

V. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The results of the research that has been done can be concluded as follows:

1. Price value has a positive and significant effect on Purchase intention of electric motorbikes. Which means Price value is considered to influence the variables purchase intention. This variable can be used for the next research.
2. Product knowledge has a positive and significant effect on Purchase intention of electric motorbikes. Which means Product knowledge is considered to have a decisive influence on Purchase intention. This variable can be used for the next research.
3. Environmental Awareness has a positive and significant effect in Purchase Intention of electric motorbikes. Which means environmental awareness is considered to have a decisive influence on purchase intention. This variable can be used for the next research.
4. Price value mediated by environmental awareness toward purchase intention of electric motorbikes. In the data analysis, the result showed that the hypothesis is positive and significantly effect the purchase intention of electric motorbikes. Mediated by environmental awareness can be used for the next research.
5. Product Knowledge mediated by environmental awareness toward purchase intention of electric motorbikes. In the data analysis, the result showed that the hypothesis is positive and not significantly effect the purchase intention of electric motorbikes. Mediated by environmental awareness do not can be used for the next research. This mediated is not allowed for the next research.
6. Price value toward environmental awareness. The result is positive and significant relation on the environmental awareness of electric motorbikes. The research variable can be used as the future research.

7. Product Knowledge toward environmental awareness. The result is positive and significant relation on the environmental awareness of electric motorbikes. The research variable can be used as the future research.

5.2 Recommendation

Based on the presentation of the previous findings, future research can consider the following suggestions can consider some of the suggestion below:

1. In order to obtain more precise and varied results, it is anticipated that the number of respondents would be increased. The research population coverage may be expanded to include other generations outside of West Sumatra or to compare two generations.
2. The next research, a more thorough examination of the phases mediating purchase intention and product knowledge, is required for future research, and additional variables that can bolster the study can be added.
3. For future research, it is hoped that it can increase data sources, not only focusing on questionnaires but also including data obtained from other methods such as interviews. Hopefully, there are qualitative methods for the new research with a higher number of respondents to analyze outside of this variable.
4. For the next research, the object of this research can be analyzed into the behaviour variable and efficiency for the use of electric motorbikes.

