

## The Influence Of Environmental Awareness, Price And Word Of Mouth On Interest In Buying Gesits Electric Motorcycles

Andrew Dermawan Aryo  
Management major  
Faculty of Economics and  
Business  
University of Mataram  
082339251423  
andrewdermawan1234@gmail.com

Baiq Handayani Rinuastuti  
Management  
Faculty of Economics and Business  
University of Mataram

Lalu M. Furkan  
Management  
Faculty of Economics and  
Business  
University of Mataram

### ABSTRACT

The purpose of this study was to examine the effect of environmental awareness, price and word of mouth on buying interest for Gesits electric motorbikes. This research is a quantitative associative research. This study uses primary data obtained through distributing questionnaires to respondents. The sample in this research is people who live in the city of Mataram, with a total sample of 100 respondents. The data analysis tool used is SPSS version 25.0. The results of this study indicate that price has a positive and significant influence on the intention to buy Gesits electric motorbikes in Mataram City. Word of mouth has a positive and significant influence on buying interest in Gesits electric motorbikes in Mataram City. However, environmental awareness does not have a significant influence on the intention to buy Gesits electric motorbikes in Mataram City. This means that, even though consumers' environmental awareness is getting higher, the effect on purchase intention is still not significant. This research is limited to environmental awareness, price and word of mouth so that it is necessary to develop other variables to be more in-depth.

**Keywords:** Environmental Awareness, Price, Word of Mouth, Buying Interest

## 1. INTRODUCTION

### 1.1 Background

The trend of electric motorbikes in the Indonesian market continues to experience growth in line with increasing attention in the public. However, based on data from the Indonesian Motorcycle Industry Association (AISI) in the last five years, average motorcycle sales have been at 5.494.960 units. As for the sale of electric motorcycles until July 2022, at 19,024 units. Or only 0.34% of the overall average motorcycle sales. When compared, sales figures for electric motorbikes are still relatively low (Sandi, 2022).

One of the electric motorbike brands present in Indonesia is Gesits. Gesits is an electric motorcycle manufactured by PT. WIKA Manufacturing Industry (WIMA). Initially, Gesits was created from a collaboration between the Ten November Institute of Technology (ITS) and Garansindo in 2018. Gesits became the pioneer of electric motorbikes in Indonesia which was inaugurated by the President on 7 November 2018 at the Presidential Palace. Gesits began to be distributed in December 2019 (Abizard, 2022).

From the beginning of 2020 to 2021, Gesits experienced an increase in sales. Total motorcycles sold were 1,000 units in 2020 and then increased to a total of 3,000 units in 2021. However, in 2022 sales have decreased to a total of 500 units (Pratama, 2022). The data shows a decrease in sales of the Gesits brand. This becomes a problem, to keep consumers choosing Gesits and increase sales figures, of course, requires an approach to be able to increase consumer buying interest.

Purchase intention is the tendency of consumers to take action on a product. Purchase intention also shows how strong the desire of consumers to try a product (Dara Paramita et al. 2015). A person's buying interest does not just arise, there are factors that influence it, both internal and external influences, where an evaluation is carried out in advance of the product or service that consumers want to buy (Julianti, 2014). According to Sangadji (2013) in buying interest, internal factors are factors that are triggered by internal conditions such as (perception, motivation attitude, knowledge, and lifestyle). While external factors are factors that come from outside a person such as (culture, marketing, and social class).

One of the external factors in the marketing department that can influence buying interest is price (Diah Wardhani, 2019). Before making a purchase decision, the first thing consumers usually consider when choosing a product is to look at the price (Ananda et al. 2017). High or low prices are often the main concern of consumers when looking for the product they need (Rahmadani, 2018).

Not only price, other external factors that can influence buying interest are word of mouth (Kumala, 2012). Consumers tend to believe more in recommendations through word of mouth information compared to formal promotion methods because the recommender is believed to be speaking honestly and not motivated by ulterior motives. (Kumala, 2012). Research conducted by Bansel et al. (2000) in Kumala (2012) shows that word of mouth information is proven to have more influence on consumer buying interest and is more effective in conveying information than advertising promotion.

One of the internal factors that can influence purchase intention is environmental awareness (Suki, 2013). Sanchez dan Lafuente (2010) Sanchez and Lafuente (2010) in their research showed that the dimensions of environmental awareness consist of (beliefs, personal attitudes, and knowledge). Junaedi (2006) defines environmental awareness as someone who consciously knows the general consequences of personal consumption or business. Dara Paramita et al. (2015) stated that relatively low environmental awareness causes low consumer knowledge of environmentally friendly products so that purchase intentions and behavior are also relatively low, conversely high environmental awareness will lead to relatively high purchasing intentions and behavior of environmentally friendly products.

## **1.2 Research Problem**

Even though it had shown an increase in sales, but at in 2022 Gesits experienced a decline in sales. Sales decline indicating a decrease in buying interest. The factors that are hypothesized to influence buying interest in this study include environmental awareness, price, and word of mouth. However, in case this Gesits brand electric motorbike still needs to be proven how the influence of environmental awareness, price, and word of mouth on interest in buying a motorbike Gesits electricity.

## **1.3 Research Questions**

1. Is there an influence of environmental awareness on purchase intention Gesits electric motorbike?
2. Is there an influence of price on purchase intention Gesits electric motorbike?
3. Is there an influence of word of mouth on purchase intention Gesits electric motorbike?

## **1.4 Research Purposes**

1. To determine the effect of environmental awareness on purchase intention Gesits electric motorbike
2. To determine the effect of price on purchase intention Gesits electric motorbike
3. To determine the effect of word of mouth on purchase intention Gesits electric motorbike

# **2. LITERATURE REVIEW**

## **2.1 Theoretical Review**

### **2.1.1 Theory of Planned Behavior**

Theory of Planned Behavior (TPB) is a development and expansion of Theory of Reasoned Action (TRA) by Ajzen (1988) in (Azwar, 2016). In Theory of Planned Behavior (TPB) an additional factor as a determinant of intention is perceived behavioral control. Attitudes toward certain behaviors, subjective norms, and perceived behavioral controls. These three components interact and determine intention, which in turn determines whether or not the behavior is carried out.

### **2.1.2 Buying Interest**

Consumer buying interest is explained as part based on the components of consumer behavior on consuming attitudes, the similarity of respondents in acting before a real buying decision is implemented (Thamrin, 2003). Purchase intention is defined as something that grows after consumers are stimulated by the product they see, after that there is an interest in trying the product that is seen and finally the desire to buy and obtain it arises (Kotler, 2008). According to Nurmala (2011) buying interest is the desire of consumers to buy a product or service and after making a purchase it is expected to benefit from the product or service.

### **2.1.3 Word of Mouth**

Mowen & Minor (2002) explains that word of mouth refers to the exchange of comments, ideas, or thoughts between two or more consumers, neither of whom is a source of marketing. According to Hasan (2010) word of mouth is comments, recommendations and praise from customers about their experiences with products and services that really influence their decisions or their buying behavior. According to Sumardi in Sari & Sri (2012) word of mouth is a marketing activity that can trigger consumers to talk, recommend and promote so that they can sell a product brand to other potential customers.

### **2.1.4 Price**

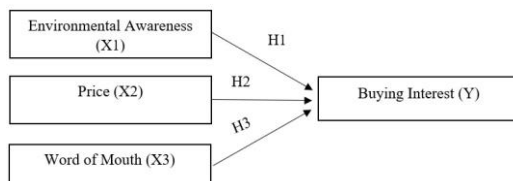
Price is something that is sacrificed by consumers to obtain a product. The broad definition of price is a number of sacrifices made by someone to get a product or service (Suharno & Sutarmo, 2010). According to Sunarya

(2021) price is an element in the marketing mix that can generate revenue through sales. Therefore, companies should be able to set prices for products properly and appropriately so that consumers become interested and want to buy the products offered.

### 2.1.5 Environmental Awareness

Environmental awareness is defined as someone who consciously knows the general consequences of personal consumption or business (Junaedi, 2006). According to Neolaka (2008) Environmental awareness is an effort to grow and increase awareness to preserve the environment which involves every citizen based on a set of values originating from the environment itself through a view of living in peace with their natural environment. Environmental awareness in a person begins with an understanding of the environmental movement that awakens human responsibility to respect, protect and preserve nature due to anthropogenic disasters caused by humans themselves. (Made et al. 2017).

## 2.2 Conceptual Framework and Hypothesis Formulation



**Figure 1. Conceptual Framework**

H1: The higher environmental awareness, the higher consumer buying interest

H2: The more appropriate the price with purchasing power, the consumer's buying interest will increase

H3: The more positive word of mouth, the consumer's buying interest is increasing

## 3. RESEARCH METHODS

The type of research used is quantitative research with an associative research approach. Associative research is research that aims to find out about the influence between two or more variables from the population being tested (Sugiyono, 2018). The population used in this research as research subjects are motorized vehicle users who are domiciled in the city of Mataram. Due to the very large population, researchers used the formula from Riduwan (2013) and based on this formula the total sample used was 100 people. The sampling technique used in this study is nonprobability sampling. The sampling method used by researchers is purposive sampling. The criteria set for this research sample are consumers who are at least 17 years old and consumers who have seen or heard about Gesits electric motorbikes.

The data collection technique used in this study was a questionnaire. The data collection process was carried out by distributing questionnaires through the google form. The score of the questionnaire will be determined by a likert scale. Each item in the questionnaire that is measured consists of 1-10 alternative answers.

## 4. RESULTS AND DISCUSSION

### 4.1 Results of Data Analysis

#### 4.1.1 Instrument Data test

##### 4.1.1.1 Validity Test

The validity test in this study was conducted to find out whether the questionnaire data used was valid or not. If the value of  $r$  count  $>$   $r$  table then the statement is said to be valid and can be included in further testing and should be.

**Table 1. Validity Test Results**

Variable	Item	r count	r table	Information
Environmental Awareness	X1.1	0,907	0,361	VALID
	X1.2	0,919	0,361	VALID
	X1.3	0,868	0,361	VALID
	X1.4	0,825	0,361	VALID
	X1.5	0,937	0,361	VALID
	X1.6	0,803	0,361	VALID
Price	X2.1	0,924	0,361	VALID
	X2.2	0,714	0,361	VALID
	X2.3	0,881	0,361	VALID
	X2.4	0,848	0,361	VALID
	X2.5	0,797	0,361	VALID
	X2.6	0,805	0,361	VALID
	X2.7	0,788	0,361	VALID
	X2.8	0,720	0,361	VALID
Word of Mouth	X3.1	0,789	0,361	VALID
	X3.2	0,788	0,361	VALID
	X3.3	0,849	0,361	VALID
	X3.4	0,834	0,361	VALID
	X3.5	0,834	0,361	VALID
	X3.6	0,816	0,361	VALID
	X3.7	0,781	0,361	VALID
	X3.8	0,796	0,361	VALID
Buying Interest	Y1	0,892	0,361	VALID
	Y2	0,896	0,361	VALID
	Y3	0,901	0,361	VALID
	Y4	0,848	0,361	VALID
	Y5	0,901	0,361	VALID
	Y6	0,901	0,361	VALID
	Y7	0,901	0,361	VALID
	Y8	0,824	0,361	VALID

In table 1. above it can be seen that all the items are valid. This is because r count > r table, where if the r table used in this study is 0.361 according to the r product moment table with 30 respondents and the significance level is 5 percent.

#### 4.1.1.2 Reliability Test

A questionnaire is said to be reliable or reliable if the respondents' answers to the questions are consistent or stable from time to time. The questionnaire to be tested is reliable if it has a Cronbach Alpha value > 0.70 and if it is less than 0.70 it is declared unreliable.

**Table 2. Reliability Test Results**

Variable	Cronbach Alpha Value	Standard Cronbach Alpha Value	Information
Environmental Awareness	0,940	0,700	Reliable
Price	0,925	0,700	Reliable
Word of Mouth	0,924	0,700	Reliable
Buying Interest	0,957	0,700	Reliable

Table 2. above shows that the results of the reliability test of the research instrument can be seen that each variable independent has a Cronchbach's Alpha value that is greater than the criterion value of 0.700 which has been determined so that the variable research instrument is reliable.

#### 4.1.2 Classic assumption test

##### 4.1.2.1 Normality Test

The normality test was carried out with the aim of testing whether the independent variable research data regression model and also the dependent variable are both normally distributed or not. In this case the researcher chose the normality test using the Kolmogorov Smirnov analysis by comparing the significance of the results of the normality test that had been carried out with the significance standard of 5% or 0.05.

**Table 3. Normality Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	6.76203296
Most Extreme Differences	Absolute	.062
	Positive	.053
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on table 1. the results of the One Sample Kolmogorov-Smirnov Test after transforming the data on the independent variable and the dependent variable obtained a significance value of 0.200 > 0.05 so that the test results can be interpreted that the data in the study are normally distributed.

#### 4.1.2.2 Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. If there is a correlation, it is said that there is a multicollinearity problem. To find out whether or not multicollinearity exists in the regression model, it can be seen from the tolerance value and the VIF value. From the results of tests conducted, the three independent variables consisting of environmental awareness, price and word of mouth have VIF values lower than 10. This means that there is no relationship between the independent variables or it can be said that there is no multicollinearity.

#### 4.1.2.3 Heteroscedasticity Test

The heteroscedasticity test has the objective of seeing whether in the regression model there is an inequality of variance and residuals from one observation to another. The heteroscedasticity test used in this study is the Glesjer test. The results of the heteroscedasticity test using the Glesjer test showed that the significance of each independent variable in the study was more than 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the research variables.

#### 4.1.3 Multiple Linear Regression Test

Multiple linear regression tests were carried out with the aim of knowing the direction and also how much influence the independent variables have on the dependent variable. The regression equation in this study can be seen in table 2.

**Table 4. Multiple Linear Regression Analysis**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	53.849	10.501		5.128	.000
	Environmental Awareness	.212	.247	.139	.856	.394
	Price	.326	.217	.223	2.503	.036
	Word of Mouth	.337	.168	.266	2.007	.048

a. Dependent Variable: Buying Interest

Based on the table of multiple linear regression analysis results above, the results can be formulated as follows:

$$Y = b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 0,212 X_1 + 0,326 X_2 + 0,337 X_3$$

Based on the multiple regression equation above, it can be interpreted as follows:

- Based on the equation above, the regression coefficient value is obtained which has a positive value of 0.212, this means that every time the value of variable X1 increases, the value of variable Y will also increase.
- Based on the equation above, the regression coefficient value is obtained which has a positive value of 0,326, this means that every time the value of variable X2 increases, the value of variable Y will also increase.
- Based on the equation above, the regression coefficient value is obtained which has a positive value of 0,337, this means that every time the value of variable X3 increases, the value of variable Y will also increase.

#### 4.1.4 F Test Results

The F test was conducted to find out whether a regression equation model is valid or not. The significance level used is 5% ( $\alpha = 0.05$ ). The results of the F test calculations can be seen in table 5.

**Table 5. Model Feasibility Results (Test F)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	367.326	3	122.442	2.597	.047 <sup>b</sup>
	Residual	4526.784	96	47.154		
	Total	4894.110	99			
a. Dependent Variable: Buying Interest						
b. Predictors: (Constant), Word of Mouth, Price, Environmental Awareness						

Based on table 5, it is known that the value of F count > F table is 2.597 > 2.47 and a significance value of 0.047 < 0.05, it can be concluded that the independent variables in this research model are feasible to use and acceptable.

**4.1.5 T test results**

The t test has the objective of knowing how far the influence of the independent variables individually explains the variation in the dependent variable. If the significance level is less than 5% (0.05), it can be concluded that Ho is rejected and Ha is accepted, which means that there is a significant influence between the independent variables individually on the dependent variable. The results of the t test can be seen in the table below.

**Table 6. Statistical Results (T Test)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	53.849	10.501		5.128	.000
	Environmental Awareness	.212	.247	.139	.856	.394
	Price	.326	.217	.223	2.503	.036
	Word of Mouth	.337	.168	.266	2.007	.048
a. Dependent Variable: Buying Interest						

Based on the results of table 6. of the t test, it can be explained as follows:

- a) The first hypothesis is that the higher the environmental awareness, the higher the consumer's buying interest. Based on the table above, it can be seen that the significance value is greater than the standard significance level, 0.05 (0.394 > 0.05). The calculated t value is 0.856, which is smaller than the t table value, which is 1.984 (0.856 < 1.984), so the first hypothesis is not accepted, which means that environmental awareness does not have a significant effect on the intention to buy a Gesits electric motorbike.
- b) The second hypothesis, the more appropriate the price with purchasing power, the consumer's buying interest will increase. Based on the table above, it can be seen that the significance value is lower than the standard significance level, 0.05 (0.036 < 0.05). The calculated t value is 2.503, which is greater than the t table value, which is 1.984 (2.503 > 1.984), so the second hypothesis can be accepted, which means that price has a significant influence on interest in buying Gesits electric motorbikes.
- c) The third hypothesis, the more positive the word of mouth, the higher the consumer's buying interest. Based on the table above, it can be seen that the significance value is lower than the standard significance level, 0.05 (0.048 < 0.05). The calculated t value is 2.007, which is greater than the t table value, which is 1.984 (2.007 > 1.984), so the third hypothesis can be accepted, which means that word of mouth has a significant influence on interest in buying Gesits electric motorbikes.

**4.1.6 R<sup>2</sup> Test Results (Analysis of the Coefficient of Determination)**

Testing the coefficient of determination is used to determine how much the ability of the independent variables (environmental awareness, price, and word of mouth) explains the dependent variable (purchasing interest). The results of the test for the coefficient of determination can be seen from the output model summary results in the table 5. below:

**Table 7. Analysis of the Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.374 <sup>a</sup>	.275	.146	6.867
a. Predictors: (Constant), Word of Mouth, Price, Environmental Awareness				

Based on the table of the results of the coefficient of determination test, it can be seen that r square indicates a value of 0.275 or 27.5% which is the value of the coefficient of determination of the variables of environmental awareness, price and word of mouth on buying interest. This value indicates that the influence of independent variables is 27.5% while the remaining (100% - 27.5%) = 72.5% is influenced by other variables outside the research variables that are not included in this study.

## **4.2 Discussion**

### **4.2.1 The Effect of Environmental Awareness on Buying Interest**

Based on the results of the hypothesis test, it was found that environmental awareness did not have a significant effect on the intention to buy Gesits electric motorbikes. That means, the higher the consumer's environmental awareness, the effect on buying interest of Gesits electric motorbikes in the city of Mataram remains insignificant. The results of this study are not in accordance with the theory used, namely the theory of planned behavior, which has been explained by the use of the theory of planned behavior in previous studies by Faiza (2012).

However, the results of this hypothesis test are similar to research conducted by Rohdiyah (2013) and Ariescy et al. (2019) which shows the results that environmental awareness has no significant effect on consumer buying interest. Associated with research results, this shows that environmental awareness in a person does not just make consumers interested in Gesits electric motorbikes. There are other factors besides environmental awareness that can make consumers interested in Gesits electric motorbikes.

From the distribution of questionnaires to respondents, it was dominated by respondents who were students, this indicated that students were already at the conscious stage if environmentally friendly behavior was important but implementation was lacking, so that the awareness that was reflected in students was only limited to knowledge and did not generate interest in buying.

### **4.2.2 The Effect of Price on Buying Interest**

Based on the results of the study it was found that price has a positive and significant influence on the intention to buy a Gesits electric motorbike. That is, the more in line with the price given to the purchasing power of consumers, the higher the interest in buying Gesits electric motorbikes in the city of Mataram. The results of this study are in accordance with the theory used, namely the theory of planned behavior, which has explained the use of the theory of planned behavior in previous research by Sundawa (2021). The results of this hypothesis test are similar to the research conducted by Giarti & Santoso (2015) which shows that the perceived price factor has a significant influence on green purchase intentions.

Associated with the results of of the hypothesis, this shows that price is one of the factors that can influence consumer buying interest, especially consumers of Gesits electric motorbikes, if the price of a product provided by the company is felt to be in accordance with their abilities or purchasing power it will affect purchase intentions consumer.

### **4.2.3 The Effect of Word of Mouth on Buying Interest**

Based on the results of the study it was found that word of mouth had a positive and significant influence on the intention to buy Gesits electric motorbikes. That is, the more positive word of mouth received, the higher the interest in buying Gesits electric motorbikes in the city of Mataram. The results of this study are in accordance with the theory used, namely the theory of planned behavior, which has explained the use of the theory of planned behavior in previous research by Rachmaulida & Iqbal (2017). The results of this hypothesis test are similar to the research conducted by Kumala (2012) and Powa et al. (2018) which shows the results that word of mouth is a factor that has a significant influence on buying interest.

Based on the results of hypothesis testing and some previous research, this shows that information obtained through word of mouth communication will increase consumer knowledge of a product and get an impression of the product, which then from that impression that person can be influenced to buy the product the. Talking positive things about Gesits electric motorbikes is one of the factors that can influence consumer buying interest.

## **5. CONCLUSIONS AND SUGESTIONS**

### **5.1 Conclusion**

Based on the results of hypothesis testing that has been obtained, the following conclusions can be drawn:

- a) The environmental awareness variable has no significant effect on the intention to buy Gesits electric motorbikes in the city of Mataram. This is because environmental awareness in a person does not just make consumers interested in Gesits electric motorbikes. There are other factors besides environmental awareness that can make consumers interested in Gesits electric motorbikes.
- b) The price variable has a positive and significant influence on the intention to buy Gesits electric motorbikes in the city of Mataram. Price is one of the factors that can influence consumer buying interest, especially consumers of Gesits electric motorbikes, if the price of a product provided by the company is deemed according to their ability or purchasing power, it will affect purchase intentions consumer.
- c) The word of mouth variable has a positive and significant influence on the intention to buy Gesits electric motorbikes in the city of Mataram. Information obtained through word of mouth communication will increase consumer knowledge of a product and get an impression of the product, which then from that impression the person can be influenced to buy the product. Talking positive things about Gesits electric motorbikes is one of the factors that can influence consumer buying interest.

## 5.2 Sugestions

Based on the research results and conclusions that have been described above, the researcher needs to provide suggestions, including:

- a) The environmental awareness variable has no significant influence on the intention to buy Gesits electric motorbikes in the city of Mataram. So the advice that can be given to Gesits companies is to increase education to the public regarding the importance of using green products by holding events such as seminars or the like so that awareness and knowledge can arise in the minds of the public about what green products are and the need to use environmentally friendly products. Another thing that can also be done is to carry out promotions using the services of celebrity endorsers or brand ambassadors with a large number of followers to introduce Gesits brand electric motorbikes so that they can attract the attention of consumers and from there it is hoped that they will be able to increase awareness and knowledge of the product.
- b) the price variable has a positive and significant influence on the intention to buy Gesits electric motorbikes in the city of Mataram. So the advice that can be given to Gesits companies is that the company needs to pay attention to the prices given to consumers and also need to pay attention to whether these prices are in accordance with the target market or target consumers and are in accordance with the ability or purchasing power of consumers for Gesits electric motorbikes.
- c) the word of mouth variable has a positive and significant influence on the intention to buy Gesits electric motorbikes in the city of Mataram. So the advice that can be given to Gesits companies is to utilize social media in carrying out marketing activities and use the services of influencers who have many followers who can be trusted to maintain good relations with consumers so that they have the power to carry out positive word of mouth and can influence consumer buying interest.
- d) For future researchers, it is hoped that they will be able to expand research by doing it on different objects or places. Apart from environmental awareness, price, and word of mouth, there are many other factors that can influence purchase intention. Future researchers need to add to the use of other variables that can influence buying interest such as age, lifestyle, social environment, celebrity endorser, and others.

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