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## The Effect of Green Awareness, Green Product and Perceived Price on Public Buying Interest in Electric Cars in DKI Jakarta


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***ABSTRACT***

*This study aims to analyze the influence of Green Awareness, Green Product, and Perceived Price on the interest in buying electric cars in DKI Jakarta. This study focuses on consumers in the Jakarta area who face the challenge of air pollution due to vehicle emissions. The approach used is a descriptive quantitative method, with data collection through questionnaires distributed to 150 respondents. The analysis method used in this study is Structural Equation Modeling-Partial Least Squares (SEM-PLS), while data processing is carried out with the help of SmartPLS 4 software. The results of the study indicate that Green Awareness, Green Product, and Perceived Price have a positive and significant effect on the interest in buying electric cars. This study is expected to contribute to policy makers and automotive industry players in increasing the adoption of electric vehicles in Indonesia through pricing strategies, increasing environmental awareness, and developing quality green products.*



***Keywords****: Green Awareness; Green Product; Perceived Price; Purchase Interest; Marketing Management.*

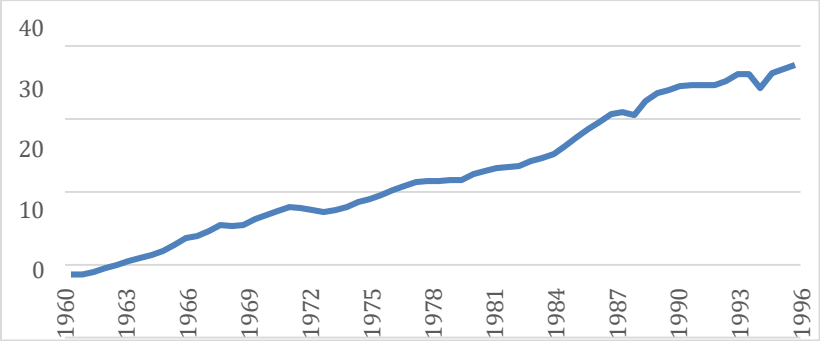
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## INTRODUCTION

Indonesia, as one of the world's most populous countries, faces serious environmental challenges. Economic growth and a growing population have contributed to rising energy consumption and carbon emissions (Yaqin et al., 2024). The transportation sector, particularly in large cities like Jakarta, is a significant contributor to greenhouse gas emissions. Climate change has become a pressing global concern in recent decades. The following presents data on global fossil fuel emissions from 1960 to 2022.

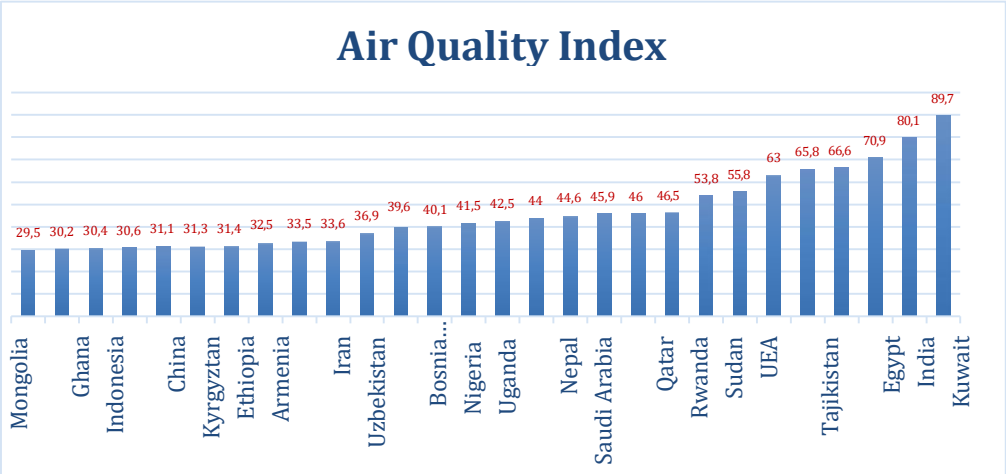
Figure 1. Global Fossil Fuel Emissions 1960-2023




Source: Databoks.co.id (2024)

The graph below shows a consistent upward trend in global fossil fuel emissions from 1960 to 2023. This data shows that energy consumption has continued to rise for more than six decades, with a sharp spike in the 2000–2023 period, underscoring the urgency of climate change and environmental degradation. This increase in fossil fuel emissions is directly correlated with the increase in greenhouse gases in the atmosphere, which triggers global warming. Indonesia itself is a major contributor to high air pollution, ranking 26th in the world in 2022. The following graph shows countries with the highest levels of air pollution in 2022.

Figure 2. Graph of Countries with the Highest Air Pollution in the World in 2022

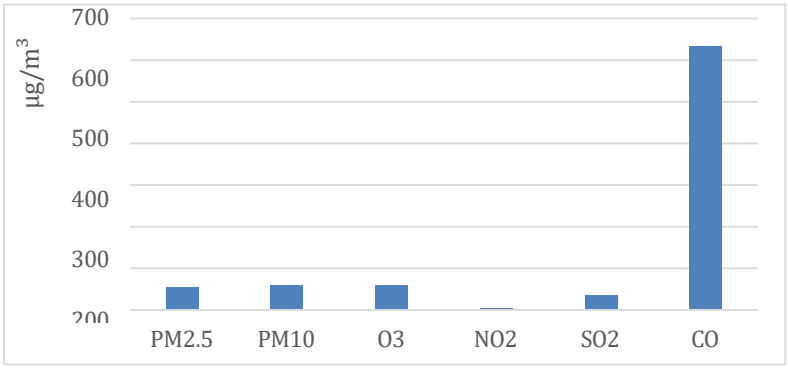



Source: Kompas.id (2023)

Based on this data, Indonesia faces serious challenges related to poor air quality, particularly in Jakarta, the center of economic and government activity, which experiences very high levels

of air pollution due to motorized vehicles and chronic traffic congestion, which contribute to increasing greenhouse gas emissions. The following data presents data on air quality in Jakarta in 2024.

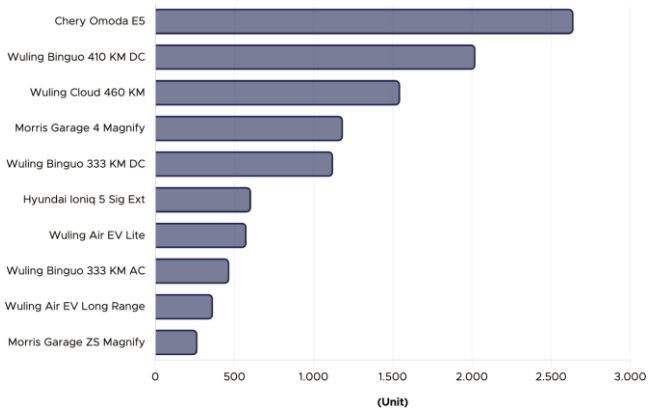
Figure 3. Air Quality in Jakarta in 2024




Source: IQAir (2024)

Based on the graph, the dominant pollutant in the air is carbon monoxide (CO) with a much higher concentration compared to PM2.5, PM10, $O_3$, $NO_2$, and $SO_2$, indicating that the combustion of fossil fuels, especially motor vehicles, is the main source of pollution. The high CO levels emphasize the need to reduce vehicle emissions for the sake of air quality and public health. The government has committed through Presidential Decree Number 55 of 2019 concerning the Acceleration of Battery-Based Electric Motor Vehicles to support the clean energy transition and the achievement of the SDGs, especially goals 13 (climate action) and 11 (sustainable cities). Electric cars are expected to be an alternative environmentally friendly vehicle with lower emissions, energy efficiency, and lower operating costs.

Figure 4. 10 Best-Selling Electric Cars in 2024




Source: Gaikindo (2024)

Based on the graph above, sales of battery-powered electric cars in Indonesia continued to increase until early 2024, with peak sales exceeding 3,000 units in January. The Chery Omoda E5 dominated, followed by the Wuling Binguo 410 KM DC, the Wuling Cloud 460 KM, and several other models. This trend reflects growing public interest coupled with government support in the form of incentives, subsidies, and the development of charging infrastructure. Therefore, the perception of a price-benefit ratio is expected to encourage the adoption of electric cars in Indonesia (Yaqin et al., 2024).

## LITERATURE REVIEW

### The Influence of Green Awareness on Purchase Intention

Green awareness is an individual's awareness of environmental issues that influences their interest in purchasing environmentally friendly products (Butar Butar et al., 2024). Consumers with green awareness tend to be critical in selecting products and support sustainable brands (Alamsyah & Hadiyanti, 2017). Research shows a significant positive relationship between green awareness and purchase intention (Lestari et al., 2023). Based on these theories and findings, the following hypothesis is proposed:

**Hypothesis $H_1$:** Green Awareness has a positive and significant influence on people's interest in buying cars.

### The Influence of Green Products on Purchase Intention

Green products are products designed with environmental impacts in mind throughout their life cycle (Murniati & Widodo, 2024). Environmentally conscious consumers prefer certified and sustainable products because they are perceived as contributing to environmental protection (Jennah & Ismail, 2023; Diyah & Wijaya, 2017). Ecological labels and green product values also influence purchase intention (Kong et al., 2014). Based on previous theory and research, the following hypothesis is proposed:

**Hypothesis $H_2$:** Green Products have a positive and significant impact on Public Purchase Interest in Electric Cars in DKI Jakarta.

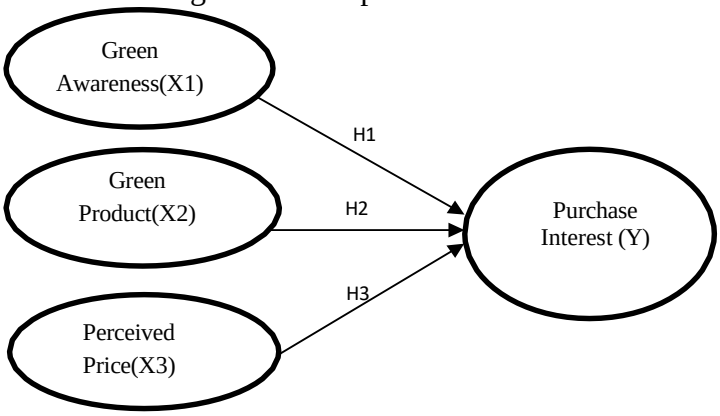
### The Influence of Perceived Price on Purchase Intention

Perceived Price is a consumer's assessment of the appropriateness of price to a product's benefits (Yu, 2023). A reasonable price is an indicator of quality and encourages purchase intention (Mbete & Tanamal, 2020). Research shows that price perception positively influences purchase intention and brand trust (Pant et al., 2024; Ediwar & Besra, 2023). Based on this, the following hypothesis is proposed:

**Hypothesis $H_3$:** Perceived Price has a positive and significant effect on Public Purchase Interest in Electric Cars in DKI Jakarta.

### Conceptual Framework

Figure 5 Conceptual Framework




Source: Researcher (2024)

## METHOD

### Population and Sample

The population for this research comprised residents of DKI Jakarta who are aware of electric vehicles and environmentally friendly products. The study was conducted from April 2024 to June 2025. Using Hair's formula, the minimum sample size was determined to be 150 respondents, calculated based on the total of 30 measurement items (5 × 30). A non-probability purposive sampling technique was employed to select respondents who (a) reside in DKI Jakarta, (b) hold valid driving licenses and identity cards, and (c) have a stable income.

### Data Collection Method

Primary data were collected using a structured questionnaire distributed online via Google Forms. The questionnaire measured respondents' perceptions related to green awareness, green products, perceived price, and purchase intention for electric vehicles.

### Variable Definition and Measurement

This study involved three independent variables: Green Awareness, Green Product, and Perceived Price, and one dependent variable: Purchase Intention. All variables were operationalized using dimensions and indicators adapted from prior studies. The items were rated on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) (Ghozali, 2019).

### Data Analysis Methods

1. **Descriptive Analysis** Descriptive statistical analysis was applied to summarize respondents' demographic profiles and their perceptions of the variables. Mean scores and frequency distributions were calculated using IBM SPSS 23 to provide an overview of the data (Sugiyono, 2019).
2. **Validity and Reliability Tests** The validity of the questionnaire items was tested using corrected item-total correlations, with items deemed valid if the correlation coefficient exceeded the critical r-table value (Ghozali, 2018). Reliability was assessed using Cronbach's Alpha, with a coefficient ≥ 0.60 indicating acceptable reliability (Sekaran & Bougie, 2017).
3. **Structural Equation Modeling (SEM) Using Partial Least Squares (PLS)**
   The study applied SEM with the Partial Least Squares (PLS) method using SmartPLS 3.0. The PLS technique was chosen due to its suitability for predictive modeling and for handling complex variable relationships (Hair et al., 2019). The measurement model (outer model) was evaluated for convergent validity (outer loading > 0.7, AVE > 0.5), discriminant validity (cross-loading > 0.7), and composite reliability (> 0.7). The structural model (inner model) was assessed by examining R-Square, F-Square, Q-Square, and the path coefficients. Hypotheses were accepted if the T-Statistic exceeded 1.96 at a 5% significance level.

## RESULTS AND DISCUSSION

### Results

Result and discussion are essential sections of the research article. This section presents the results and discussion of the finding based on the research methods performed by author.

**Results of Respondents Based on Gender**

Table 1. Characteristics of Respondents Based on Gender

| Gender | Respondent | Percentage |
|---|---|---|
| Man | 96 | 64% |
| Woman | 54 | 36% |
| **Total** | **150** | **100%** |

Source: Processed questionnaire data (2024)

Based on Table 1, it shows that the majority of respondents were male, namely 96 people (64%) and the rest were female, namely 54 people (36%) respondents.

**Results of Respondents Based on Current Age**

Tabel 2. Respondent Characteristics Based on Age

| Age | Respondent | Percentage |
|---|---|---|
| 17 - 30 Years | 94 | 63% |
| 31 - 40 Years | 36 | 24% |
| > 40 Years | 20 | 13% |
| **Total** | **150** | **100%** |

Source: Processed questionnaire data (2024)

Table 2 shows that of the 150 respondents, the majority (63%) were aged 17–30, while only 13% were over 40. This young age group constitutes the largest customer base because they are generally more interested in new technologies and environmentally friendly innovations such as electric cars, in line with trends in environmental awareness and sustainable lifestyles.

**Results of Respondents Based on Domicile**

Tabel 3. Respondent Characteristics Based on Domicile

| Domicile | Respondent | Percentage |
|---|---|---|
| Central Jakarta | 55 | 37% |
| East Jakarta | 15 | 10% |
| West Jakarta | 17 | 11% |
| North Jakarta | 15 | 10% |
| South Jakarta | 48 | 32% |
| **Total** | **150** | **100%** |

Source: Processed questionnaire data (2024)

Table 3 shows that of the 150 respondents, the majority reside in Central Jakarta (55 respondents/37%), and the fewest reside in North Jakarta (15 respondents/10%). The SPSS test results conclude that Central Jakarta, as the center of government and business, has a relatively high awareness and purchasing power for environmentally friendly vehicles.

**Results of Respondents Based on Occupation**

Tabel 4. Respondent Characteristics Based on Occupation

| Occupation | Respondent | Percentage |
|---|---|---|
| Private employees | 103 | 69% |
| Businessman | 22 | 15% |
| Student | 20 | 13% |
| Other | 5 | 3% |
| **Total** | **150** | **100%** |

Source: Processed questionnaire data (2024

Table 4 shows that of the 150 respondents, the majority worked as private sector employees (103 respondents/69%). The SPSS test results concluded that private sector employees dominate potential electric car consumers in Jakarta. Generally, they have stable incomes and an open mindset toward technology, so this employment status influences purchasing interest through purchasing power, environmental awareness, and preference for modern technology products.

**Results of Respondents Based on Income**

Tabel 5. Respondent Characteristics Based on Income

| Income | Respondent | Percentage |
|---|---|---|
| Rp. 5.000.000 - Rp. 10.000.000 | 99 | 66% |
| < Rp. 5.000.000 | 20 | 13% |
| > Rp. 10.000.000 | 31 | 21% |
| **Total** | **150** | **100%** |

Source: Processed questionnaire data (2024)

Table 5 shows that of the 150 respondents, the majority earned between Rp 5,000,000 and Rp 10,000,000 (99 respondents/66%). This middle-income group has sufficient purchasing power to consider electric cars and tends to be more concerned about fuel efficiency and environmental issues.

**Discussion**

**Descriptive Questionnaire Answers for Green Awareness Variables**

Tabel 6. Descriptive Variable of Green Awareness

| No | Statement | Score | | | | | Mean | Std. dev |
|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | | |
| 1 | I am aware of the environmental issues associated with the use of electric cars. | 0 | 9 | 49 | 67 | 25 | 3.720 | 0.811 |
| 2 | I am aware of the commitment the government has made regarding the development of electric cars. | 1 | 11 | 50 | 49 | 39 | 3.760 | 0.946 |
| 3 | I realized that electric cars are an environmentally friendly solution. | 0 | 11 | 51 | 60 | 28 | 3.700 | 0.857 |
| 4 | I have a concern for environmental conservation and support the use of electric cars. | 0 | 15 | 44 | 54 | 37 | 3.753 | 0.940 |
| 5 | I try to contribute to environmental preservation by using an electric car. | 1 | 11 | 51 | 59 | 28 | 3.68 | 0.884 |
| 6 | I participate in activities that support the use of electric cars as part of environmental conservation. | 0 | 18 | 48 | 59 | 25 | 3.60 | 0.904 |
| 7 | I understand the price of electric cars and the benefits offered by these environmentally friendly vehicles. | 0 | 11 | 46 | 59 | 34 | 3.77 | 0.883 |
| 8 | I tend to choose electric cars over fossil fuel vehicles when it comes to vehicle purchases. | 0 | 15 | 44 | 57 | 34 | 3.73 | 0.924 |
| | **Total** | | | | | | **3.71** | |

Source: Processed questionnaire data (2024)

Referring to Table 6, the statement for the Green Awareness variable with the highest mean was “I understand the price of electric cars and the benefits of environmentally friendly

vehicles" (mean 3.77; SD 0.883). The lowest mean, 3.60 (SD 0.904), was for the statement "I participate in activities that support the use of electric cars for environmental conservation."

**Descriptive Green Product Questionnaire Answers**

The descriptive results of the questionnaire responses based on the Green Product variable can be seen in Table 7 below:

Tabel 7. Descriptive Variables of Green Product

| No | Statement | Score | | | | | Mean | Std. dev |
|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | | |
| 1 | I consider electric cars as my primary choice because they are environmentally friendly. | 0 | 11 | 55 | 55 | 29 | 3.68 | 0.869 |
| 2 | Electric cars reflect the environmentally friendly values that are important to me. | 1 | 10 | 53 | 58 | 28 | 3.68 | 0.877 |
| 3 | I prefer electric cars because they support environmentally friendly technology. | 1 | 17 | 54 | 49 | 29 | 3.58 | 0.949 |
| 4 | I chose an electric car because it is durable and long-lasting. | 1 | 14 | 52 | 54 | 29 | 3.64 | 0.921 |
| 5 | I chose an electric car because it uses quality materials with minimal environmental impact. | 1 | 13 | 52 | 56 | 28 | 3.64 | 0.905 |
| 6 | I chose an electric car because it is free from hazardous materials / toxic chemicals. | 0 | 12 | 48 | 59 | 31 | 3.72 | 0.881 |
| **Total** | | | | | | | **3.66** | |

Source: Processed questionnaire data (2024)

Based on Table 7, the statement with the highest mean for the Green Product variable is "I chose an electric car because it is free of hazardous materials" (mean 3.72; SD 0.881). The lowest mean, 3.58 (SD 0.949), is found in the statement "I chose an electric car because it supports environmentally friendly technology."

**Descriptive Questionnaire Answers for Perceived Price Variable**

The descriptive results of the questionnaire responses based on the Perceived Price variable can be seen in Table 8 below:

Tabel 8. Descriptive Variable of Perceived Price

| No | Statement | Score | | | | | Mean | Std. dev |
|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | | |
| 1 | The price of electric cars is affordable and can be reached by various groups of people. | 0 | 13 | 48 | 61 | 28 | 3.69 | 0.874 |
| 2 | The price of an electric car is in line with my income level. | 0 | 12 | 42 | 62 | 34 | 3.78 | 0.886 |
| 3 | The price of electric cars is commensurate with the quality offered. | 0 | 11 | 52 | 53 | 34 | 3.73 | 0.894 |
| 4 | The price of an electric car depends on the model and features provided. | 1 | 12 | 48 | 58 | 31 | 3.70 | 0.908 |
| 5 | The price of electric cars is competitive with the | 0 | 10 | 58 | 57 | 25 | 3.64 | 0.836 |
| 6 | I feel the price of electric cars is cheaper than my initial expectations. | 1 | 12 | 46 | 65 | 26 | 3.68 | 0.875 |
| 7 | The price of an electric car is commensurate with the benefits I get from using it. | 0 | 10 | 52 | 60 | 28 | 3.70 | 0.847 |
| 8 | The price of the electric car is in line with my expectations. | 0 | 10 | 60 | 51 | 29 | 3.66 | 0.865 |
| | **Total** | | | | | | **3.70** | |

Source: Processed questionnaire data (2024)

Based on Table 8, the statement for the Perceived Price variable with the highest mean is "The price of an electric car is in line with my income level." (mean 3.78; SD 0.886). The lowest

mean, 3.64 (SD 0.836), is found in the statement "The price of an electric car is competitive with non-electric vehicles in the same class."

**Descriptive Questionnaire Answers for Purchase Interest Variable**

The descriptive results of the questionnaire responses based on the Purchase Interest variable can be seen in Table 9 below:

Tabel 9. Descriptive Variable of Purchase Interest

| No | Statement | Score | | | | | Mean | Std. dev |
|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | | |
| 1 | I am interested in learning more about electric cars. | 0 | 0 | 3 | 111 | 36 | 4.22 | 0.461 |
| 2 | I have a desire to buy an electric car in the future. | 0 | 2 | 103 | 44 | 1 | 3.29 | 0.498 |
| 3 | I am willing to recommend electric cars to others. | 0 | 0 | 86 | 63 | 1 | 3.43 | 0.510 |
| 4 | I am open to receiving references about electric cars from others. | 0 | 0 | 32 | 116 | 2 | 3.80 | 0.433 |
| 5 | I am interested in the characteristics and features that electric cars have. | 0 | 0 | 46 | 102 | 2 | 3.70 | 0.485 |
| 6 | I would consider electric cars as my primary choice based on my preferences. | 0 | 0 | 68 | 81 | 1 | 3.55 | 0.512 |
| 7 | I actively sought information regarding electric cars before deciding to buy one. | 0 | 0 | 25 | 119 | 6 | 3.87 | 0.438 |
| 8 | I tend to gather information about the advantages of electric cars before deciding on a purchase. | 0 | 0 | 5 | 119 | 26 | 4.14 | 0.433 |
| | **Total** | | | | | | **3.75** | |

Source: Processed questionnaire data (2024)

Based on Table 9, the statement with the highest mean for the Purchase Intention variable is "I am interested in learning more about electric cars." (mean 4.22; SD 0.461). The lowest mean, 3.29 (SD 0.498), is for the statement "I want to buy an electric car in the future."

**Measurement Model Test Results (outer model)**

**Convergent Validity**

PLS testing (Sugiyono, 2020) states indicators are valid if loading factor ≥ 0.7, acceptable ≥ 0.5, and tolerated to 0.4. Below 0.4 must be removed. The table shows results for Green Awareness, Green Product, Perceived Price, and Purchase Intention.

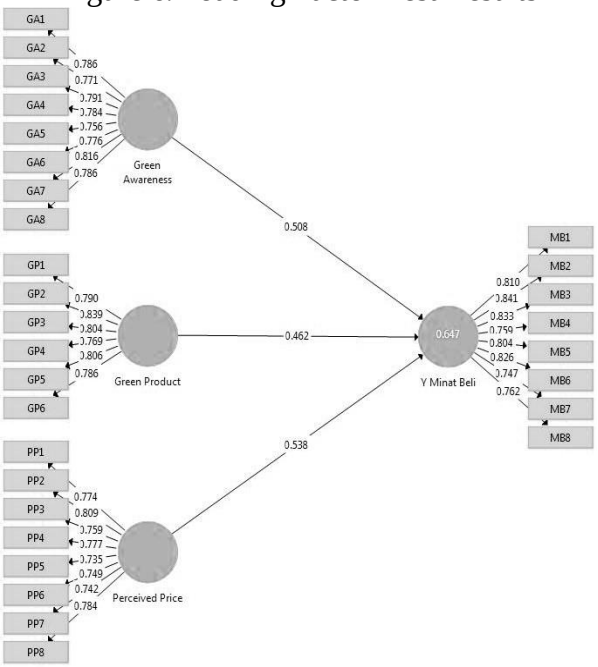
Tabel 10. Convergent Validity Test Results

| Variable | Indicator | Outer Loading | Keterangan |
|---|---|---|---|
| Green Awareness | GA1 | 0.786 | Valid |
| | GA2 | 0.771 | Valid |
| | GA3 | 0.791 | Valid |
| | GA4 | 0.784 | Valid |
| | GA5 | 0.756 | Valid |
| | GA6 | 0.776 | Valid |
| | GA7 | 0.816 | Valid |
| | GA8 | 0.786 | Valid |
| Green Product | GP1 | 0.790 | Valid |
| | GP2 | 0.839 | Valid |
| | GP3 | 0.804 | Valid |
| | GP4 | 0.769 | Valid |
| | GP5 | 0.806 | Valid |
| | GP6 | 0.786 | Valid |
| Perceived Price | PP1 | 0.774 | Valid |
| | PP2 | 0.809 | Valid |
| | PP3 | 0.759 | Valid |
| | PP4 | 0.777 | Valid |

| Variable | Indicator | Outer Loading | Keterangan |
|---|---|---|---|
| | PP5 | 0.735 | Valid |
| | PP6 | 0.749 | Valid |
| | PP7 | 0.742 | Valid |
| | PP8 | 0.784 | Valid |
| Purchase Interest | MB1 | 0.810 | Valid |
| | MB2 | 0.841 | Valid |
| | MB3 | 0.833 | Valid |
| | MB4 | 0.759 | Valid |
| | MB5 | 0.804 | Valid |
| | MB6 | 0.826 | Valid |
| | MB7 | 0.747 | Valid |
| | MB8 | 0.762 | Valid |

Source: Processed PLS Output (2024)

Figure 6. Loading Factor Test Results




Source: Processed PLS Output (2024)

Based on Figure 6 and Table 10, all indicators meet convergent validity because they have a loading factor > 0.7. Furthermore, validity can also be seen from the average variance extracted (AVE) value, where the construct is declared valid if the AVE value is > 0.5.

Tabel 11. Average Variance Extracted (AVE) Value

| Variable | Average Variance Extracted (AVE) | Information |
|---|---|---|
| Green Awareness | 0.614 | Valid |
| Green Product | 0.639 | Valid |
| Perceived Price | 0.587 | Valid |
| Purchase Interest | 0.638 | Valid |

Source: Processed PLS Output (2024)

Based on Table 11, it can be concluded that all variables have an AVE value above 0.50, so all values have good convergent validity.

**Discriminant Validity**

Discriminant validity is tested through crossloading; an indicator is valid if its highest value is in the intended construct, indicating that the latent construct is more capable of predicting its indicator than other blocks.

Tabel 12. Discriminant Validity Test Results (Cross Loadings)

| | Green Awareness | Green Product | Perceived Price | Purchase Interest |
|---|---|---|---|---|
| GA1 | 0.786 | 0.050 | -0.199 | 0.309 |
| GA2 | 0.771 | 0.034 | -0.200 | 0.293 |
| GA3 | 0.791 | 0.083 | -0.142 | 0.399 |
| GA4 | 0.784 | 0.038 | -0.093 | 0.382 |
| GA5 | 0.756 | 0.041 | -0.190 | 0.313 |
| GA6 | 0.776 | 0.130 | -0.097 | 0.363 |
| GA7 | 0.816 | 0.032 | -0.149 | 0.341 |
| GA8 | 0.786 | 0.157 | -0.166 | 0.375 |
| GP1 | 0.055 | 0.790 | -0.144 | 0.323 |
| GP2 | 0.042 | 0.839 | -0.112 | 0.350 |
| GP3 | 0.111 | 0.804 | -0.002 | 0.414 |
| GP4 | 0.112 | 0.769 | -0.160 | 0.307 |
| GP5 | 0.082 | 0.806 | -0.039 | 0.405 |
| GP6 | 0.041 | 0.786 | -0.085 | 0.350 |
| PP1 | -0.131 | -0.109 | 0.774 | 0.314 |
| PP2 | -0.207 | -0.126 | 0.809 | 0.270 |
| PP3 | -0.129 | -0.115 | 0.759 | 0.310 |
| PP4 | -0.086 | -0.087 | 0.777 | 0.352 |
| PP5 | -0.247 | -0.161 | 0.735 | 0.197 |
| PP6 | -0.141 | -0.151 | 0.749 | 0.260 |
| PP7 | -0.132 | -0.019 | 0.742 | 0.301 |
| PP8 | -0.163 | 0.063 | 0.784 | 0.339 |
| MB1 | 0.323 | 0.428 | 0.325 | 0.810 |
| MB2 | 0.376 | 0.401 | 0.313 | 0.841 |
| MB3 | 0.384 | 0.392 | 0.276 | 0.833 |
| MB4 | 0.355 | 0.309 | 0.312 | 0.759 |
| MB5 | 0.410 | 0.248 | 0.352 | 0.804 |
| MB6 | 0.386 | 0.353 | 0.309 | 0.826 |
| MB7 | 0.288 | 0.336 | 0.309 | 0.747 |
| MB8 | 0.331 | 0.417 | 0.306 | 0.762 |

Source: Processed PLS Output (2024)

Based on Table 12, each indicator has a higher cross loading value on its construct compared to other constructs, so all are valid. The values of Green Awareness (0.786; 0.771; 0.791; 0.784; 0.756; 0.776; 0.816; 0.786), Green Product (0.790; 0.839; 0.804; 0.769; 0.806; 0.786), Perceived Price (0.774; 0.809; 0.759; 0.777; 0.735; 0.749; 0.742; 0.784), and Purchase Intention (0.810; 0.841; 0.833; 0.759; 0.804; 0.826; 0.747; 0.762) are all valid. The discriminant validity test also uses the Fornell-Larcker Criterion: if the square root of the AVE of each construct is greater than the correlation between constructs, then the model is valid. The following are the results of the Fornell-Larcker Criterion test:

Tabel 13. Discriminant Validity Test Results (Fornell Lacker Criterion)

| | Green Awareness | Green Product | Perceived Price | Purchase Interest |
|---|---|---|---|---|
| Green Awareness | 0.784 | | | |
| Green Product | 0.093 | 0.799 | | |
| Perceived Price | -0.193 | -0.105 | 0.766 | |

| | Green Awareness | Green Product | Perceived Price | Purchase Interest |
|---|---|---|---|---|
| Purchase Interest | 0.447 | 0.453 | 0.391 | 0.799 |

Source: Processed PLS Output (2024)

Referring to Table 13, the AVE root value of each construct is greater than its correlation with other variables, thus meeting the Fornell-Larcker criteria and is valid. The discriminant validity test was continued with the Heterotrait-Monotrait Ratio (HTMT) to ensure that the reflective construct is more strongly connected to its indicators than other constructs. An HTMT value <0.9 indicates good discriminant validity. The following are the results of the HTMT test.

Tabel 14. Discriminant Validity Test Results (Heterotrait-Monotrait Ratio)

| | Green Awareness | Green Product | Perceived Price | Purchase Interest |
|---|---|---|---|---|
| Green Awareness | | | | |
| Green Product | 0.112 | | | |
| Perceived Price | 0.229 | 0.168 | | |
| Purchase Interest | 0.483 | 0.495 | 0.421 | |

Source: Processed PLS Output (2024)

Based on Table 14 above, the value of each connection with other constructs in the model is below 0.9, so the Heterotrait-Monotrait Ratio value has good discriminant validity.

**Composite Reliability**

Composite reliability was used to test instrument consistency. A construct is considered reliable if the composite reliability and Cronbach's alpha values are ≥ 0.7 for all variables, thus the questionnaire is considered consistent (Hair et al., 2021). The test results in this study are as follows:

Tabel 15. Reliability Test Values

| Variable | Cronbach's Alpha | Composite Reliability | Information |
|---|---|---|---|
| Green Awareness | 0.910 | 0.927 | Reliabel |
| Green Product | 0.887 | 0.914 | Reliabel |
| Perceived Price | 0.900 | 0.919 | Reliabel |
| Purchase Interest | 0.919 | 0.934 | Reliabel |

Source: Processed PLS Output (2024)

Referring to Table 15, all latent variables had Cronbach's alpha and composite reliability above 0.70, indicating that the indicators consistently measure the construct. Thus, all variables were deemed reliable and worthy of further analysis.

**Structural Model Testing Results / Hypothesis Testing (Inner Model)**

The inner model is the development of a theory-based conceptual framework for analyzing the relationship between exogenous and endogenous variables. Structural model testing is performed by examining the R-square value as a goodness-of-fit test. The stages of hypothesis testing in a structural model include:

**R-Square (R2) Value**

R-Square is used to assess the goodness-of-fit of a model on endogenous latent variables. The higher the coefficient of determination, the better the model quality. In PLS, R-Square is categorized as: 0.25–0.50 (weak), 0.51–0.75 (moderate), and >0.75 (strong).

Tabel 16. R-Square / $R^2$ Value

| Variable | R Square | R Square Adjusted |
|---|---|---|
| Purchase Interest | 0.647 | 0.640 |

Source: Processed PLS Output (2024)

Based on Table 16, the R-Square value for the purchase intention variable is 0.647 (medium category). This means that 65% of purchase intention is explained by green awareness, green products, and perceived price based on respondents' answers. The higher the R-Square, the greater the contribution of the independent variables in explaining the dependent variable, thus improving the model qeuality. The remaining 35% is explained by factors outside the model.

**Simultaneous Effect Square (F2) Test**

The effect size ($f^2$) test aims to assess the extent to which exogenous variables influence endogenous variables through changes in the $f^2$ value (Hair et al., 2017). The categories refer to Ghozali & Latan (2015), namely:

$f^2 \geq 0.02$ indicates a small influence, $\geq 0.15$ a medium influence, and $\geq 0.35$ a large influence of the exogenous variable.

Table 17. F-Square / $F^2$ Value

| Variable | Green Awareness | Green Product | Perceived Price | Purchase Interest |
|---|---|---|---|---|
| Green Awareness | | | | 0.700 |
| Green Product | | | | 0.596 |
| Perceived Price | | | | 0.784 |
| Purchase Interest | | | | |

Source: Processed PLS Output (2024)

Based on Table 17, the $f^2$ values for Green Awareness (0.700), Green Product (0.596), and Perceived Price (0.784) indicate a significant influence on Purchase Intention. This means that all exogenous variables have a significant and significant influence on the endogenous variables.

**Fit Models**

Model fit evaluation using SRMR, NFI, and Chi-Square from SmartPLS 3.0 output. The model is said to fit if SRMR < 0.10, NFI < 0.90, and Chi-Square > 0.05, which indicates a good research model (Ghozali & Latan, 2020:78).

Tabel 18. Model Fit Value

| | Saturated Model | Estimated Model |
|---|---|---|
| SRMR | 0.067 | 0.067 |
| NFI | 0.741 | 0.741 |
| Chi-Square | 843.133 | 843.133 |

Source: Processed PLS Output (2024)

Based on Table 18, the SRMR value is less than 0.10, the NFI value is less than 0.90, and the Chi-Square is > 0.05. These results indicate that the research model is good.

**Goodness of Fit Model**

Langkah berikutnya ialah menilai cross-validated redundancy ($Q^2$) buat mengetahui seberapa baik model struktural memprediksi nilai observasi. Hair et al. (2021) menyatakan bahwasannya bila $Q^2 > 0$ pada endogenous latent variable tertentu, maka PLS-SEM path model mempunyai predictive relevance.

0.00 - 0.24 → small category

0.25 - 0.37 → medium category
0.38 - 1 → high category

Tabel 19. Q-Square / $Q^2$ Values

| Variable | $Q^2$ (=1-SSE/SSO) |
|---|---|
| Purchase Interest | 0.402 |

Source: Processed PLS Output (2024)

Therefore, this model is stated to have high predictive relevance and is worthy of application, showing strong predictive capabilities and can be relied upon for further analysis.

**Hypothesis Testing Results**

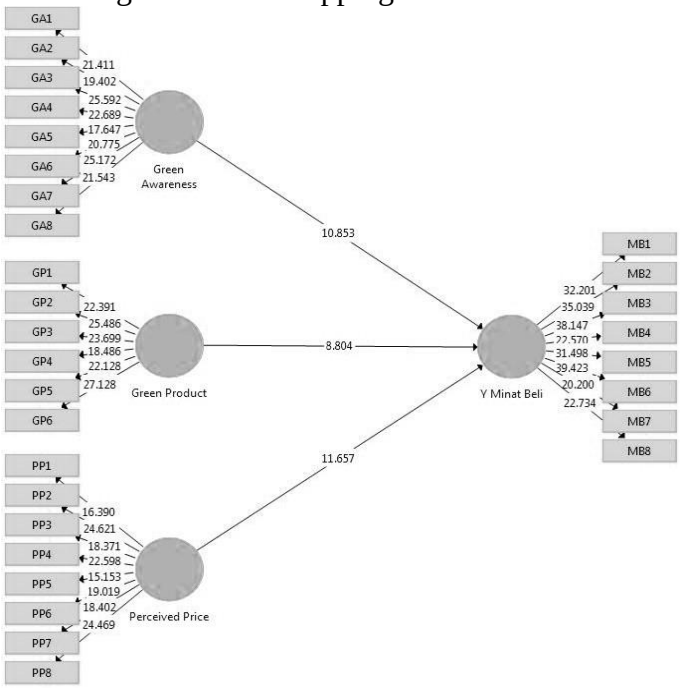
This stage tests the relationship between exogenous and endogenous latent variables using path coefficients, T-statistics, and p-values using bootstrapping. Hair et al. (2021) recommend BCa Bootstrap to assess path significance, with a p-value <0.05 as a benchmark. Path coefficients range from -1 to +1; closer to +1 indicates a strong positive relationship, closer to -1 indicates a strong negative one. A t-statistic ≥ 1.96 indicates the hypothesis is accepted.

Tabel 20. Hypothesis Test Results

| Connections between Variables | Original Sample | T-Statistics | P-Values | Results |
|---|---|---|---|---|
| Green Awareness Purchase Interest | 0.508 | 10.853 | 0.000 | Accepted |
| Green Product Purchase Interest | 0.462 | 8.804 | 0.000 | Accepted |
| Perceived Price Purchase Interest | 0.538 | 11.657 | 0.000 | Accepted |

Source: Processed PLS Output (2024)

Figure 7. Bootstrapping Test Results




Source: Processed PLS Output (2024)

**The Influence of Green Awareness on Purchase Intention**

The results of the hypothesis test showed a T-statistic of 10.853 > 1.96, an original sample of 0.508 (positive), and P Values of 0.000 < 0.05. This means that green awareness has a positive and significant effect on purchase intention, so that the H1 hypothesis is accepted. Green awareness reflects an individual's understanding and concern for environmental issues, which influences purchase intention for environmentally friendly products (Butar Butar et al., 2024; Alamsyah & Hadiyanti, 2017). Consumers with environmental awareness tend to be more selective, choose sustainable or certified products, and are loyal to brands that support sustainable business practices.

**The Influence of Green Products on Purchase Intention**

The results of the hypothesis test showed a T-statistic of 8.804 > 1.96, an original sample of 0.462 (positive), and P-values of 0.000 < 0.05. This means that green products have a positive and significant effect on purchasing intention, so the second hypothesis (H2) is accepted. Green products are products/services that consider the environmental impact from raw materials to disposal (Murniati & Widodo, 2024). With increasing environmental awareness, the influence of green products on purchasing intention is getting stronger. Consumers who care about the environment tend to choose certified products, made from sustainable materials, and produced in an environmentally friendly manner as a form of contribution to conservation (Jennah & Ismail, 2023).

**The Influence of Perceived Price on Purchase Intention**

The hypothesis test results show a T-statistic of 11.657 > 1.96, an original sample of 0.538 (positive), and a P-value of 0.000 < 0.05, indicating that perceived price has a positive and significant effect on purchase intention, supporting the third hypothesis (H3). These results also indicate that perceived price has the greatest influence, meaning that perceived price is the primary consideration for Indonesian consumers when purchasing an electric car. Although consumers are aware of the importance of green products, purchasing decisions still depend heavily on the suitability of price to benefits. Consumers tend to purchase if the price is reasonable, affordable, and commensurate with the quality and benefits (energy savings, emission reductions, sustainability contributions). Price is also often viewed as an indicator of quality and environmental commitment. Incentives or subsidies can improve price perceptions and encourage purchase intention. This finding aligns with research by Hasibuan & Siregar (2021), Akbar et al. (2023), and Anwar et al. (2022) which show that perceived price has a significant effect on purchase intention.

## CONCLUSION AND SUGGESTIONS

### Conclusion

Based on the results of the analysis and discussion regarding the influence of Green Awareness, Green Product, and Perceived Price on Public Purchase Interest in Electric Cars in the DKI Jakarta area, the following conclusions can be drawn:

Based on the analysis, it can be concluded that Green Awareness, Green Product, and Perceived Price have a positive and significant influence on the interest in purchasing electric cars in DKI Jakarta. The higher the public's awareness of the importance of environmental issues, the greater their desire to purchase electric cars as an environmentally friendly solution. Products designed with environmental impacts in mind have also been shown to increase purchasing interest in line with the increasing demand for green products.

Furthermore, the perception of price as commensurate with environmental benefits also encourages people's tendency to choose electric cars. These findings confirm that the combination of environmental awareness, green product quality, and perceived reasonable price are important factors influencing people's decisions to switch to more sustainable vehicles.

**Suggestions**

Based on these conclusions, several recommendations can be made. The government needs to strengthen its commitment to a clean energy transition through educational programs and incentives to increase public awareness of the benefits of electric cars, while manufacturers are expected to continue improving product quality and innovation to attract wider purchasing interest. Manufacturers are also advised to maintain consistent environmentally friendly principles with clean production practices, the use of non-hazardous materials, and low-emission technology to strengthen consumer confidence. Furthermore, the government and manufacturers need to design competitive pricing strategies to make electric cars more affordable for various segments of society, thereby accelerating purchasing decisions and adoption. Further research is recommended to include other variables such as Green Price, Brand Image, and Product Quality to enrich the findings and provide a more comprehensive picture of the factors influencing interest in purchasing electric cars.

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