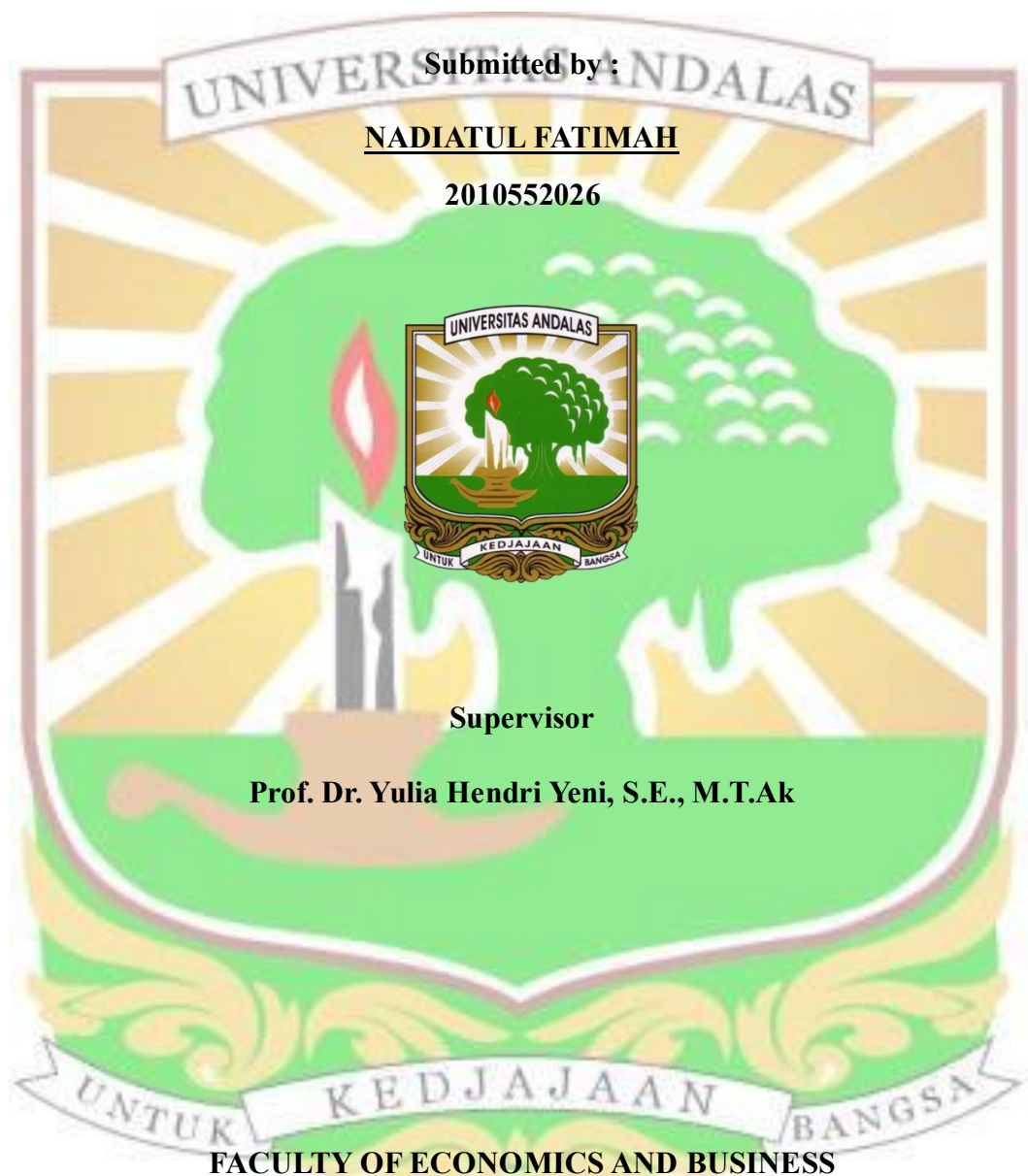


**THE INFLUENCE OF PRICE VALUE AND PRODUCT KNOWLEDGE
ON PURCHASE INTENTION OF ELECTRIC MOTORBIKES WITH
ENVIRONMENTAL AWARENESS AS A MEDIATING VARIABLE**



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THE INFLUENCE OF PRICE VALUE AND PRODUCT KNOWLEDGE ON PURCHASE INTENTION OF ELECTRIC MOTORBIKES WITH ENVIRONMENTAL AWARENESS AS A MEDIATING VARIABLE

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ABSTRACT

The purpose of this research is to examine the mediating effects of environmental awareness (EA) on price value (PV), product knowledge (PK) on the relationship between the purchase intention of electric motorbikes in West Sumatra, Indonesia. Based on a quantitative research design, 170 samples of West Sumatra respondents aged 25 and above were collected via an online questionnaire as a research tool. Structural Equation Modeling (SEM) analysis was used to analyze the proposed hypotheses. The results indicate that all four variable, which are price value, product knowledge, environmental awareness, and purchase intention, significantly influence the purchase intention of electric motorbikes. The results of mediating analysis reveal that environmental awareness significantly moderates the effect of price value ($b = 0.412$) and not significantly product knowledge ($b = 0.305$) on purchase intention. Additionally, consumer product knowledge of EVs was found to significantly In other words, potential consumers who possess higher EV knowledge seem to be less influenced by environmental awareness in their decision to buy EVs. These findings highlight the importance of integrating environmental concerns and EV product knowledge into the firm's marketing strategies to boost EV adoption in emerging countries. The implications and recommendations will be discussed in the paper.

Keywords; Electric Motorbikes; Price Value; Product Knowledge; Environmental Awareness; Purchase Intention.

