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THE EFFECT OF GREEN BEHAVIOR ON GENERATION Z'S PURCHASE INTENTION FOR ELECTRIC VEHICLES

TRI WAHYUARINI[1*], SRI SYABANITA ELIDA[2], EVI SOFIANA[3]

[1, 2] Automotive Business Administration Study Program, Pontianak State Polytechnic, Indonesia.

[3] Business Administration Study Program, Pontianak State Polytechnic, Indonesia.

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***Corresponding author:** TRI WAHYUARINI
Automotive Business Administration Study Program, Pontianak State Polytechnic, Indonesia.

Abstract

This research is motivated by the current trend of increasing interest in electric vehicles and the growing environmental concerns that have gained significant attention in recent decades. Human awareness of sustainable development has encouraged manufacturers to produce more environmentally friendly electric vehicles. This environmental consciousness also drives individuals to adopt environmentally friendly behaviour, or green behaviour. On the other hand, Generation Z is currently in the spotlight due to its significantly different behavioural patterns compared to previous generations.

The aim of this study is to empirically examine the positive influence of green behaviour on the purchase intention of electric vehicles, specifically electric motorcycles, among Generation Z. The research method used is quantitative, employing surveys as the data collection method and questionnaires as the primary data collection tool. The sampling technique used is convenience sampling, with a total of 150 respondents. The analytical tool used is simple regression analysis.

The results of the study indicate that green behaviour has a positive influence on Generation Z's intention to purchase electric vehicles. This is evidenced by a significance level of 0.001 < 0.05, indicating that the regression model can be used to predict the Purchase Intention variable. The R-squared value is 0.096, which means that green behaviour explains 7.6% of Generation Z's intention to purchase electric vehicles, while the remaining 92.4% is influenced by other factors not examined in this study.

Keywords: *green behaviour, electric vehicles, purchase intention, environment, Generation Z*

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INTRODUCTION

Human concern for the environment has begun several decades ago. The Earth Summit (United Nations Conference on Environment and Development) held in Rio de Janeiro, Brazil in 1992 became a historic milestone for the global movement towards a better Earth. The summit discussed climate change, monitoring of production processes that generate harmful substances, public transportation issues, and water scarcity, and emphasized the need for global partnerships to achieve sustainable development (Kementerian Lingkungan Hidup, 2003). One of the important points of this summit was the use of alternative energy sources to replace fossil fuels, which contribute to global pollution. Attention to climate change has driven changes across various sectors, including transportation. The Indonesian government supports sustainable development through the Minister of Industry Regulation of the Republic of Indonesia Number 36 of 2021 concerning Low-Cost Green Cars (LCGC), which regulates tax provisions and prices to encourage citizens to choose LCGC as a vehicle option to reduce fuel consumption and air pollution.

Vehicles powered by energy sources other than fossil fuels have emerged as a more environmentally friendly alternative. Currently, electric vehicles (EVs) are mass-produced and commercially available as part of manufacturers' attention to climate change and sustainable development. In Indonesia, the government's effort to accelerate the adoption of electric vehicles is reflected in Presidential Regulation No. 79 of 2023 as an amendment to Presidential Regulation No. 55 of 2019, which emphasizes the development of battery-based electric motor vehicles as part of the national energy strategy, carbon emission reduction, and domestic automotive development. Several brands of two-wheeled and four-wheeled vehicles that meet the Domestic Component Level (TKDN) requirements receive government subsidies, making their selling prices lower and more attractive to the public. For four-wheeled vehicles, those receiving subsidies include Hyundai Ioniq 5 and Wuling Air EV, while two-wheeled vehicles include Alva, Gesits, Polytron, Rakata, Smoot, United, Viar, Volta, and Uwinfly (CNN, 2023). The potential of these subsidies encourages Indonesians to buy electric cars and motorcycles. Based on Gaikindo data (2025), in 2024, electric car purchases reached 100,000 units, while electric motorcycle sales reached 63,146 units.

Encouraging environmentally friendly behaviour, or green behaviour, has become one of the solutions to environmental problems widely discussed in international forums. This behaviour reflects individual actions that contribute to environmental preservation through reducing resource consumption, recycling, using environmentally friendly products, and participating in conservation activities (Stern, 2000). Green behaviour covers various aspects of daily life, ranging from waste management, energy consumption, to preferences for sustainable products and services. According to Kollmuss and Agyeman (2002), green behaviour is influenced by environmental knowledge, personal values, social norms, and internal motivation. However, there is still a gap between high environmental awareness and actual behavioural practice, a phenomenon known as the attitude-behaviour gap. In Indonesia, although public awareness of environmental issues has increased, the practice of green behaviour is still relatively low. A study by Nugroho et al. (2021) shows that the majority of urban communities have a sufficient level of environmental knowledge, but this has not been fully reflected in household consumption and waste management behaviour. Therefore, it is important to examine whether people already have green behaviour and whether this behaviour is implemented in daily consumption patterns.

One approach used in green behaviour research is the Theory of Planned Behaviour developed by Ajzen (1991). This theory explains that a person's behavioural intention is influenced by their attitude toward the behaviour, subjective norms, and perceived behavioural control. Using this theoretical framework, researchers can systematically analyse psychological and social factors affecting environmentally friendly behaviour. Along with the development of electric vehicles, questions arise regarding public response, particularly purchase intention as an early indicator of potential product adoption. Purchase intention is defined as a person's tendency to buy a product based on their perception and evaluation of the product (Schiffman & Kanuk, 2007), influenced by price, product quality, brand perception, functional value, and individual motivation. According to Ajzen's theory (1991), purchase intention is influenced by three main components: attitude toward behaviour, subjective norms, and perceived behavioural control. In the context of electric vehicles, a positive attitude toward environmentally friendly vehicles, social influence from the surrounding environment, and ease of access to infrastructure such as charging stations can be major driving factors for purchase intention. Additionally, according to Kotler & Keller (2016), consumer motivation also plays an important role in shaping purchase intention, where motivation can stem from functional needs (energy efficiency, low operational costs) and psychological needs (prestige, modern lifestyle).

Generation Z, or Gen Z, born between 1997 and 2012 (William et al., 2018), represents a unique societal group with characteristics different from previous generations. Gen Z currently dominates the productive-age population. They were born and raised in the digital era, familiar with digital technology, the internet, and social media. They are highly connected, quickly absorb information, and have a visual and instant lifestyle. They possess high technological literacy and are known for their concern for social and environmental issues. These characteristics make Gen Z a potential segment in the electric vehicle market, especially as they are entering productive age and becoming active consumers. A study by Tirto.id (2024) involving 537 Gen Z respondents shows that more than 80% expressed interest in purchasing electric vehicles, mainly to reduce dependence on petroleum and support environmental preservation. However, the actual purchase rate of electric vehicles among Gen Z remains relatively low. This indicates a gap between purchase intention and actual purchase, which could be caused by obstacles such as high prices, limited charging infrastructure, or lack of education regarding the long-term benefits of using electric vehicles. A study by Lia and Ramli (2024) found the influence of environmental knowledge and awareness on the purchase intention of electric cars. In addition, a study by Phoon, Hong, Tan, and Kumarusamy (2023) found the influence of positive attitudes toward electric vehicles on purchase intention mediated by environmental awareness. Research by Abbada and Winarto (2020) showed the influence of green values and price on the purchase intention of electric motorcycles among adolescents in Semarang.

Based on this background, this study focuses on two-wheeled electric vehicles, or electric motorcycles, and formulates the research problem: whether green behaviour affects Gen Z's purchase intention for electric motorcycles. The aim of this research is to empirically test the effect of green behaviour on Gen Z's purchase intention for electric motorcycles. This study is beneficial

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for researchers to provide an overview of the influence of green behaviour on Gen Z's purchase intention, and for marketers to emphasize when creating marketing communication materials for consumers. This study also presents novelty because it links green behaviour with the purchase intention of electric motorcycles, while previous studies generally link environmental knowledge or awareness with purchase intention. Based on the background above, this study is entitled **"The Effect of Green Behaviour on Generation Z's Purchase Intention for Electric Vehicles."**

LITERATURE REVIEW

Green Behaviour

Green behaviour is a relevant topic in relation to climate change and sustainable development. In general, green behaviour refers to actions that demonstrate human concern for the environment and are performed consciously to reduce negative impacts on nature (Kaiser, 1998). Environmentally friendly behaviour reflects individual actions that contribute to environmental preservation through reducing resource consumption, engaging in recycling, using eco-friendly products, and participating in conservation activities (Stern, 2000). Green behaviour covers various aspects of daily life, ranging from waste management and energy consumption to preferences for sustainable products and services.

Ajzen (1991), through the Theory of Planned Behaviour, stated that a person's intention to perform a particular behaviour is influenced by attitude, subjective norms, and perceived behavioural control. Although this theory is commonly used in research related to other behaviours, it is also relevant for predicting environmentally friendly behaviour. Kollmuss and Agyeman (2002) argued that green behaviour is influenced by various factors such as environmental knowledge, personal values, social norms, and internal motivation. However, their study found a gap between high environmental awareness and the behaviours actually performed. This phenomenon is known as the *attitude-behaviour gap*, where individuals have positive attitudes toward the environment but do not always consistently apply them in real life (Kollmuss and Agyeman, 2002).

Studies by Stern (2000) and Joshi and Rahman (2015) identified several dimensions of green behaviour among Generation Z, including purchasing environmentally friendly products (e.g., organic products, eco-labeled or "sustainable" products), recycling and waste reduction (e.g., sorting waste, reducing single-use plastics, recycling products), saving water and electricity, and adopting a green lifestyle (e.g., using public transportation, cycling, and sharing posts about environmental issues on social media).

Purchase Intention

Purchase intention refers to an individual's tendency or willingness to buy a certain product in the near future. It is part of the decision-making process before an actual purchase occurs. Generally, purchase intention represents a consumer's tendency to respond positively to a product, which may be followed by an actual purchase. Schiffman & Kanuk (2007) defined purchase intention as the tendency or desire of a person to buy a product based on perception and evaluation of that product. Purchase intention is one stage in the consumer decision-making process. It is influenced by various factors such as price, product quality, brand perception, functional value, and individual motivation. According to Ajzen (1991), purchase intention is influenced by three main components: attitude toward the behaviour, subjective norms, and perceived behavioural control.

Ferdinand (2006) stated that purchase intention is a consumer response to an object showing a desire to own the offered product. According to Ferdinand, purchase intention can be influenced by perceptions of quality, price, brand image, or marketing promotions. Additionally, Kotler and Keller (2012) explained that purchase intention can also be affected by internal and external factors. Internal factors include consumer motivation, attitudes, and beliefs, while external factors include recommendations from others and economic conditions. Ajzen (1991) and Ajzen & Fishbein (1975) stated that purchase intention can be measured by factors such as the willingness to try a product, the desire to seek information about the product, the intention to buy the product in the near future, and the willingness to recommend the product to others.

Generation Z (Gen Z)

Generation Z, commonly referred to as Gen Z, includes individuals born between 1997 and 2012 (William et al., 2018). Gen Z currently dominates the population of the productive age group. They possess unique characteristics that differentiate them from previous generations such as Baby Boomers, Generation Y, and Millennials. Gen Z was born and raised in the digital era, making them highly familiar with digital technology, the internet, and social media. They are highly connected, quickly absorb information, and have a visually oriented and instant lifestyle. They exhibit high levels of technological literacy and are known for their concern for social and environmental issues.

According to Seemiller & Grace (2016), Gen Z tends to be more aware of the social and environmental impacts of their actions and actively uses social media to discuss environmental issues. Francis & Hoefel (2018) found that Gen Z holds strong social values, including in the areas of sustainable development and environmental justice.

Several The following state of the art review highlights several key studies that have examined the factors influencing green purchase behaviour and the intention to adopt electric vehicles, providing a foundation for the present research. Several researchers have explored the roles of environmental awareness, consumer attitudes, and values in shaping eco-friendly purchase decisions. Joshi and Rahman (2015) identified environmental and social concern, as well as the inherent eco-friendly attributes of products, as major drivers of green purchasing behaviour. Similarly, Kollmuss and Agyeman (2002) emphasized that pro-environmental behaviour is influenced by both internal factors such as personality traits, value systems, and knowledge and external factors, including infrastructure, social and cultural context, and economic conditions.

In the context of electric vehicle adoption, Phoon, Hong, Tan, and Kumarusamy (2024) found that environmental awareness and positive attitudes toward electric cars are related to purchase intention, though government interventions did not show a significant effect on increasing this intention. Yeğin and Ikram (2022) extended the Theory of Planned Behaviour and demonstrated that attitudes, environmental awareness, and green trust positively influence consumers' intentions to purchase electric vehicles. Nurdin and Ratnasari (2024) showed that green lifestyle, green product knowledge, and green advertising significantly enhance the green purchase intention of the Volta electric motorcycle among consumers in Karawang Regency.

Other studies support these findings. Dutta and Hwang (2021) reported that environmental awareness positively affects attitude, subjective norms, and perceived behavioral control, which in turn

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influence the intention to consume environmentally friendly products. Solekah, Ratnasari, and Hirmawan (2023) highlighted the positive effects of attitude, subjective norms, knowledge, and vehicle performance on electric vehicle purchase intention. Diana (2024) found that environmental awareness partially influences the intention to purchase eco-friendly vehicles, while general environmental concern was not a significant predictor.

Specifically focusing on Generation Z, Imammudin and Liana (unpublished) found that functional value, emotional value, green trust, and green perceived value positively affect the purchase intention of electric bicycles among Gen Z in Surakarta. Abbada, Winarto, and Ayuwardhani (2024) further confirmed that green perceived value and price fairness, moderated by environmental knowledge, significantly influence the purchase intention of electric motorcycles among young consumers. Collectively, these studies provide strong evidence that green behaviour, environmental knowledge, and consumer values are crucial determinants in shaping the adoption of environmentally friendly vehicles, particularly within the younger generation.

Based on the literature review above, the hypothesis of this study is as follows:

Hypothesis 1: Green behaviour has an effect on Generation Z's purchase intention for electric motorcycles.

RESEARCH METHOD

The research was conducted from April to September 2025 in Pontianak, with respondents expected to represent a national-level population. Data were collected at the individual level using an electronic questionnaire distributed via Google Forms. A quantitative survey method was employed, complemented by a documentation study that involved reviewing relevant books, journal articles, and other sources to support the research framework.

The population targeted in this study was Generation Z, and due to the large and undefined population size, non-probability sampling using convenience sampling was applied. This approach focused on respondents who were willing and easily accessible, with a planned sample size of 150 respondents based on recommendations by Hair et al. (2010).

Two main variables were measured in this study. Green behaviour, defined as environmentally conscious actions taken to reduce negative environmental impacts (Kaiser, 1998), was assessed using four indicators adapted from Stern (2000) and Joshi & Rahman (2015), including purchasing eco-friendly products, recycling and reducing waste, conserving water and electricity, and adopting a green lifestyle. Purchase intention, defined as the tendency or desire to buy a product based on perception and evaluation (Schiffman & Kanuk, 2007), was measured using four indicators adapted from Ajzen (1991) and Ajzen & Fishbein (1975), including willingness to try the product, desire to seek product information, intention to purchase soon, and willingness to recommend the product to others.

Data were analysed using simple regression to examine the effect of green behaviour on purchase intention, with analysis conducted through SPSS version 22. This method allows for a clear understanding of the relationship between environmentally conscious behaviour and Generation Z's intention to purchase electric motorcycles.

RESULTS AND DISCUSSION

The objective of this study was to empirically examine the effect of green behaviour on Generation Z's purchase intention for electric motorcycles. To achieve this objective, the researcher employed a quantitative research method using a survey as the primary data collection technique. Convenience sampling was applied, and questionnaires were distributed online via Google Form at the link https://forms.gle/sAhEGzmnRYMyCmnA8, targeting 150 respondents. The questionnaire was disseminated from August to September 2025.

Respondent Characteristics

The questionnaire link was closed once the target number of respondents was reached. Although a total of 159 individuals accessed the link, only 150 respondents were included in the analysis, in accordance with the initial target. The following presents the characteristics of respondents based on age.

Table 1
Respondents Based on Age

No	Age	Number OF Respondents	Percentage (%)
1	Under 18 years	5	3,3
2	18 – 22 years	129	86
3	Over 22 years	16	10.7
Total		150	100

Based on the table above, it is evident that the majority of respondents are aged 18–22 years, total 129 individuals or 86%. In addition to categorizing respondents by age, they were also grouped according to their highest completed education level. The results are presented in the following table.

Table 2
Respondents Based on Age

No	Education	Number OF Respondents	Percentage (%)
1	Secondary School	100	66,7
2	Diploma	15	10
3	Bachelor	35	23,3
Total		150	100

respondents have completed secondary school, total 100 people or 66.7%, while the smallest group are diploma graduates, total 15 people or 10%.

Next, respondents were categorized according to their current employment status, and the results are shown in the following table.

Table 3
Respondents by Employment

No	Employment	Number OF Respondents	Percentage (%)
1	Unemployed	136	90,7
2	Employed	14	9,3

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Total	150	100

From the table, it can be seen that the majority of respondents, 136 people or 90.7%, are unemployed.

Finally, respondents were grouped based on monthly expenditure, as shown in the following table.

Table 4
Respondents by Monthly Expenditure

No	Expenditure	Number OF Respondents	Percentage (%)
1	Below 1 million IDR	104	69.3
2	1 – 3 million IDR	44	29.4
3	Above 3 million IDR	2	1.3
Total		150	100

Based on the table above, most respondents in this study have a monthly expenditure below 1 million IDR.

Validity and Reliability Test

Before testing the hypothesis, validity and reliability tests were conducted. The validity test aims to determine whether the questionnaire items used as indicators in this study truly measure the intended variables. In other words, the test examines whether each item is valid for its respective variable. Validity testing was conducted using correlation analysis in SPSS 22. An item is considered valid if the significance value is below 0.05 and the calculated r is greater than the r table. For 150 respondents (df = n – 2 = 148, α = 5%), the r table is 0.1603. The validity test results are shown in the following table.

Table 5: Validity Test Results

No	Variable	Indicator	Item Number	calculated	r_table	Remarks
1	X1	1	0,38472	1,11319	X1	Valid
2	X2	2	0,38611	1,11319	X2	Valid
3	X3	3	0,34931	1,11319	X3	Valid
4	X4	4	0,30417	1,11319	X4	Valid
5	X5	5	0,42569	1,11319	X5	Valid
6	X6	6	0,34514	1,11319	X6	Valid
7	X7	7	0,36736	1,11319	X7	Valid
8	X8	8	0,41319	1,11319	X8	Valid
9	X9	9	0,40139	1,11319	X9	Valid
10	X10	10	0,37569	1,11319	X10	Valid
11	X11	11	0,34792	1,11319	X11	Valid
12	X12	12	0,40764	1,11319	X12	Valid
13	X13	13	0,44028	1,11319	X13	Valid
14	X14	14	0,46319	1,11319	X14	Valid
15	X15	15	0,44306	1,11319	X15	Valid
16	X16	16	0,37639	1,11319	X16	Valid
17	X17	17	0,41389	1,11319	X17	Valid
18	Y1	1	0,46528	1,11319	Y1	Valid
19	Y2	2	0,47083	1,11319	Y2	Valid
20	Y3	3	0,46667	1,11319	Y3	Valid
21	Y4	4	0,52014	1,11319	Y4	Valid
22	Y5	5	0,53125	1,11319	Y5	Valid
23	Y6	6	0,53125	1,11319	Y6	Valid
24	Y7	7	0,52986	1,11319	Y7	Valid
25	Y8	8	0,41944	1,11319	Y8	Valid
26	Y9	9	0,42778	1,11319	Y9	Valid
27	Y10	10	0,48542	1,11319	Y10	Valid
28	Y11	11	0,47569	1,11319	Y11	Valid
29	Y12	12	-0.025	1,11319	Y12	Not Valid

Based on the data processed using SPSS, the results show that for all measurement items of variable X, namely green behaviour, all items are valid with a significance value of 0.000 and r calculated > 0.1603. Meanwhile, for variable Y, 11 items are valid with significance 0.000 and r_calculated > 0.1603, but one item, namely item number 12, is not valid because its significance is 0.758 > 0.05 and r_calculated < 0.1603. Therefore, this item was excluded from further analysis.

The second test conducted was the reliability test. The reliability test is used to determine whether the indicator items can be trusted as measurement tools for the variables. In this study, reliability was measured using the Cronbach's Alpha formula. According to Nunnaly (as cited in Ghozali, 2018:46), if the Cronbach's Alpha (α) value of a variable ≥ 0.70, the indicators used for that variable are

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considered reliable; conversely, if Cronbach's Alpha (α) ≤ 0.70, the indicators are considered unreliable. The results of the reliability test for each variable are presented below.

Table: Reliability Test Results

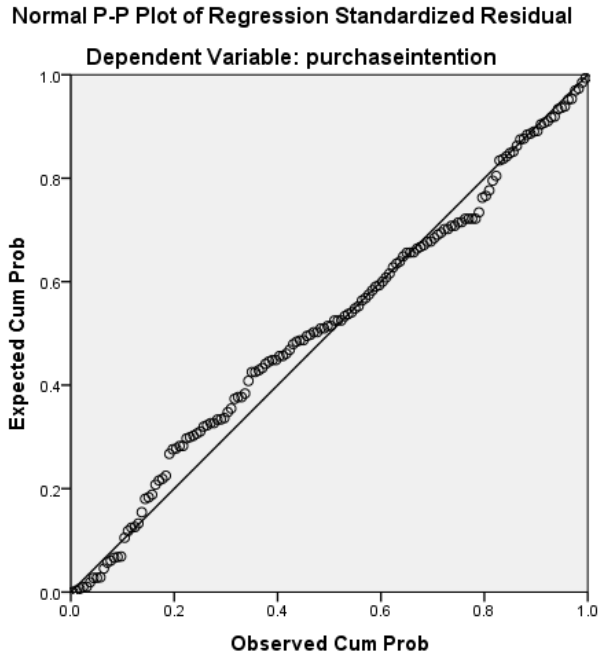
No	Variable	Cronbach's Alpha	Remarks
1	Green Behaviour (X)	0.860 ≥ 0.70	Reliable
2	Purchase Intention (Y)	0.895 ≥ 0.70	Reliable

Based on the table, it can be concluded that the indicators are reliable measurement tools for assessing the respective variables.

Classical Assumption Test

Normality Test

The normality test is used to determine whether the data are normally distributed. Ideally, good data should follow a normal distribution. This test is conducted using a normal probability plot. If the points on the plot are scattered but follow the diagonal line, it can be concluded that the data are normally distributed. The results of the normality test are shown in the following figure:



The results of the normality test using the probability plot indicate that the points adhere to and follow the diagonal line, so it can be concluded that the data are normally distributed.

Heteroscedasticity Test

The heteroscedasticity test is conducted to examine whether there is inequality in the variance of residuals from one observation to another in the regression model. If the variance of residuals remains constant across observations, it is called homoscedasticity; if it varies, it is called heteroscedasticity. A good regression model shows homoscedasticity and does not exhibit heteroscedasticity. Heteroscedasticity can be detected using a scatterplot. If the plot shows a specific pattern, heteroscedasticity is present; if there is no clear pattern and the points are scattered above and below the zero on the Y-axis, heteroscedasticity does not occur. The results of the heteroscedasticity test are presented below:

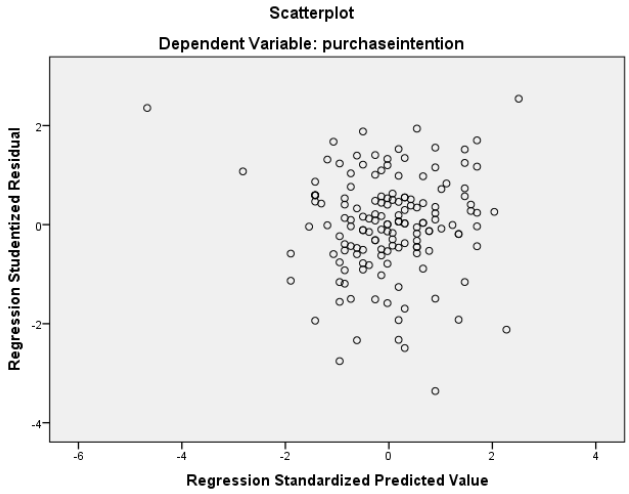


Figure 3. Heteroscedasticity Test

Source: Processed SPSS Data, 2025

The scatterplot shows that the points do not form a specific pattern and are distributed both above and below zero on the Y-axis. Based on these results, it can be concluded that heteroscedasticity does not occur.

Hypothesis Test

The hypotheses in this study are as follows:

- **H0:** There is no significant effect of Gen Z's Green Behaviour on Purchase Intention for electric vehicles.
- **Ha:** There is a significant effect of Gen Z's Green Behaviour on Purchase Intention for electric vehicles.

The SPSS results show t_calculated = 3.477 and t_table = 1.655, meaning t_calculated > t_table, with a significance level of 0.01 < 0.05. This indicates that green behaviour has a positive and significant effect on Gen Z's purchase intention for electric vehicles. Therefore, H0 is rejected, and Ha is accepted, confirming that the hypothesis stating that Gen Z's green behaviour influences purchase intention for electric vehicles is supported.

These results align with previous studies. Phoon et al. (2024) confirmed that environmental awareness positively affects attitudes toward electric vehicles, specifically cars. Similarly, Ye'gin and Ikram (2022) found that attitude, environmental awareness, and green trust positively influence electric car purchase intention. Nurdin and Ratnasari (2024) also showed a significant effect of Green Lifestyle, Green Product Knowledge, and Green Advertising on the purchase intention for Volta electric motorcycles. Diana (2024) found that environmental awareness positively impacts the intention to purchase electric vehicles.

Based on the coefficient of determination (R^2) from the SPSS model summary, $R^2 = 0.076$, meaning Gen Z's green behaviour contributes only 7.6% to purchase intention, while 92.4% is determined by other factors not included in this study. Supporting studies, such as Nurdin and Ratnasari (2024), found that product knowledge and green advertising also influence purchase intention. Solekah, Ratnasari, and Hirmawan (2023) reported that knowledge and performance of electric vehicles affect purchase intention. Abbada, Winarto, and Ayuwardhani (2024) found that Green Perceived Value and Price

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Fairness, moderated by Environmental Knowledge, significantly influence purchase intention for electric vehicles.

CONCLUSION

Based on the discussion, the conclusions are:

The SPSS results show t_calculated = 3.477 and t_table = 1.655, proving that Gen Z's green behaviour has a positive effect on the purchase intention for electric vehicles. Therefore, H0 is rejected, and Ha is accepted.

With a significance value of 0.01 < 0.05, it is also confirmed that Gen Z's green behaviour positively influences purchase intention for electric vehicles. H0 is rejected, and Ha is accepted.

The coefficient of determination (R^2) is 7.6%, indicating that although green behaviour influences purchase intention, it only contributes 7.6%, while 92.4% is influenced by other factors not examined in this study.

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