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Analysis of the Influence of Environmental Concern and Perceived Value on The Purchase Intention of Electric Cars with TPB Mediation Among Generation Y In Jakarta

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A R T I C L E I N F O

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A B S T R A C T

This study aims to analyze the influence of Environmental Concern and Perceived Value on Purchase Intention, mediated by Subjective Norm, Attitude, and Perceived Behavioral Control. The study population consists of Generation Y individuals in Jakarta, with a total sample of 385 respondents determined using Cochran's formula. The sampling technique used was purposive sampling mixed with Snowball Sampling, and data were collected through an online questionnaire distributed via Google Form. The results show that Environmental Concern has a positive and significant effect on Subjective Norm, Attitude, Perceived Behavioral Control, and Purchase Intention. All three mediating variables partially mediate the relationship between Environmental Concern and Purchase Intention. In addition, Subjective Norm, Attitude, and Perceived Behavioral Control each have a positive and significant effect on Purchase Intention. Perceived Value also positively affects Attitude and Purchase Intention, with Attitude acting as a partial mediator. All forms of mediation identified in this study are classified as partial mediation. These findings indicate that Generation Y's intention to purchase electric cars in Jakarta is influenced not only by environmental concern and perceived product value, but also significantly shaped by Subjective Norm, Attitude, and Perceived Behavioral Control in the Purchase Intention to electric cars.

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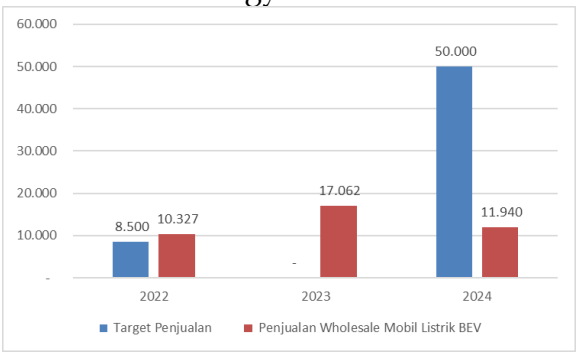
INTRODUCTION

The SDGs, adopted by the UN in 2015, emphasize sustainable development with 17 goals covering social, economic, and environmental aspects (Aji & Kartono, 2022). In the context of transportation, electric vehicles are a strategic solution to support SDGs 11, 12, and 13 because they can reduce air pollution, reduce dependence on fossil fuels, and reduce carbon emissions by up to 50% (Sudjoko, 2021; Zola et al., 2023). In Indonesia, the government is encouraging the accelerated adoption of electric cars through incentives, infrastructure development, and collaboration with the private sector to accelerate the transition to clean energy.



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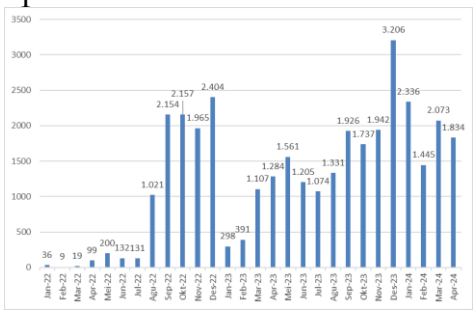
The Indonesian government targeted 8,500 electric car sales in 2022, with sales reaching 10,327 units. In 2023, sales increased to 17,062 units, despite no specific target. However, the 2024 target of 50,000 units fell short, with only 11,940 units sold as of September.



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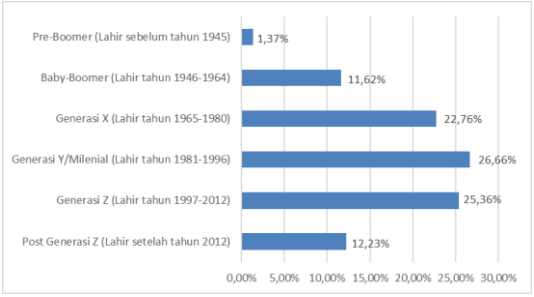
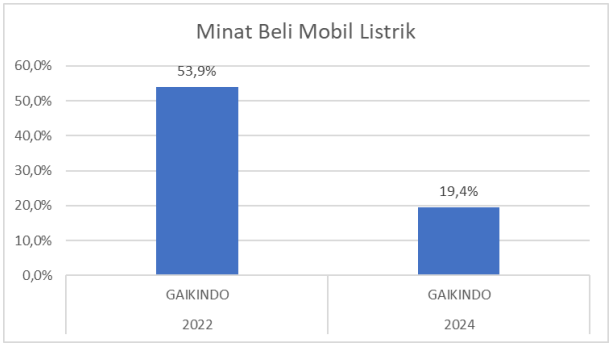
Wholesale sales of BEV electric vehicles in Indonesia have been trending upward, although they fluctuate from month to month. This pattern indicates that sales consistency remains a challenge. Support from manufacturers' policies and marketing strategies is crucial to maintaining the growth trend (Gaikindo, 2024).



Source: www.jakarta.bps.go.id/ 2025 processed.

According to data from the Central Statistics Agency (BPS) of Jakarta, the majority of Jakarta's population is of productive age, with Generation Y making up 26.66 percent and Generation Z accounting for 25.35 percent. Both groups are known to be more environmentally conscious and familiar with new technologies. This potential makes Jakarta a strategic market for electric vehicles (Mittal et al., 2023).



Source: databoks.katadata.co.id, 2024.

The interest in purchasing electric vehicles has declined from 2022 to 2024.

Although the government has provided various fiscal incentives and developed public electric vehicle charging stations (SPKLU), their effectiveness in increasing public interest remains limited. This indicates the need for a more comprehensive educational approach (Mittal et al., 2023).

The selection of the *purchase intention* variable is relevant because it reflects the consumer's initial intention, which can develop into an actual purchasing decision. Generation Y and Z in Jakarta, with their high purchasing power and environmental awareness, hold significant potential in driving the adoption of electric vehicles. Therefore, research on the factors influencing purchase intention is crucial to strengthen marketing strategies and sustainable energy transition policies.

Previous studies have shown that *attitude*, *environmental concern*, *perceived behavioral control*, *perceived value*, and *subjective norm* influence purchase intention (Gunawan et al., 2022; Huang & Ge, 2019). However, some studies have found inconsistent results, revealing a research gap (Supriadi et al., 2024; Zhao, 2024). Referring to the *Theory of Planned Behavior*, this study examines the influence of environmental concern and perceived value on electric vehicle purchase intention, with the mediating role of TPB variables among Generation Y in Jakarta.

THEORETICAL REVIEW

Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are a global agenda set by the United Nations (UN) to achieve sustainable development in social, economic, and environmental aspects by 2030. Of the 17 SDGs, this study specifically focuses on SDG 11 (*Sustainable Cities and Communities*), SDG 12 (*Responsible Consumption and Production*), and SDG 13 (*Climate Action*) due to their high relevance to the issue of clean energy transition and the use of environmentally

friendly vehicles. SDG 11 emphasizes the importance of building sustainable cities by reducing pollution and congestion through clean transportation systems such as electric vehicles.

Theoretical Framework

Consumer Behavior

Consumer behavior is the study of how individuals, groups, and organizations search for, evaluate, purchase, and use products, services, or experiences to fulfill their needs and wants (Kotler & Keller, 2016; Schiffman & Wisenblit, 2015).

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior, developed by Icek Ajzen in 1991, is one of the most widely used theoretical frameworks for understanding and predicting human behavior. TPB states that an individual's intention to perform a behavior is the primary predictor of that behavior itself (Ajzen, 1991).

Purchase Intention

Purchase intention is an individual's psychological tendency to purchase a product, influenced by attitudes, past behaviors, perceived benefits, as well as *attitude toward behavior*, *subjective norm*, and *perceived behavioral control* as direct predictors of purchasing actions (Ajzen, 1991; Kotler & Keller, 2016; Schiffman & Kanuk, 2007).

Attitude

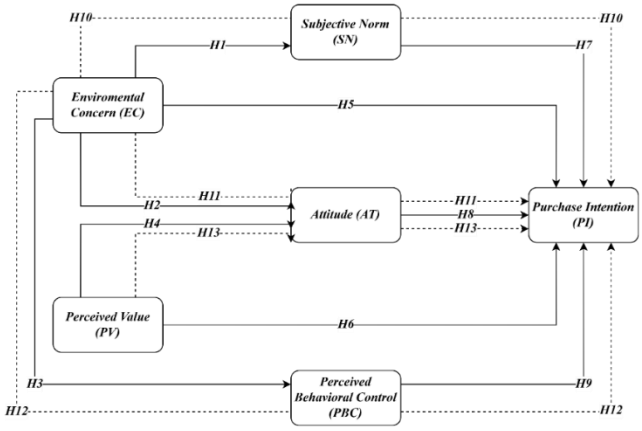
Attitude refers to a person's tendency to evaluate a product or action based on beliefs about its consequences, playing a key role in shaping purchasing decisions (Banerjee & Solomon, 2017; Patiro & Budiyanti, 2016).

Environmental Concern

Environmental concern refers to the level of awareness, care, and willingness of individuals to support and contribute to addressing environmental issues (Dunlap & Jones, 2002; Ozaki & Sevastyanova, 2011).

Perceived Value

Perceived value is the consumer's assessment comparing the benefits, risks, and usefulness of a product based on perceptions of what is given and received relative to alternatives (Kotler & Keller, 2016; Zeithaml, 1998).



Conceptual Framework

Source: Processed by the Researcher

H1: Environmental Concern has a positive effect on Subjective Norm.
H2: Environmental Concern has a positive effect on Attitude.
H3: Environmental Concern has a positive effect on Perceived Behavioral Control.
H4: Perceived Value has a positive effect on Attitude.
H5: Environmental Concern has a positive effect on Purchase Intention.
H6: Perceived Value has a positive effect on Purchase Intention.
H7: Subjective Norm has a positive effect on Purchase Intention.
H8: Attitude has a positive effect on Purchase Intention.
H9: Perceived Behavioral Control has a positive effect on Purchase Intention.
H10: Subjective Norm mediates the relationship between Environmental Concern and Purchase Intention.
H11: Attitude mediates the relationship between Environmental Concern and Purchase Intention.
H12: Perceived Behavioral Control mediates the relationship between Environmental Concern and Purchase Intention.
H13: Attitude mediates the relationship between Perceived Value and Purchase Intention.

METHODOLOGY

This study employs a causal-associative design to explain the influence of Environmental Concern and Perceived Value on Purchase Intention for electric vehicles, with the mediation of Theory of Planned Behavior (TPB) variables among Generation Y in Jakarta. The study population comprises Generation Y (born between 1981–1996) who reside in the Special Capital Region of Jakarta, have income, and plan to purchase an electric vehicle. The sampling techniques used are purposive sampling and snowball sampling. Based on Cochran's formula, the sample size was determined to be 385 respondents.

RESULTS

Variable Description

Variable	**Indicator Code**	**Statement**	**Mean**
Environmental Concern (Buhmann et al., 2024; S. Wang et al., 2016)	EC1	I believe every individual has a responsibility to participate in environmental protection.	3.60
	EC2	I care deeply about environmental sustainability.	3.93
	EC3	I feel that environmental issues have become increasingly serious in recent years.	3.97
	EC4	I consider environmental impacts when deciding to own a car.	3.96
	EC5	**I believe everyone should live in harmony with the environment through sustainable development.**	**4.01**

Variable	Indicator Code	Statement	Mean
Average			**3.89**

Variable	Indicator Code	Statement	Mean
Perceived Value (Loudiyi et al., 2022; Philipsen et al., 2016)	PV1	In my opinion, buying an electric vehicle is worth it.	3.57
	PV2	I find buying and using an electric vehicle more appealing than using a gasoline-powered car.	3.22
	PV3	**I believe that buying and using an electric vehicle makes more sense.**	**3.90**
	PV4	I think buying and using an electric vehicle is a wise decision.	3.89
Average			**3.65**

Variable	Indicator Code	Statement	Mean
Subjective Norm (Gunawan et al., 2022; Huang & Ge, 2019)	**SN1**	**I may purchase and use an electric vehicle if my family and relatives already own and use one.**	**4.08**
	SN2	I might be interested in buying and using an electric vehicle if a close friend recommends it.	3.72
	SN3	Advertisements about electric vehicles in various media could encourage me to buy and use one.	3.86
	SN4	If my work environment uses electric vehicles, I might be inclined to buy and use one as well.	3.75
Average			**3.85**

Variable	Indicator Code	Statement	Mean
Attitude (Gunawan et al., 2022; Lee, 2009)	AT1	I think using and buying an electric vehicle is a good idea.	3.35
	AT2	**By buying and using an electric vehicle, I can actively support the government's EV acceleration program.**	**4.11**
	AT3	I believe the government's electric vehicle acceleration program is positive and beneficial.	3.91
	AT4	I would be happy if the electric vehicle I eventually buy and use can reduce pollution.	3.82
Average			3.80

Variable	Indicator Code	Statement	Mean
Perceived Behavioral	PBC1	I have the freedom to decide whether or not to buy and use an electric vehicle.	3.09

Variable	Indicator Code	Statement	Mean
Control (Gunawan et al., 2022; Huang & Ge, 2019)	PBC2	I have the financial ability to buy and use an electric vehicle.	3.48
	PBC3	If I want to, I am confident that I can buy and use an electric vehicle.	3.71
	PBC4	**I have the knowledge of how to operate an electric vehicle.**	**3.81**
Average			**3.52**

Variable	Indicator Code	Statement	Mean
Purchase Intention (Gunawan et al., 2022; Huang & Ge, 2019)	PI1	I will consider buying and using an electric vehicle.	3.90
	PI2	I plan to try buying and using an electric vehicle.	4.00
	PI3	**I will buy and recommend electric vehicles to colleagues, friends, or family.**	**4.21**
	PI4	I will buy and use an electric vehicle while waiting for the launch of various EV brands in the market.	3.47
Average			3.90

***Source**: Processed Primary Data by the Researcher*

Descriptive Analysis Summary

The descriptive analysis results indicate that the variables environmental concern, perceived value, subjective norm, attitude, and perceived behavioral control fall into the high rating category (3,41-4,20), with the average respondent answers leaning toward neutral to agree. Meanwhile, the purchase intention variable is in the very high category (4,21-5,00), with most respondents selecting agree to strongly agree. These findings suggest that consumers have a positive attitude toward electric vehicles and show a strong tendency to buy and use them.

Indicator Reliability - Outer Loading

Test Results Table Indicator Reliability - Outer Loading

Variabel	Indicator	AT	EC	PBC	PI	PV	SN
Attitude	**AT1**	0,722					
	AT2	0,819					
	AT3	0,838					
	AT4	0,801					

Enviromental Concern	**EC1**		0,752				
	EC2		0,821				
	EC3		0,880				
	EC4		0,862				
	EC5		0,758				
Perceived Behavioral Control	**PBC1**			0,756			
	PBC2			0,769			
	PBC3			0,749			
	PBC4			0,747			
Purchase Intention	**PI1**				0,834		
	PI2				0,809		
	PI3				0,743		
	PI4				0,741		
Perceived Value	**PV1**					0,719	
	PV2					0,726	
	PV3					0,777	
	PV4					0,799	
Subjective Norm	**SN1**						0,771
	SN2						0,757
	SN3						0,806
	SN4						0,746

Source: SmartPLS 4.0 Processing Results, 2025

Based on the results of the reliability indicator test, all outer loading values were above 0.70, in accordance with Hair Jr. et al.'s (2017) criteria that a value ≥ 0.70 indicates a high correlation with the construct being measured. Thus, all indicators were declared individually valid and had good reliability.0.70 indicates a high correlation with the construct being measured. Thus, all indicators were declared individually valid and had good reliability.indicates a high correlation with the construct being measured. Thus, all indicators were declared individually valid and had good reliability.high correlation with the

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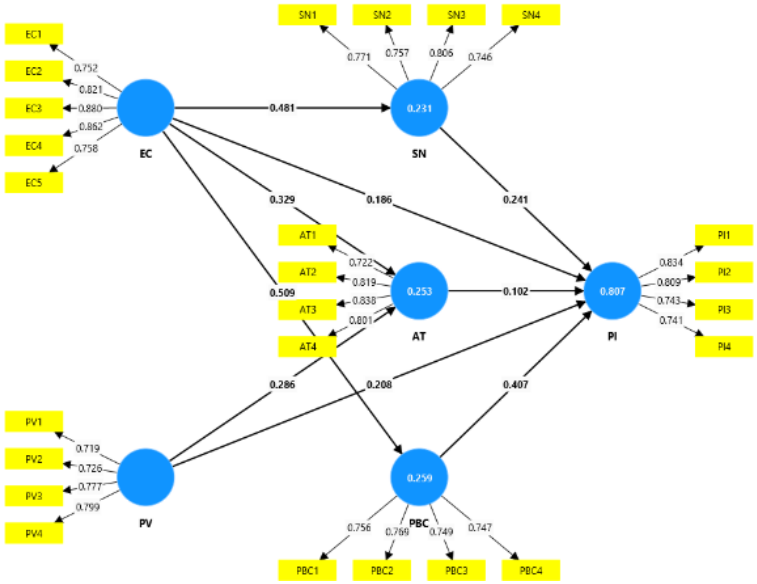


Source: SmartPLS 4.0 Processing Results, 2025.

Cronbach Alpha dan Composite Reliability

Cronbach Alpha and Composite Reliability Test Results Table

Variabel	Cronbach's alpha	Composite reliability (rho_c)
Attitude	0,806	0,873
Enviromental Concern	0,873	0,909
Perceived Behavioral Control	0,749	0,842
Purchase Intention	0,788	0,863
Perceived Value	0,749	0,842
Subjective Norm	0,771	0,854

Source: SmartPLS 4.0 Processing Results, 2025.

Based on the results of the internal reliability test, all constructs had Cronbach's Alpha and Composite Reliability (CR) values above 0.70, indicating adequate internal consistency. Thus, all constructs met the reliability criteria according to Hair Jr. et al. (2017) and were reliable for further structural model analysis.Convergent Validity – AVE

Test Results Table Convergent Validity – AVE

Variabel	Average variance extracted (AVE)
Attitude	0,634
Enviromental Concern	0,666
Perceived Behavioral Control	0,571
Purchase Intention	0,613
Perceived Value	0,571
Subjective Norm	0,593

Source: SmartPLS 4.0 Processing Results, 2025.

Based on the convergent validity test results, all constructs had Average Variance Extracted (AVE) values above 0.50, meaning they were able to explain

more than 50 percent of the variance in their indicators. Thus, the constructs met the convergent validity criteria as outlined by Hair Jr. et al. (2017), which states that an AVE value ≥ 0.50 indicates adequate internal consistency.

Discriminate Validity – Cross Loading

Table of Discriminant Validity – Cross Loading Test Results

Variabel	Indikator	AT	EC	PBC	PI	PV	SN
Attitude	**AT1**	**0,722**	0,326	0,380	0,492	0,371	0,531
	AT2	**0,819**	0,348	0,376	0,460	0,293	0,473
	AT3	**0,838**	0,316	0,359	0,449	0,320	0,358
	AT4	**0,801**	0,358	0,381	0,456	0,268	0,349
Enviromental Concern	**EC1**	0,279	**0,752**	0,380	0,463	0,262	0,376
	EC2	0,387	**0,821**	0,406	0,507	0,281	0,429
	EC3	0,356	**0,880**	0,433	0,530	0,270	0,382
	EC4	0,394	**0,862**	0,459	0,546	0,302	0,426
	EC5	0,305	**0,758**	0,393	0,489	0,255	0,344
Perceived Behavioral Control	**PBC1**	0,363	0,388	**0,756**	0,635	0,425	0,432
	PBC2	0,397	0,406	**0,769**	0,597	0,407	0,436
	PBC3	0,347	0,381	**0,749**	0,592	0,339	0,458
	PBC4	0,316	0,361	**0,747**	0,573	0,355	0,418
Purchase Intention	**PI1**	0,507	0,499	0,718	**0,834**	0,524	0,609
	PI2	0,482	0,483	0,612	**0,809**	0,513	0,564
	PI3	0,404	0,488	0,539	**0,743**	0,473	0,493
	PI4	0,435	0,481	0,602	**0,741**	0,489	0,601
Perceived Value	**PV1**	0,296	0,239	0,339	0,473	**0,719**	0,417
	PV2	0,304	0,241	0,367	0,459	**0,726**	0,353
	PV3	0,256	0,272	0,427	0,488	**0,777**	0,365
	PV4	0,337	0,263	0,397	0,512	**0,799**	0,402
Subjective Norm	**SN1**	0,350	0,329	0,451	0,550	0,386	**0,771**
	SN2	0,363	0,351	0,422	0,522	0,394	**0,757**
	SN3	0,347	0,384	0,405	0,558	0,366	**0,806**
	SN4	0,590	0,410	0,494	0,600	0,418	**0,746**

Source: SmartPLS 4.0 Processing Results, 2025.

Based on the results of the discriminant validity test using the cross-loading method, all indicators had the highest loading values on the constructs they measured compared to other constructs. Thus, each indicator is able to differentiate its original construct, thus meeting the discriminant validity (cross-loading) criteria as determined by Hair Jr. et al. (2017).

Discriminant Validity – Fornell-Larcker

Table of Discriminant Validity Test Results – Fornell-Larcker

	AT	EC	PBC	PI	PV	SN
AT	**0,796**					
EC	0,425	**0,816**				
PBC	0,472	0,509	**0,804**			
PI	0,586	0,622	0,752	**0,783**		
PV	0,396	0,336	0,506	0,640	**0,756**	
SN	0,542	0,481	0,577	0,726	0,509	**0,770**

Source: SmartPLS 4.0 Processing Results, 2025.

All constructs had a square root mean squared correlation (AVE) value greater than their correlations with other constructs, thus meeting the Fornell-Larcker discriminant validity criteria. Thus, each construct was able to adequately differentiate itself from the other constructs in this research model.

Discriminate Validity – HTMT

Discriminate Validity Test Results Table – HTMT

	AT	EC	PBC	PI	PV	SN
AT						
EC	0,503					
PBC	0,604	0,628				
PI	0,73	0,751	0,867			
PV	0,506	0,415	0,674	0,832		
SN	0,699	0,605	0,787	0,854	0,696	

Source: SmartPLS 4.0 Processing Results, 2025.

Based on the discriminant validity test using the HTMT method in Table 4.18, all values are below the threshold of 0.90. This indicates that the constructs in the model have adequate empirical differences so that discriminant validity is met according to the criteria of Hair Jr. et al. (2017).

Structural Test Results (Inner Model)

R-Square

R-Square Test Results Table

Variabel	R-square
Attitude **(Z)**	0,253
Perceived Behavioral Control **(Z)**	0,259
Purchase Intention **(Y)**	0,807
Subjective Norm **(Z)**	0,231

Source: SmartPLS 4.0 Processing Results, 2025

The R-square value of 0.807 for Purchase Intention indicates a strong categorization, where 80.7% of the variability in electric car purchase intention is explained by Attitude, Environmental Concern, Perceived Behavioral Control, Perceived Value, and Subjective Norm, while 19.3% is influenced by factors outside the model. The R-square values for Attitude (0.253), Perceived Behavioral Control (0.259), and Subjective Norm (0.231) are considered weak, indicating that only a small portion of the variability in these three constructs is influenced by

exogenous constructs, while the remainder is influenced by factors outside the study.

Q-Square

Q-Square Test Results Table

Variabel	Q^2predict
***Attitude* (Z)**	0,244
***Perceived Behavioral Control* (Z)**	0,254
***Purchase Intention* (Y)**	0,536
***Subjective Norm* (Z)**	0,225

Source: SmartPLS 4.0 Processing Results, 2025.

The Q-square test results show a Q^2 value of 0.536 for Purchase Intention (PI), which falls into the large predictive relevance category. Meanwhile, Attitude (0.244), Perceived Behavioral Control (0.254), and Subjective Norm (0.225) fall into the medium predictive relevance category. Thus, this model has strong predictive relevance, particularly in explaining purchase intention, the primary research variable.

f-Square

f-Square Test Results Table

	f-square
AT -> PI	0.035
EC -> AT	0,089
EC -> PBC	0,243
EC -> PI	0,084
EC -> SN	0,209
PBC -> PI	0,321
PV -> AT	0.097
PV -> PI	0,103
SN -> PI	0,108

Source: SmartPLS 4.0 Processing Results, 2025

The f-square test results show that the relationship between Perceived Behavioral Control (PBC) and Purchase Intention (PI) has the highest f^2 value of 0.321 (moderate category), followed by the relationship between Environmental Concern (EC) and PBC (0.243) and EC and Subjective Norm (SN) (0.209) which are also moderate. Meanwhile, other pathways such as Attitude (AT) and PI, EC and AT, and Perceived Value (PV) and PI are in the small category ($0.02 \leq f^2 < 0.15$), but still have a significant influence on the objective variable.

Model Fit

Tabel Hasil Pengujian Model Fit

	Saturated model	**Estimated model**
SRMR	**0,068**	0,126
d_ULS	1,492	5,153
d_G	0,547	0,698
Chi-square	**1.185,635**	1.364,662
NFI	**0,758**	0,721

Source: SmartPLS 4.0 Processing Results, 2025

The results of the model fit test on the saturated model showed an SRMR value of 0.068 (<0.09), a low Chi-Square of 1,185.635, and an NFI of 0.758 (>0.5), indicating an acceptable fit. Therefore, the model in this study meets the fit criteria established by Hu & Bentler (1999).

VIF

Table 4.23 VIF Test Results

	VIF
AT -> PI	1,552
EC -> AT	1,127
EC -> PBC	1,000
EC -> PI	1,491
EC -> SN	1,000
PBC -> PI	1,853
PV -> AT	1,127
PV -> PI	1,501
SN -> PI	1,932

Source: SmartPLS 4.0 Processing Results, 2025

Multicollinearity test results using Variance Inflation Factor (VIF) values indicate that all independent variables have VIFs between 1.000 and 1.932, below the threshold of 5.0 (Hair Jr. et al., 2017). Thus, the model is free from multicollinearity, and the path coefficient estimates in PLS-SEM are declared valid for further analysis.

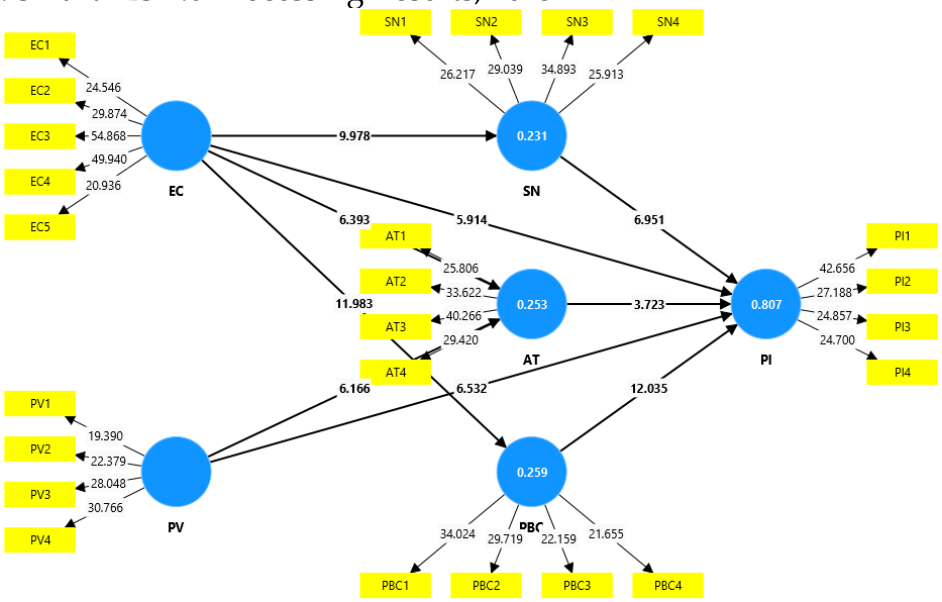
Hypothesis Test Results (Path Coefficient Estimation)

Hypothesis Test Results Table

	***Original sample* (O)**	***Sample mean* (M)**	***Standard deviation* (STDEV)**	***T statistics* (|O/STDEV|)**	***P values***	***Result***
AT -> PI	0,102	0,101	0,027	**3,723**	0,000	Accepted
EC -> AT	0,329	0,329	0,051	**6,393**	0,000	Accepted
EC -> PBC	0,509	0,511	0,042	**11,983**	0,000	Accepted
EC -> PI	0,186	0,186	0,032	**5,914**	0,000	Accepted
EC -> SN	0,481	0,483	0,048	**9,978**	0,000	Accepted
PBC -> PI	0,407	0,406	0,034	**12,035**	0,000	Accepted
PV -> AT	0,286	0,287	0,046	**6,166**	0,000	Accepted

PV -> PI	0,208	0,208	0,032	**6,532**	0,000	Accepted
SN -> PI	0,241	0,241	0,035	**6,951**	0,000	Accepted
EC -> PBC -> PI	0,207	0,207	0,022	**9,427**	0,000	Accepted
EC -> AT -> PI	0,034	0,034	0,011	**2,977**	0,003	Accepted
PV -> AT -> PI	0,029	0,029	0,008	**3,526**	0,000	Accepted
EC -> SN -> PI	0,116	0,116	0,020	**5,827**	0,000	Accepted

Source: SmartPLS 4.0 Processing Results, 2025



DISCUSSION

1. **The Influence of Environmental Concern on Subjective Norm**
   The results show that environmental concern has a positive and significant effect on subjective norm, with the dominant indicator EC3 having the highest T-statistic value of 54.868. This means that the more concerned Generation Y in Jakarta is about environmental issues, the greater their perception of social support from family, friends, colleagues, and media in taking pro-environmental actions such as purchasing electric vehicles. These findings are supported by Buhmann et al. (2024) and Dutta & Hwang (2021), who also found a significant positive relationship between environmental concern and subjective norm.
2. **The Influence of Environmental Concern on Attitude**
   The study found that environmental concern positively and significantly affects attitude, with indicator EC3 showing a T-statistic of 54.868. The higher the environmental awareness among Generation Y in Jakarta, the

more positive their evaluation of purchasing electric vehicles. This suggests that environmental concern motivates individuals to perceive EVs as ethical, beneficial, and relevant choices for reducing pollution. These results align with Buhmann et al. (2024) and Dutta & Hwang (2021).

3. **The Influence of Environmental Concern on Perceived Behavioral Control**
   Environmental concern has a positive and significant influence on perceived behavioral control, with indicator EC3 also showing a T-statistic of 54.868. Greater concern for environmental issues boosts Generation Y's confidence in their ability to make decisions about purchasing EVs. This reflects that environmental awareness strengthens individuals' self-efficacy and readiness to take pro-environmental actions. These findings are consistent with Buhmann et al. (2024) and Dutta & Hwang (2021).
4. **The Influence of Perceived Value on Attitude**
   The study shows that perceived value has a positive and significant effect on attitude, with PV4 being the dominant indicator (T-statistic: 30.766). Generation Y in Jakarta who perceive EV purchases as wise decisions tend to have positive attitudes toward them. This reflects the belief that EVs provide both environmental and cost-saving benefits. This finding is supported by Asadi et al. (2021) and Pai et al. (2023).
5. **The Influence of Environmental Concern on Purchase Intention**
   Results indicate that environmental concern positively and significantly affects purchase intention, with EC3 again showing a T-statistic of 54.868. The more Generation Y is concerned with environmental issues, the stronger their intention to purchase electric vehicles as an eco-friendly alternative. This aligns with the TPB framework, where background factors can influence attitude, social norms, and perceived control. Supported by Yegin & Ikram (2022) and Wang et al. (2021).
6. **The Influence of Perceived Value on Purchase Intention**
   Perceived value was found to positively and significantly influence purchase intention, with PV4 being the dominant indicator (T-statistic: 30.766). Generation Y in Jakarta who see EV purchases as wise decisions tend to have higher buying intentions. This shows that perceptions of benefit and value encourage individuals to commit to eco-friendly products. Supported by Loudiyi et al. (2022) and Ninh (2021).
7. **The Influence of Subjective Norm on Purchase Intention**
   Subjective norm has a positive and significant impact on purchase intention, with indicator SN3 showing a T-statistic of 34.893. Social support from family, friends, and media exposure plays a vital role in encouraging Generation Y to intend to buy EVs. In the TPB framework, social norms shape intention by aligning behavior with social expectations. These findings are supported by He et al. (2023) and Gunawan et al. (2022).
8. **The Influence of Attitude on Purchase Intention**

Attitude positively and significantly affects purchase intention, with AT3 being the strongest indicator (T-statistic: 40.266). The more positive Generation Y's perception of EV policies and benefits, the stronger their purchase intention. In the TPB model, positive attitudes formed by perceived benefits strengthen purchase intentions. This finding is supported by Clarita & Chalid (2024) and Supriadi et al. (2024).

9. **The Influence of Perceived Behavioral Control on Purchase Intention**
   The study shows that perceived behavioral control positively and significantly influences purchase intention, with PBC1 having a T-statistic of 34.024. Generation Y individuals who feel greater personal control—both in freedom of choice and decision-making—are more likely to intend to buy EVs. In TPB, stronger perceived control increases the likelihood of actual behavior. This is consistent with Zhao (2024) and Maso & Balqiah (2022).
10. **Mediating Role of Subjective Norm in the Relationship Between Environmental Concern and Purchase Intention**
    The results show that subjective norm significantly mediates the relationship between environmental concern and purchase intention (T-statistic: 5.827). This is a partial mediation since the direct influence of environmental concern on purchase intention remains significant. This means that environmental concern strengthens social norms, which in turn increase EV purchase intention. Supported by Buhmann et al. (2024) and Dutta & Hwang (2021).
11. **Mediating Role of Attitude in the Relationship Between Environmental Concern and Purchase Intention**
    Attitude significantly mediates the influence of environmental concern on purchase intention (T-statistic: 2.977). This is also a partial mediation, indicating that environmental concern strengthens positive attitudes toward EVs, thereby increasing purchase intention. Supported by Buhmann et al. (2024) and Dutta & Hwang (2021).
12. **Mediating Role of Perceived Behavioral Control in the Relationship Between Environmental Concern and Purchase Intention**
    Perceived behavioral control mediates the relationship between environmental concern and purchase intention significantly (T-statistic: 9.427). Again, a partial mediation, showing that environmental concern enhances the perception of control, boosting Generation Y's confidence in purchasing EVs. Supported by Buhmann et al. (2024) and Dutta & Hwang (2021).
13. **Mediating Role of Attitude in the Relationship Between Perceived Value and Purchase Intention**
    The study shows that attitude significantly mediates the relationship between perceived value and purchase intention (T-statistic: 2.977). This partial mediation indicates that high perceived value strengthens positive attitudes, which in turn increase purchase intention. Supported by Pai et al. (2023) and Loudiyi et al. (2022).

CONCLUSION

This study concludes that both Environmental Concern and Perceived Value have positive and significant effects on Purchase Intention toward electric vehicles among Generation Y in Jakarta. Additionally, Attitude, Subjective Norm, and Perceived Behavioral Control are also found to directly and significantly influence purchase intention. The mediation analysis reveals that the three TPB variables partially mediate the relationships between the independent variables and purchase intention.

Thus, environmental concern, perceived value, attitude, subjective norm, and perceived behavioral control are collectively critical factors that drive electric vehicle purchase intention. These findings provide theoretical contributions to the development of the Theory of Planned Behavior (TPB) and practical implications for electric vehicle marketing strategies in Indonesia.

RECOMMENDATIONS

- Strengthen sustainability campaigns, highlight financial rationality, and emphasize contributions to national EV programs.
- Implement community-based marketing strategies, interactive educational approaches, and digital campaigns aligned with Generation Y's lifestyle.
- Focus on customer experiences and user testimonials to reinforce purchase intention and encourage voluntary recommendations.
- Integrate additional theories such as Diffusion of Innovation (Rogers, 2003) and Value-Belief-Norm Theory (Stern et al., 1999) to explore new variables.
- Expand the respondent base across generations (Gen X, Y, Z) and across different regions or countries.
- Broaden the research scope for more comprehensive and relevant insights to support marketing strategies and public policy.

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