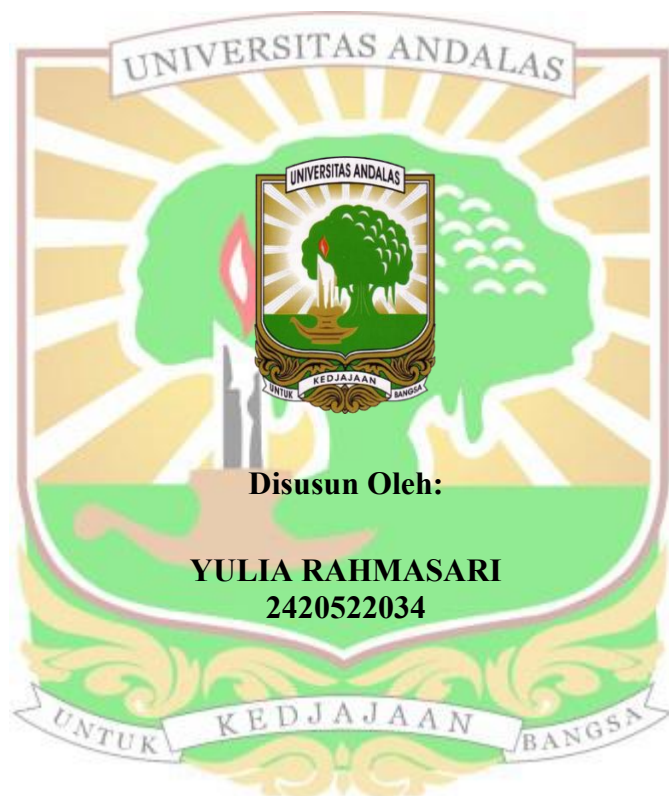


**PERAN *ATTITUDE* DALAM MEMEDIASI PENGARUH
ENVIRONMENTAL CONCERN DAN *PRICE VALUE* TERHADAP
PURCHASE INTENTION SEPEDA MOTOR LISTRIK HONDA PADA
DEALER CEMPAKA MOTOR SIJUNJUNG**

TESIS



**PROGRAM STUDI MAGISTER MANAJEMEN
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**THE ROLE OF ATTITUDE IN MEDIATING THE EFFECTS OF
ENVIRONMENTAL CONCERN AND PRICE VALUE ON PURCHASE
INTENTION OF HONDA ELECTRIC MOTORCYCLES AT CEMPAKA MOTOR
DEALER SIJUNJUNG**

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Abstract

The growing environmental challenges caused by fossil fuel based transportation have intensified the global transition toward sustainable mobility solutions, including the adoption of electric motorcycles. In Indonesia, government incentives and infrastructure development have been introduced to support the diffusion of electric vehicles. Nevertheless, consumer adoption of electric motorcycles remains relatively low, particularly in developing regions. This condition highlights the importance of understanding consumer behavioral factors, such as environmental concern and perceived price value, in shaping purchase intention. However, empirical findings regarding the direct influence of these factors on purchase intention remain inconclusive. This study aims to analyze the effects of environmental concern and price value on the purchase intention of Honda electric motorcycles, as well as to examine the mediating role of attitude in these relationships. A quantitative approach was employed using a survey method. Data were collected through structured questionnaires from 170 respondents in Sijunjung Regency who were familiar with or interested in electric motorcycles. The data were analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4 software. The results indicate that environmental concern and price value have positive and significant effects on attitude toward Honda electric motorcycles. Furthermore, attitude is found to have a positive and significant effect on purchase intention. However, environmental concern and price value do not have a significant direct effect on purchase intention. Mediation analysis reveals that attitude fully mediates the relationships between environmental concern and purchase intention, as well as between price value and purchase intention. These findings suggest that environmental awareness and economic considerations alone are insufficient to directly stimulate purchase intention without the formation of a positive consumer attitude. This study emphasizes the critical role of attitude as a psychological mechanism that translates environmental and economic evaluations into purchase intention. The findings imply that strategies to increase electric motorcycle adoption should focus not only on promoting environmental benefits and economic value but also on fostering positive consumer attitudes through effective communication, education, and experiential marketing. This research contributes to the extension of the Theory of Planned Behavior in the context of electric vehicle adoption in developing regions.

Keywords: *Attitude; Environmental concern; Price value; Purchase intention; Electric motorcycle.*

**PERAN *ATTITUDE* MEMEDIASI PENGARUH *ENVIRONMENTAL CONCERN*
DAN *PRICE VALUE* TERHADAP *PURCHASE INTENTION* SEPEDA MOTOR
LISTRIK HONDA DEALER CEMPAKA MOTOR SIJUNJUNG**

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Abstrak

Meningkatnya tantangan lingkungan yang disebabkan oleh penggunaan transportasi berbahan bakar fosil telah mempercepat transisi global menuju solusi mobilitas berkelanjutan, termasuk adopsi sepeda motor listrik. Di Indonesia, berbagai insentif pemerintah dan pengembangan infrastruktur telah diperkenalkan untuk mendukung penyebaran kendaraan listrik. Meskipun demikian, tingkat adopsi sepeda motor listrik oleh konsumen masih relatif rendah, khususnya di wilayah berkembang. Kondisi ini menegaskan pentingnya pemahaman terhadap faktor perilaku konsumen, seperti kepedulian terhadap lingkungan dan persepsi nilai harga, dalam membentuk niat beli. Penelitian ini bertujuan untuk menganalisis pengaruh *environmental concern* dan *price value* terhadap *purchase intention* sepeda motor listrik Honda, serta menguji peran *attitude* sebagai variabel mediasi dalam hubungan tersebut. Pendekatan kuantitatif digunakan dengan metode survei. Data dikumpulkan melalui kuesioner terhadap 170 responden di Kabupaten Sijunjung yang memiliki pengetahuan atau ketertarikan terhadap sepeda motor listrik. Data dianalisis menggunakan *Structural Equation Modeling Partial Least Squares* (SEM-PLS) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa *environmental concern* dan *price value* berpengaruh positif dan signifikan terhadap *attitude* konsumen terhadap sepeda motor listrik Honda. Selanjutnya, *attitude* terbukti berpengaruh positif dan signifikan terhadap *purchase intention*. Namun, *environmental concern* dan *price value* tidak berpengaruh signifikan secara langsung terhadap *purchase intention*. Hasil analisis mediasi mengungkapkan bahwa *attitude* berperan sebagai mediator penuh dalam hubungan antara *environmental concern* dan *purchase intention*, serta antara *price value* dan *purchase intention*. Temuan ini menunjukkan bahwa kesadaran lingkungan dan pertimbangan ekonomi belum cukup untuk secara langsung meningkatkan niat beli tanpa adanya pembentukan sikap positif konsumen. Penelitian ini menegaskan peran penting *attitude* sebagai mekanisme psikologis yang menerjemahkan evaluasi lingkungan dan ekonomi ke dalam niat pembelian. Implikasi penelitian menunjukkan bahwa strategi peningkatan adopsi sepeda motor listrik perlu difokuskan tidak hanya pada promosi manfaat lingkungan dan nilai ekonomis, tetapi juga pada upaya membangun sikap positif konsumen melalui komunikasi yang efektif, edukasi, dan pemasaran berbasis pengalaman. Penelitian ini turut berkontribusi dalam pengembangan *Theory of Planned Behavior* pada konteks adopsi kendaraan listrik di wilayah berkembang.

Kata kunci: *Attitude; Environmental concern; Price value; Purchase intention; Sepeda motor listrik.*