) identifies four factors that influence environmental awareness: ignorance, poverty, humanism, and lifestyle. Consumer environmental awareness significantly impacts the willingness to pay a premium for eco-friendly products. (Mubarok, 2024) revealed that a strong sense of environmental awareness among the public facilitates higher purchase intentions for green products, as such behavioral intentions are intrinsically linked to the broader objective of environmental preservation. Moreover, (Mawardi et al., 2022) observed that environmental awareness did not significantly influence consumer purchase intention when mediated by attitudes toward green products.

These differences in findings indicate an inconsistency in the literature regarding the influence of environmental awareness on the purchase intention of eco-friendly products. Theoretically, environmental awareness is regarded as a core pro-environmental value that shapes behavioral intentions. This perspective is further supported by recent studies demonstrating that environmental values and awareness play a significant role in shaping pro-environmental behavioral intentions, both directly and indirectly through psychological mechanisms such as perceived benefits and environmental concern (Zhao, H., Furuoka, F., Rasiah, R. AL. & Shen, 2024; Trinh, K. A., Tran, D. M., & Adomako, 2025). However, this relationship remains inconsistent, as it is often moderated by contextual factors and product-specific characteristics. Consequently, re-evaluating the influence of environmental awareness on electric motorcycle purchase intention within a local context is essential to enrich the existing discourse on green consumer behavior.

Price is another main factor in consumer purchasing decisions, serving as a primary determinant of purchase intention and a critical element for corporate viability in a competitive market (Kotler, P. & Keller, 2022). (Tjiptono, 2020) asserts that price is the sole component of the marketing mix that directly generates revenue for a. According to (Kotler, P. & Keller, 2022), price is defined as the amount of money charged for a product or service, or the value exchanged by consumers to obtain the benefits offered by that product or service. On the other hand, green products, consumers often incur a price premium, reflecting the superior quality and eco-friendly attributes of the offering. This 'green price' effectively serves as a financial metric that incorporates environmental value into the cost of goods or services. Although the acquisition cost of electric motorcycles is relatively high, they offer significant advantages over internal combustion engine vehicles, such as zero carbon emissions and potential reductions in long-term operational costs. These benefits are expected to bolster consumer purchase intention. According to (Tjiptono, 2020), firms set prices with the strategic objectives of increasing sales, maintaining market share, maximizing profits, and strengthening brand image. (Bernardo, F. O & Ray, 2024) demonstrated that price exerts a positive influence on purchase intention. Meanwhile, (Zahro, K., Ahmad, G. N., & Krissanya, 2025) found that price does not have a significant effect on consumers' purchase intention toward environmentally friendly products.

These varied research findings indicate that the role of price in forming purchase intention for eco-friendly vehicles remains inconclusive. From an economic perspective, price serves as a primary determinant of purchasing decisions (Kotler, P. & Keller, 2022), however, within the context of green products, consumers frequently face a trade-off between environmental values and financial capacity. Environmentally friendly products are often perceived as having higher prices, which can pose a barrier for price-sensitive

consumers (Shao & Lin, 2024). Nevertheless, recent studies indicate that consumers with strong environmental concern tend to continue choosing green products despite their higher cost (Al Mamun et al., 2025). Therefore, empirical testing is needed to determine whether 'green price' is truly a significant determinant of electric motorcycle purchase intention.

In terms of consumer behavior, attitude is a critical factor to consider throughout the entire purchasing process, both before and after the transaction. (Solomon, 2020) define attitude as an internal expression of feelings reflecting an individual's likes or dislikes, and agreement or disagreement toward an object. Attitude also reflects an individual's evaluation, feelings, and behavioral tendencies toward an object, which tend to be relatively stable (Kotler, P. & Keller, 2022). Consumer attitude is an essential psychological factor for marketers to understand, as it strongly correlates with behavior. Essentially, the benefits and advantages offered by a product are aimed at fostering a positive consumer attitude. This is supported from the Studies by (Purwantini, F & Tripalupi, 2021) found that attitude has a significant influence on purchase intention. Similarly, (Ningtyas et al., 2021) reported that attitude exerts a positive effect on purchase intention. In contrast, (Zahrati et al., 2022) found that attitude does not have a significant effect on consumers' purchase intention.

Several studies have identified a gap between positive environmental attitudes and actual purchasing decisions for electric vehicles, commonly referred to as the attitude-behavior gap. Although consumers may possess a high level of environmental awareness and favorable attitudes toward electric vehicles, these do not necessarily translate into actual purchase behavior. This discrepancy is influenced by various factors, including perceived benefits, financial risk, and the readiness of supporting infrastructure (Chaturvedi, P., Kulshreshtha, K., Tripathi, V., Algihotri, 2023; Effendi & Salehudin, 2026). This condition suggests that a positive attitude alone is not always sufficient to drive purchase intention for electric vehicles. Consequently, re-examining the role of attitude within the context of electric motorcycle purchases in Surabaya is crucial to clarify its contribution to the green consumer behavior model.

Financial well-being is defined as a state where an individual feels secure and capable of meeting both current and future financial needs. This concept extends beyond mere wealth or income; it also incorporates an individual's subjective perception of their financial situation (Diener, E., & Biswas-Diener, 2022). Recent research by (Silva, A. J., & Dias, 2023) highlights the role of financial status, attitudes, behavior, and knowledge in overall well-being, with financial well-being acting as a mediator. Despite its importance, there is limited literature exploring the direct impact of financial well-being on consumer purchase intention. Therefore, this study introduces financial well-being as a novel variable, specifically within the context of green products like electric motorcycles. By simultaneously integrating psychological and economic factors, this study offers a comprehensive empirical approach. The primary objective is to examine whether environmental awareness, green price, attitude, and financial well-being significantly influence the purchase intention of electric motorcycles in Surabaya.

Most research on electric vehicle purchase intention has predominantly focused on psychological factors, such as environmental awareness and attitude, alongside objective economic factors like price. However, the dimension of financial well-being—defined as an individual's subjective perception of their financial security and stability—remains underexplored as a determinant of electric vehicle purchase intention. This is particularly relevant given that financial well-being influences an individual's ability to make long-term consumption decisions and high-value purchases (Bureau, 2023). Consequently, integrating financial well-being into the electric motorcycle purchase intention model constitutes a theoretical contribution that broadens the perspective of green consumer behavior by simultaneously combining psychological and economic factors.

This study provides empirical insights into the psychological and economic determinants shaping the intention to purchase electric motorcycles in Surabaya. By incorporating financial well-being into the green consumer behavior model, this research addresses a significant gap in the literature. The integration of psychological factors and subjective financial perceptions within a single analytical framework offers a more comprehensive understanding of purchase decisions for eco-friendly technology products. From a management perspective, these findings hold implications for developing more effective green marketing strategies. Furthermore, within the context of technological transformation, this research supports the development of a technology-based electric vehicle ecosystem and the formulation of data-driven policies to accelerate the adoption of eco-friendly transportation.

2. RESEARCH METHOD

This study utilizes a quantitative approach with an explanatory survey design to investigate the influence of environmental awareness, green price, attitude, and financial well-being on the purchase intention of electric motorcycles in Surabaya. The study utilizes primary data collected through online questionnaires distributed via Google Forms over a three-month period. The study population comprises Surabaya residents identified as potential electric motorcycle consumers—both those familiar with and those considering the purchase of an electric vehicle. A purposive sampling technique was applied based on the

following inclusion criteria: (1) individuals aged 17 years or older, (2) residents of Surabaya, and (3) individuals with foundational knowledge of electric motorcycles. A total of 138 respondents were recruited, a sample size deemed sufficient for multiple regression analysis (Hair, J. F., Hult, G. T. M, Ringle, C. M., & Sarstedt, 2021). The research instrument consists of a structured questionnaire, adapted from established literature and contextualized for electric motorcycles. Respondent characteristics documented include gender, age, education level, employment status, and annual income. To provide clarity on how each variable is measured, the operationalization is summarized below:

- a. Environmental Awareness is defined as the effort to foster and strengthen an individual's concern for environmental preservation. This variable is measured through three indicators: environmental knowledge, attitude toward the environment, and environmental action (Neolaka, 2020).
- b. Green Price refers to the cost consumers incur when purchasing eco-friendly electric motorcycles. This variable is assessed using indicators of affordability, price-quality correspondence, price-benefit correspondence, and competitive pricing (Inyustisia, A., Sariadi, & Lestari, 2024).
- c. Attitude represents an individual's expression reflecting their beliefs and liking toward electric motorcycles. It is measured through two primary indicators: beliefs and preferences (Ningtyas et al., 2021).
- d. Financial Well-being describes a state where an individual feels secure and capable of meeting both current and future financial needs. This variable is measured by indicators of daily financial control, capacity to absorb financial shocks, freedom of life choices, and long-term financial stability (Bureau, 2023).
- e. Purchase Intention is defined as the consumer's willingness and desire to purchase an electric motorcycle in the near future. This variable is operationalized through three indicators: purchase interest, purchase consideration, and replacement intention (Bernardo, F. O & Ray, 2024).

All questionnaire items were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The validity test was conducted using the Pearson correlation method with a criterion of $r > 0,40$, while the reliability test was performed using Cronbach's Alpha with a threshold value of $\geq 0,60$. The data analysis process included validity and reliability testing, correlation analysis and coefficient of determination, classical assumption testing, as well as multiple linear regression analysis and partial significance testing (t-test). The research framework is presented as follows Figure 1.

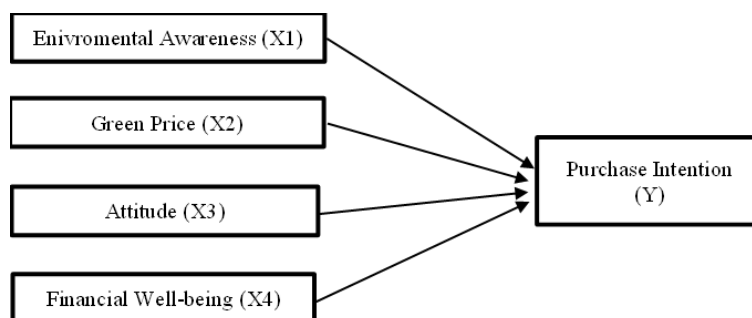


Figure 1: Conceptual Framework

Based on the conceptual framework presented in figure 1, this study proposes the following hypotheses to be tested:

- H₁: Environmental Awareness has a significant influence on purchase intention
- H₂: Green Price has a significant influence on purchase intention
- H₃: Attitude has a significant influence on purchase intention
- H₄: Financial Well-being has a significant influence on purchase intention

3. RESULTS AND DISCUSSION

3.1. Respondent Characteristics

Regarding gender, the majority of the respondents were male, accounting for 45 individuals (54%). In terms of age, the most prevalent range was 31–40 years old, representing 36% of the total sample. Concerning educational background, the largest group held a bachelor's degree, comprising 38 respondents (46%). Professionally, the sample was dominated by private-sector employees and entrepreneurs, totaling 31 individuals (37%). Finally, the majority of respondents reported a monthly income ranging from IDR 6 million to IDR 10 million, accounting for 36 respondents (44%).

3.2. Validity and Reliability Tests

The validity test is conducted to determine whether the indicators used are capable of measuring variables with relevant values and variations. According to (Sugiyono, 2022) validity refers to the extent to which an instrument accurately measures what it is intended to measure. Meanwhile, reliability refers to the level of consistency or stability of a measurement instrument. An instrument is considered reliable if it has a Cronbach's alpha value greater than 0,6.

Table 1. Results of Validity and Reliability Test

Variable	Pearson Correlation > 0,4	Croanbach's Alpha > 0,6	Description
Environmental Awareness (X1)		0,915	Reliable
X1.1	0,826		Valid
X1.2	0,653		Valid
X1.3	0,725		Valid
X1.4	0,919		Valid
Green Price (X2)		0,913	Reliable
X2.1	0,698		Valid
X2.2	0,737		Valid
X2.3	0,803		Valid
X2.4	0,714		Valid
Attitude (X3)		0,944	Reliable
X3.1	0,754		Valid
X3.2	0,755		Valid
X3.3	0,711		Valid
X3.4	0,760		Valid
X3.5	0,745		Valid
X3.6	0,674		Valid
Financial Well-being (X4)		0,958	Reliable
X4.1	0,800		Valid
X4.2	0,712		Valid
X4.3	0,683		Valid
X4.4	0,760		Valid
X4.5	0,677		Valid
X4.6	0,716		Valid
X.4.7	0,738		Valid
X4.8	0,655		Valid
Purchase Intention (Y)		0,868	Reliable
Y1.1	0,699		Valid
Y1.2	0,778		Valid
Y1.3	0,661		Valid

Based on Table 1, all questionnaire items are considered valid because each item has a Pearson correlation value > 0.40. In addition, all variables are considered reliable since they have Cronbach's alpha values > 0.60.

3.3. Regression Analysis

The results indicate that, simultaneously, all independent variables have a significant effect on purchase intention ($F = 324.27$; $p < 0.001$). The coefficient of determination ($R^2 = 0.843$) suggests that the model explains 84.3% of the variance in purchase intention, which can be categorized as very strong. The multicollinearity test shows that all variables have tolerance values greater than 0.10 and VIF values below 10, indicating no serious multicollinearity issues in the model (Table 2). However, the relatively high VIF values suggest a considerable degree of correlation among the independent variables, although still within the acceptable threshold. This condition reflects a degree of construct overlap, particularly among psychological variables such as environmental awareness and attitude, which are theoretically interrelated within the framework of the Theory of Planned Behavior. It also indicates potential redundancy in the model, where more dominant variables, such as attitude, may absorb the effects of other variables. Importantly, the presence of multicollinearity in this context does not undermine the robustness of the model; rather, it reflects the inherent conceptual interconnections among psychological constructs commonly observed in behavioral research.

Table 2. ANOVA

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1 (Constant)	.216	.328		.660	.511		
Total.X1	.239	.062	.612	3.144	.032	.909	9.204
Total.X2	-.217	.124	-.023	-1.141	.388	.826	9.087
Total.X3	.403	.078	.808	5.134	.000	.629	8.772
Total.X4	.067	.050	.479	2.360	.018	.506	7.889
R ² = 0.843		F = 324.268; Sign = .001 ^b					

a. Dependent Variable: Total.Y

Source: Processed Primary Data

3.4. The Effect of Environmental Awareness on Purchase Intention

Table 2 shows the regression results indicate that $\beta = 0.612$, $t = 3.144$, and $p = 0.032$, suggesting that environmental awareness has a positive and statistically significant effect on purchase intention. This implies that higher levels of environmental awareness among respondents are associated with a greater intention to purchase electric motorcycles. Among the measurement indicators, the questionnaire item reflecting respondents' concern about the deteriorating environmental quality in Surabaya obtained the highest score. Awareness of climate change issues and air pollution further strengthens pro-environmental motivation in consumption decisions. Based on the Theory of Planned Behavior (TPB), individuals with higher environmental awareness are more likely to engage in environmentally responsible behaviors, including purchasing environmentally friendly products (Bawono, Y., Fahlevi, Reza, Puspaningrum, D., Apriyanti, E., Ainy, N. S., Grashinta, A., Ramadhani, F., Desi, N., Hadi, N., Wijaya, Y., Pudjiastuti, 2025). Moreover, environmentally conscious consumers tend to perceive electric motorcycles as offering greater environmental benefits, such as reducing air pollution and greenhouse gas emissions. Therefore, environmental awareness can be considered a key determinant in enhancing consumer purchase intention, particularly in the context of green products. These findings are consistent with (Narayani & Hanafiah, 2025), who reported that environmental concern significantly influences the purchase intention of electric motorcycles (SELIS) among female Generation Z consumers. However, inconsistencies remain in the literature, as economic factors and perceived product value are often found to be more dominant, indicating the presence of an attitude-behavior gap. In other words, high environmental awareness does not necessarily translate into actual purchasing behavior without adequate financial conditions and affordable pricing (Zhao, H., Furuoka, F., Rasiah, R. AL. & Shen, 2024).

3.5. The Effect of Green Price on Purchase Intention

Based on Table 2, the regression results indicate that $\beta = -0.023$, $t = -1.141$, and $p = 0.388$, suggesting that green price does not have a significant effect on purchase intention. This finding implies that consumers do not consider green price as a primary factor in making purchasing decisions; instead, they tend to place greater emphasis on efficiency, technological innovation, and environmental benefits rather than price considerations alone. Consumers evaluate not merely the nominal price but also the long-term benefits and environmental value associated with the product. According to Environmental Values Theory, individuals with higher environmental awareness tend to hold stronger pro-environmental values and are therefore more willing to pay a premium for environmentally friendly products. The present findings are consistent with (Zhao et al., 2024), who reported that green price does not significantly influence electric motorcycle purchase intention in China, as well as with (Simanjuntak, Y. I. Vilaningrum Widyatenti, M.A.D., Kurniawati, 2025) who found no significant effect of green price on green purchase intention for environmentally friendly motorcycles among Generation Z in Java. However, these results contrast with those of (Fransiska et al., 2025) and (Riansyah et al., 2024), who demonstrated that green price significantly influences purchase intention, indicating that consumers may still consider price as an important indicator of the value and benefits of green products.

3.6. The Effect of Attitude on Purchase Intention

The regression results presented in Table 2, the coefficient value of $\beta = 0.808$, $t = 5.134$, and $p = 0.001$ indicates that attitude has a positive and statistically significant effect on purchase intention. This finding suggests that consumers' level of trust and feelings of preference play an important role in shaping their intention to purchase electric motorcycles. A positive attitude reflects both affective and cognitive evaluations of electric motorcycles as a viable solution for future transportation. Consumers who hold favorable attitudes toward electric motorcycles are more likely to develop a strong self-identity as environmentally conscious individuals, which in turn enhances their intention to purchase. Furthermore, such consumers tend to perceive the advantages and benefits of electric motorcycles more positively. From a managerial perspective, firms can design more effective marketing strategies by strengthening positive

consumer attitudes through promotional activities and educational campaigns related to electric motorcycles. The results of this study confirm that attitude is a key determinant of purchase intention, in line with the Theory of Planned Behavior (TPB), which identifies attitude as a central predictor of intention. Consumers who perceive electric motorcycles as innovative and beneficial products are more likely to exhibit stronger purchase intention, while positive attitudes also reinforce the alignment between personal values and actual behavior. These findings are consistent with prior research by (Xu et al., 2020), which demonstrates that consumer attitudes toward electric motorcycles significantly influence purchase intention. In addition, the role of self-identity further supports the argument that attitude is not only utilitarian in nature but also expressive (Zhao, H., Furuoka, F., Rasiah, R. AL. & Shen, 2024). However, contrasting evidence is found in the study by (He, X., Hu, Y., & Hong, 2023), which suggests that the influence of attitude may weaken when external barriers, such as infrastructure limitations, become more dominant. This implies that while attitude is a necessary condition in shaping purchase intention, it may not always be sufficient on its own.

3.7. The Effect of Financial Well-being on Purchase Intention

The regression results presented in Table 2 indicate that financial well-being has a positive and significant effect on purchase intention ($\beta = 0.479$; $t = 2.360$; $p = 0.018$). This finding confirms that financial well-being serves as a significant determinant of electric motorcycle purchase intention, reinforcing the financial capability perspective and the framework proposed by the Consumer Financial Protection Bureau. It suggests that consumers' ability to manage their long-term financial conditions plays a crucial role in shaping their intention to purchase electric motorcycles. Financial stability provides a sense of security, enabling consumers to make high-value purchasing decisions with greater confidence. Individuals with stronger financial conditions tend to exhibit higher risk tolerance toward new technologies. Moreover, consumers with higher financial well-being are more capable of purchasing relatively expensive products, such as electric motorcycles, due to stable income levels, and are generally less sensitive to price considerations. Theoretically, financial well-being reflects individuals' subjective perceptions of their financial condition, including a sense of security, financial control, and the ability to meet both present and future needs. This result is consistent with (Ji et al., 2024), who found that financial well-being significantly influences electric vehicle purchase decisions in China; however, it contrasts with (Everlin & Dahlan, 2020), who reported that financial literacy does not directly affect attitudes and purchase intention. Critically, financial well-being not only enhances purchasing power but also reduces perceived risk associated with innovation, such as uncertainties surrounding electric motorcycle technology.

4. CONCLUSION

The findings of this study demonstrate that consumers' purchase intention toward electric motorcycles in Surabaya is shaped by both psychological and economic factors, including environmental awareness, attitude, and financial well-being. Among these factors, consumer attitude emerges as the most influential determinant, highlighting the importance of psychological evaluation in the adoption of environmentally friendly technology. Furthermore, financial well-being contributes to strengthening consumers' readiness to form purchase intentions for relatively high-value products such as electric motorcycles. This indicates that financial confidence may encourage consumers to consider innovative and sustainable transportation alternatives.

This study contributes to the literature on green consumer behavior by incorporating financial well-being into the model of electric motorcycle purchase intention, particularly within the context of urban areas in developing countries. From a practical perspective, the findings offer valuable insights for producers and policymakers in designing strategies to promote electric motorcycle adoption. These strategies may include strengthening environmental awareness campaigns, developing appropriate green pricing strategies, and providing financial incentives to encourage consumers to adopt electric vehicles. The theoretical implications indicate that financial well-being enriches consumer behavior models by functioning not only as an objective economic factor but also as a subjective one. Green price does not consistently emerge as a primary determinant, thereby challenging the classical assumption that price is the dominant factor in purchase decisions. These findings support a multidimensional approach to understanding consumer behavior, particularly in the context of environmentally friendly products. From a policy perspective, the implications suggest that governments should intensify environmental awareness campaigns, provide financial incentives to enhance accessibility, and further develop supporting infrastructure.

The limitation of this study lies in its geographical focus, which is limited to Surabaya. As a result, the generalizability of the findings may be restricted. Future research is recommended to expand the research scope to other regions and to consider longitudinal research designs in order to better capture changes in consumer purchase intention toward electric vehicles over time.

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