



Exploring the Role of Green Advertising in Shaping Generation Z's Purchase Intentions for GESITS Electric Motorbikes: A TPB Perspective in JABODETABEK Area

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ABSTRACT

This study seeks to examine the impact of Green Advertising, utilizing the Theory of Planned Behavior, on the purchasing intentions of Generation Z for GESITS Electric Motorbikes. This research targets Generation Z respondents residing in the JABODETABEK region of Indonesia. The research sample comprised 200 respondents. The sampling approach employed was purposive sampling, and the technology utilized was SEM-PLS with the SmartPLS 4 analytic tool. This research indicates that Attitude, Subjective Norm, Perceived Behavioral Control, and Green Advertising positively and significantly influence Generation Z's Purchase Intention for GESITS electric motorbikes

INTRODUCTION

Environmental issues and air pollution due to the impact of motorized vehicles have become a serious concern globally. The use of non-renewable energy in vehicles is a major factor in the environmental problems that arise. As shown in a report issued by the International Energy Agency, carbon emissions resulting from motor vehicles represented approximately 24% of the world's total carbon emissions in 2019 and continue to increase (Teter et al., 2019).

Environmental problems as a result of emissions produced by motorized vehicles are a topic of conversation throughout the world today. Environmental problems that are often discussed include global warming, sea water pollution, deforestation, scarcity of clean water, and declining biodiversity (Chen, 2011).

At the G20 Summit last year, the Indonesian Government also agreed to transition oil-fueled vehicles to electric vehicles (Amindoni, 2022). The rapid growth of motorized vehicles can result in high air pollution which has a negative effect on the environment and health. The G20 presidency has also become a momentum for Indonesia to show its commitment and at the same time invite the world in the energy transition towards clean energy.

According to the World Health Organization (WHO, 2020), the ideal air quality standard has a PM 2.5 concentration weight of between 0 and 5 micrograms/cubic. PM (Particulate Matter) is a term used to describe solid and liquid articles suspended in the air. The meaning of Particulate Matter or PM 2.5 is a pollutant whose size is smaller than 2.5 micrometers or about 3% of a strand of human hair. Meanwhile, the unit of measurement for $\mu\text{g}/\text{m}^3$ is called microgram/cubic. That way, the higher the measurement value, the more dangerous it will be and have a negative impact on human health and the environment. The level of air quality in various countries varies greatly, here are the countries with the worst air quality in the world according to sources (IQAir, 2023).

Table 1. Countries with the Worst Air Quality 2023

Ranking	Country	Micrograms/ cubic meter
1	Bangladesh	79,9 $\mu\text{g}/\text{m}^3$
2	Pakistan	73,7 $\mu\text{g}/\text{m}^3$
3	India	54,4 $\mu\text{g}/\text{m}^3$
4	Tajikistan	49 $\mu\text{g}/\text{m}^3$
5	India	46,6 $\mu\text{g}/\text{m}^3$
14	Indonesia	37,1 $\mu\text{g}/\text{m}^3$
*	(Ideal Standard WHO)	5 $\mu\text{g}/\text{m}^3$

Source : (IQAir, 2023)

Based on the data in table 1, it shows that Indonesia is ranked 14th in the country with the worst air quality globally with the highest concentration of PM 2.5, namely 37.1 $\mu\text{g}/\text{m}^3$ (micrograms/cubic meter). This figure is six times higher than the ideal standard, making Indonesia's air quality the worst in the Southeast Asia region (Agnitasari, 2024).

Table 2. Ranking of the Most Polluted Cities in Indonesia 2023

Ranking	City	Score AQI US	Information
1	Tangerang Selatan	180	Unhealthy
2	Medan	153	Unhealthy
3	Bekasi	145	Unhealthy
4	Jakarta	122	Unhealthy
5	Pekanbaru	110	Unhealthy

Source : (IQAir, 2023)

In the pollution data shown in table 2, in the ranking of the most polluted cities in Indonesia, the city of South Tangerang is at the top with the highest score, namely 180 points. Then Medan with 153 points, Bekasi 145 points, Jakarta 122 points, and Pekanbaru 110 points. This is also an imbalance in the problem of Indonesia's capital city which no longer provides safe and healthy air for its citizens. This point is mostly caused by gas emissions produced by users of oil-fueled vehicles.

Based on data from the Central Statistics Agency (2024), in the last two years, the region that includes JABODETABEK is the region that has the largest number of vehicles in Indonesia.

Table 3. Number of Motorized Vehicles in 2022 - 2023

Province	Number of Vehicles (Tahun 2022) / Unit	Number of Vehicles (Tahun 2023) / Unit
Jakarta	21.911.811	22.907.080
Jawa Barat	17.600.134	18.053.984
Banten	2.862.515	3.708.914

Source : (Badan Pusat Statistik, 2024)

Based on the data in table 3, the number of motorized vehicles covering the JABODETABEK area is increasing every year. The increasing number of motorized vehicles will further increase the level of pollution and have a negative impact on environmental issues. Although on the other hand it shows positive results from development taking place in the JABODETABEK area, the increase in people's purchasing power in this area tends to increase.

The government and society are certainly faced with big challenges to overcome problems and improve environmental policies, reduce vehicle emissions, and increase awareness of the importance of air quality. Because there are still many motorbike users in Indonesia, efforts are being made to make electric motorbikes more widely used. However, the efforts made by the government still need to provide incentives to attract people's interest in switching from oil-fueled vehicles to electric vehicles (Putri, 2023).

Table 4. Number of Electric Motorcycle Sales and Government Targets

Year	Sales	Sales Unit Targets
2022	31.837 Unit	200.000
2023	15.000 Unit	200.000

Source : AISI (2023)

According to the data in table 4, the Indonesian government has officially provided incentives for 200 thousand electric motorbikes while setting a sales target for electric motorbikes in 2022. However, sales of electric motorbikes in 2022 only sold 31,837 units from the government's target of 200 thousand units in 2022. Meanwhile Sales of electric motorbikes in 2023 will continue to decline, namely only around 15 thousand units and the government's target of 200 thousand units in 2023 will not be achieved.

The existence of this problem is a question mark as to whether the efforts made by the government are still not able to attract market segments in Indonesia. Meanwhile, President Joko Widodo's government is very serious about developing electric motorbikes and has also set a production target of 2 million units by 2025 (AISI, 2023). The presence of this regulation is also a serious effort by the government to encourage the use of electric vehicles, aka Electric Vehicles (EV) in line with the proposed energy transition.

GESITS (Garansindo Electric Scooter ITS) is the pioneer of the first electric motorbike in Indonesia produced by the nation's children, precisely the result of collaboration between ITS (Institut Teknologi Sepuluh November) and the Garasindo Group under the control of PT Wijaya Manufaktur or WIMA (GesitsIndonesia, 2023).

In this research, the object is Generation Z. Based on the results of the Indonesian population census in 2020, consumers in Indonesia are dominated by Generation Z (Brown, 2020). Massive education about the movement to purchase green products from various parties such as the government means that Generation Z can easily be exposed to the value of the environmental care movement (Alfaruqy, 2022). In this way, it is hoped that Generation Z will be able to play an important role as consumers of electric vehicles.

LITERATURE REVIEW

Marketing management is the process by which a company creates value for its customers and builds strong customer relationships in return for obtaining value from customers (Kotler & Armstrong, 2018).

Consumer behavior is a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and wants (Solomon, 2020). Meanwhile, according to Jaiswal & Kant (2018), consumer behavior in purchasing environmentally friendly products is generally assessed by their willingness to buy or intention to buy environmentally friendly products and ultimately this will be their purchasing decision for these products in order to preserve the environment.

The theory of planned behavior is a psychological theory that links beliefs with behavior (Ajzen, 1985). This theory allows us to predict intentions and behavior in relation to the purchase or use of one brand or product as well as in relation to the choice between different brands or products. In the TPB there are 3 supporting factors, namely Attitude, Subjective Norms, and Perceived Control Behavior.

Generation Z is the generation born from 1997 to 2012, and will number 74.93 million or 27.94% of the total population of Indonesia (Jayani, 2020). Generation Z is interested in following the trend of purchasing environmentally

friendly products. This purchase is a consumer purchasing decision made by considering environmental issues during the production of the goods (Schiffman & Joseph, 2015).

Purchase Intention

According to Kotler and Keller (2016) purchase intention is a consumer behavior where consumers have the desire to choose a product based on experience in choosing, using and consuming or even wanting a product. According to (Johari & Keni, 2022) purchase intention can be identified through indicators, namely:

1. I am willing to buy the product.
2. I intend to buy the product.
3. I plan to use the product.
4. I intend to try using the product.

Attitude

Attitude is an expression of a person's feelings that reflects likes or dislikes towards an object (Annisawati & Ayininda, 2019). According to (Johari & Keni, 2022) Attitude indicators include:

1. I feel that purchasing this product is a good idea.
2. I find purchasing this product interesting.
3. I feel that purchasing this product is important.
4. I feel that purchasing this product is profitable.
5. I feel that purchasing this product is wise.
6. I feel that purchasing this product is enjoyable.

Subjective Norm

Subjective norms are perceptions where an individual's particular behavior is influenced by significant assessments from other people such as parents, partners, friends and others (Utami, 2017). According to (Ying Sun et al, 2019), there are 3 indicators contained in subjective norms, including:

1. Many people who are important to me, support me in purchasing environmentally friendly products.
2. If I buy environmentally friendly products, people important to me will too.
3. Those who I think are valuable to me will prefer me to buy environmentally friendly products.

Perceived Behavioral Control

Perceived behavioral control is a perception that consumers can have control over internal and external factors that help or hinder consumers in carrying out a behavior or action (Siaputra & Isaac, 2020). According to (Johari & Keni, 2022) Perceived behavioral control has 3 indicators, including:

1. I have enough money to buy this product.
2. I have the ability to purchase this product.
3. I have the knowledge necessary to purchase this product.

Green Advertising

Green advertising is advertising that promotes environmentally friendly products to attract consumers' interest in environmentally friendly products that can fulfill their wants and needs for environmentally friendly products (Lestari et al., 2020). According to (Tan et al., 2019), there are 5 indicators of green advertising as follows:

- 1.) Advertising makes me more socially responsible in making purchasing decisions.

- 2.) Advertising is a good source of information for me in purchasing environmentally friendly products.
- 3.) I plan to switch to products advertised as environmentally friendly in purchasing decisions.
- 4.) I believe that the claims made in advertising are truthful in making purchasing decisions about environmentally friendly products.
- 5.) Advertising gives me the true picture in making decisions to buy environmentally friendly products.

The relationship between Attitude and Purchase Intention.

The research "Analysis of Factors that Influence Consumers on Electric Vehicle Purchase Intention in Indonesia" conducted (Permana et al., 2023) examined the relationship between attitude and purchase intention. Research findings show that Attitude has a positive and significant effect on Intention to Purchase electric vehicles. The following hypothesis is proposed regarding the presentation of research findings:

H1 : Attitude has a positive and significant effect on Purchase Intention.

The relationship between Subjective Norm and Purchase Intention.

Research conducted by (Shalender & Sharma, 2021), with the title "Using Extended Theory Of Planned Behavior (TPB) To Predict Adoption Intention Of Electric Vehicles In India". Research findings show that Subjective Norm has a positive and significant effect on Intention to Purchase electric vehicles. The following hypothesis is proposed regarding the presentation of research findings:

H2 : Subjective Norm has a positive and significant effect on Purchase Intention.

The relationship between Perceived Behavioral Control and Purchase Intention.

Research conducted by (Ekawati et al., 2020), with the title "Study of Factors that Influence Intention to Purchase Organic Products". Research findings show that Perceived Behavioral Control has a positive and significant effect on Intention to Purchase organic products. The following hypothesis is proposed regarding the presentation of research findings:

H3 : Perceived Behavioral Control has a positive and significant effect on Purchase Intention.

The relationship between Green Advertising and Purchase Intention.

Research conducted by (Prabowo & Sigit, 2023), with the title "Analysis of Intentions to Purchase Environmentally Friendly Products. The Influence of Advertising and Brand Image of The Body Shop Products Mediated by Green Awareness: Community Study in Indonesia". Research findings show that Green Advertising has a positive and significant effect on Intention to Purchase Body Shop products. The following hypothesis is proposed regarding the presentation of research findings:

H4 : Green Advertising has a positive and significant effect on Purchase Intention.

The following framework describes the relationship between the research variables attitude, subjective norm, perceived behavioral control, and green advertising with purchase intention. This framework is designed to make it easier to understand the relationship between these relationships:

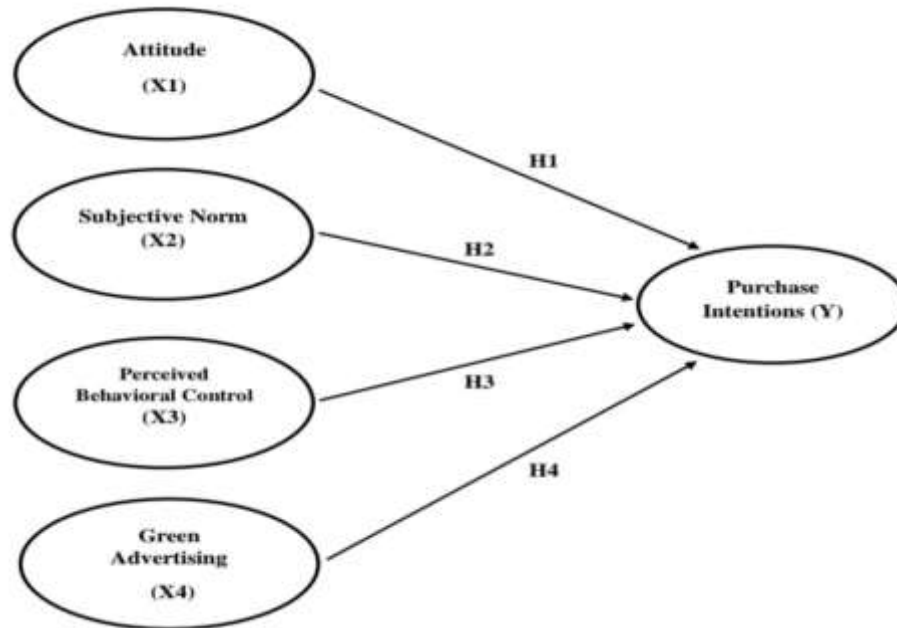


Figure 1. Conceptual Framework
Source : Processed by Researchers

METHODS

Knowing the extent of influence of Attitude (X1), Subjective Norm (X2), Perceived Behavioral Control (X3), and Green Advertising (X4) variables on Purchase Intention (Y) is the main objective of this causal research. This research uses a quantitative methodology, by examining and measuring the relationships between existing variables. This research took place from March 7, 2023.

Data was collected using non-probability techniques. Purposive sampling is the method used for sampling in this study. Purposive sampling is a sample approach limited to Generation Z Indonesians living in JABODETABEK and have never purchased an electric vehicle. The amount of data obtained was 200 respondents who met the criteria determined by the researchers.

The majority of respondents based on gender in this study were dominated by men, namely 124 respondents (62%). Based on age, this study was dominated by respondents aged 18 - 23 years, amounting to 150 respondents (75%). Based on domicile in this study, there were 88 respondents (44%) who were domiciled in Tangerang. And based on employment status in this study, 160 respondents (80%) were dominated by respondents who work as students. The methodology used in this study is component or variance-based Structural Equation Modelling (SEM) and Partial Least Square (Smart-PLS) version 4 program.

RESULTS AND DISCUSSION

Based on the results in table 5, it can be seen that all indicators for each construct have an outer loading value ≥ 0.70 so it can be stated that the indicator is valid and meets the outer loading criteria (Ghozali, 2021). In the partial least squares (PLS) test, the average variance extracted (AVE) is > 0.5 . If the average variance extracted value is above 0.5 or higher, this shows that the average

construction can explain more than half of the indicator variables and meets the requirements. This shows that each construct is valid and meets the average variance extracted provisions.

Table 5. Convergent Validity Test Results (Outer Loadings and AVE)

Variabel	Item	AVE	Outer Loadings	Information
Purchase Intentions (Y)	PI1	0.692	0.838	Valid
	PI2		0.789	Valid
	PI3		0.836	Valid
	PI4		0.863	Valid
Attitude (X1)	A1	0.760	0.913	Valid
	A2		0.873	Valid
	A3		0.859	Valid
	A4		0.852	Valid
	A5		0.902	Valid
	A6		0.827	Valid
Subjective Norm (X2)	SN1	0.706	0.863	Valid
	SN2		0.771	Valid
	SN3		0.883	Valid
Perceived Behavioral Control (X3)	PBC1	0.686	0.836	Valid
	PBC2		0.830	Valid
	PBC3		0.818	Valid
Green Advertising (X4)	GA1	0.587	0.804	Valid
	GA2		0.769	Valid
	GA3		0.708	Valid
	GA4		0.817	Valid
	GA5		0.728	Valid

Source: Researcher Output (SmartPLS 4)

Table 6. Hypothesis Test Results

Relationship	Original sample (O)	T statistics (O/STDEV)	P values	Conclusion
ATT → PI	0.185	3.307	0.001	Positive and Significant
SN → PI	0.289	4.609	0.000	Positive and Significant
PBC → PI	0.318	5.322	0.000	Positive and Significant
GA → PI	0.213	3.938	0.000	Positive and Significant

Source: Researcher Output (SmartPLS 4)

The Effect of Attitude (X1) on Purchase Intention (Y)

Based on the results of hypothesis testing on the influence of attitude on purchase intention, the original sample value is 0.185 which has a positive value and a t-statistics value of 3.307 (> 1.96) or a p value of 0.001 (< 0.05). This indicates that Attitude has a positive and significant effect on Purchase Intention. This shows that the more positive the attitude value shown by consumers towards a product, the higher the consumer's purchase intention towards GESITS electric motorbike products.

GESITS is an environmentally friendly electric motorbike that has low carbon emissions. In this study, respondents dominated the JABODETABEK area, which is the city with the worst air quality in Indonesia. So they reflect their preference for electric motorbikes to reduce air pollution.

The Effect of Subjective Norm (X2) on Purchase Intention (Y)

Based on the results of hypothesis testing on the influence of subjective norms on purchase intentions, the original sample value is 0.289 which has a positive value and a t-statistics value of 4.609 (> 1.96) or a p value of 0.000 (< 0.05). This indicates that Subjective Norm has a positive and significant effect on Purchase Intention. This shows that the more positive the subjective norm value among consumers is towards a product, the higher the consumer's purchase intention towards GESITS electric motorbike products.

GESITS always provides education and encourages the public to use pollution-free and environmentally friendly vehicles. This study was dominated by Generation Z respondents aged 12 to 27 years, so they still received influence from parents, siblings, friends, and so on. Therefore, they have gained knowledge regarding environmentally friendly products and Generation Z has a high level of concern for protecting the environment and its future.

The Effect of Perceived Behavioral Control (X3) on Purchase Intention (Y)

Based on the results of hypothesis testing on the influence of perceived behavioral control on purchase intentions, the original sample value is 0.318 which has a positive value and a t-statistics value of 5.322 (> 1.96) or a p value of 0.000 (< 0.05). This indicates that Perceived Behavioral Control has a positive and significant effect on Purchase Intention. This shows that the more positive the perceived behavioral control value shown by consumers towards a product, the higher the consumer's purchase intention towards GESITS electric motorbike products.

GESITS always innovates and changes so that its products suit consumer needs. In this study, which was dominated by Generation Z, they were used to using electric vehicles, one of which was an electric bicycle. They have the intention to buy an electric motorbike because they are already trained in using an electric bicycle. So when they are old enough and have earned an income, they will buy an electric motorbike.

The Effect of Green Advertising (X4) on Purchase Intention (Y)

Based on the results of hypothesis testing on the influence of green advertising on purchase intentions, the original sample value is 0.213 which has a positive value and a t-statistics value of 3.938 (> 1.96) or a p value of 0.000 (< 0.05). This indicates that Green Advertising has a positive and significant effect on Purchase Intention. This shows that the more positive the green advertising

value shown by consumers towards a product, the higher the consumer's purchase intention towards GESITS electric motorbike products.

GESITS advertises its products through social media which contains educational content related to environmental issues. In this research, which was dominated by students, they had knowledge about the environment from their lecture curriculum to social media, so they really cared about this issue. So they began to implement their knowledge by intending to buy an electric motorbike so they could contribute to overcoming environmental problems.

CONCLUSION

This research provides empirical evidence regarding the influence of Attitude, Subjective Norm, Perceived Behavioral Control, and Green Advertising on Intention to Purchase GESITS electric motorbikes. This research used a sample of 200 respondents who were Generation Z. The conclusions explained that:

Attitude has a positive and significant effect on Purchase Intention. From the results of this research, it can be concluded that the higher the attitude towards electric motorbikes, the greater the intention to buy GESITS electric motorbikes among Generation Z.

Subjective Norm has a positive and significant effect on Purchase Intention. From the results of this research, it can be concluded that the higher the subjective norm tendency towards electric motorbikes, the greater the intention to buy GESITS electric motorbikes among Generation Z.

Perceived Behavioral Control has a positive and significant effect on Purchase Intention. From the results of this research, it can be concluded that the higher the tendency for perceived behavioral control towards electric motorbikes, the greater the intention to buy GESITS electric motorbikes among Generation Z.

Green Advertising has a positive and significant effect on Purchase Intention. From the results of this research, it can be concluded that the higher the Green Advertising tendency towards electric motorbikes, the greater the intention to buy GESITS electric motorbikes among Generation Z.

SUGGESTION

Based on the results of the description of the respondents answers, it can be seen that the Attitude variable which has the indicator with the smallest mean value is indicator A 6 with the statement "I feel that buying electric motorbike products is a pleasant thing". This shows that GESITS must find a solution on how to increase consumer purchasing intentions, especially Generation Z, who are very happy with products that provide a good appearance, attractive features, and things that can increase purchasing intentions, so that when users feel a new sensation from with innovation in electric motorbikes, the intention to buy GESITS electric motorbikes will increase.

Based on the results of the description of the respondents answers, it can be seen that the Subjective Norm variable which has the indicator with the smallest mean value is the SN 2 indicator with the statement "I intend to buy an electric motorbike, because the people closest to me will also do the same

thing". This requires GESITS to create attractive promotions, such as when someone wants to buy a GESITS electric motorbike, they will get many benefits. GESITS also needs to always be active in creating a campaign for low carbon emission and friendly vehicles as a whole, because Generation Z tends to be more interested in environmentally friendly campaigns, and can bring people to support the environmental movement en masse, so that their intention to buy GESITS electric motorbikes will increase.

Based on the results of the description of the respondents answers, it can be seen that the Perceived Behavioral Control variable which has the indicator with the smallest mean value is the PBC 1 indicator with the statement "I have enough money to buy electric motorbike products". This shows that GESITS needs to provide flexible and competitive financing options, such as low interest rates, easy installments, and attractive prices. GESITS also needs to carry out programs such as providing packages such as battery insurance, regular maintenance or product guarantees to increase the attractiveness of the purchase value. In this study, it was completely filled by Generation Z, where when they have the ability and are old enough to buy a motorbike, they will tend to choose the GESITS electric motorbike as the first option.

Based on the results of the description of the respondents answers, it can be seen that the Green Advertising variable which has the indicator with the smallest mean value is the GA 4 indicator with the statement "I intend to buy an electric motorbike, because it has honest and trustworthy advertising". This shows that GESITS needs to increase the transparency of more open information such as technical matters, prices and product features. GESITS also needs to involve consumers in the product testing process to get honest reviews to support the claims made in advertising. GESITS also needs to always educate consumers regarding environmental issues, such as conveying educational information in advertising, so that it can help consumers make better and more knowledgeable decisions. So, the intention to buy GESITS electric motorbikes will increase.

This research uses a population of respondents among Generation Z in the JABODETABEK area, as well as 200 respondents as research objects. Suggestions for future researchers are to choose other research locations or places, other age groups, and increase the number of samples in order to get research results on different characteristics of respondents.

FURTHER STUDY

Recommendations for more research include incorporating expansions of variables such as Hedonic Motivation, Environmental Concerns, and Perceived Ease of Use. Moreover, choosing alternative research sites or age cohorts would yield intriguing findings and enhance the applicability of the Theory of Planned Behaviour (TPB).

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