

The Effect of Green Product and Price on Brand Image and Buying Interest of Gesits Electric Motorcycle in Pekanbaru City

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ABSTRACT

This study aims to examine the influence of Green Product on Purchase Intention of Gesits electric motorcycles in Pekanbaru, with Brand Image as an intervening variable. The population of this research consists of residents of Pekanbaru City who are aware of the Gesits electric motorcycle brand but have never purchased one. Sampling was conducted using non-probability sampling techniques with the Lemeshow formula, resulting in a sample size of 100 respondents. The data analysis method employed Partial Least Square-Structural Equation Modeling (PLS-SEM) using SmartPLS software version 4.1.1.1. The results indicate that Green Product has no direct or indirect effect (through Brand Image) on Purchase Intention. However, Green Product significantly influences Brand Image. Meanwhile, Price has a direct effect on Purchase Intention and Brand Image but does not indirectly influence Purchase Intention (through Brand Image). Brand Image itself does not significantly affect Purchase Intention. These findings provide strategic implications for Gesits in formulating marketing strategies, particularly in strengthening brand positioning through Green Product and Price aspects, even though Brand Image has not yet been a determining factor for Purchase Intention. This study emphasizes the importance of a holistic approach in developing effective marketing strategies for Gesits electric motorcycles.

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1. INTRODUCTION

Motorcycles are the most popular mode of transportation for Indonesians because they are affordable, practical, and easy to use and park in densely populated areas. Based on data from the Indonesian Motorcycle Industry Association (AIS), domestic motorcycle sales increased by 19.44% from 5,221,470 units in 2022 to 6,236,992 units in 2023, with scooters as the most dominant type of motorcycle, accounting for 89.73% of total sales (AIS,

2023). The phenomenon of increasing use of motorcycles shows that people's interest in buying motorized vehicles has increased, driven by increasingly complex mobility needs. However, this increase also has negative impacts on the environment such as high fuel consumption and increased exhaust emissions which have an impact on global warming.

The transportation sector is the second largest contributor of carbon dioxide

emissions after the housing sector, contributing 28.65% in 2016 [1]. Carbon emissions from fossil fuel vehicles have a significant impact on global climate change. [2] states that the transportation sector contributes two-thirds of total carbon emissions, making fuel efficiency and the transition to low-emission vehicles a strategic urgency. According to [3], the transportation sector contributes 60-70% to air pollution, much larger than the industrial sector which only contributes around 10-15%. Therefore, the transformation of vehicle technology towards a more environmentally friendly model is an urgent need.

In response to these environmental challenges, the government and companies have begun to encourage the production and consumption of Green Products, one of which is electric vehicles. Environmentally friendly products such as electric motorbikes are considered an alternative that can reduce negative impacts on the environment. One of the electric motorbike brands being developed in Indonesia is Gesits. Purchase interest in electric motorbikes is influenced by various factors, including brand image, price, and environmental awareness [4]. However, the results of previous studies have shown inconsistencies. [5] found that brand image had no effect on purchase interest, while [6] stated the opposite. In addition, several studies have stated that brand image can act as a mediating variable on the influence of green products and prices on purchase interest [7], [8].

Green Products are defined as products that are safe for the environment and health and are produced with attention to the principles of sustainability [9]. The emergence of Green Products such as Gesits motorbikes in Indonesia is a concrete manifestation of the company's commitment to environmental issues. According to [10], consumers show high interest in Green Products, especially in the electric vehicle category. However, research by [11] showed different results by stating that there was no significant influence between Green Products and purchasing interest. The inconsistency of these findings indicates the need for further

exploration in different contexts and research objects, such as that carried out on the Gesits electric motorbike in Pekanbaru City.

Price is also an important determinant in the decision to purchase an electric vehicle. The government has issued various regulations and incentives such as fuel subsidies and tax reductions for electric vehicles to make them more affordable for the public. [5] stated that price has a significant influence on purchasing interest because it can increase the perception of value and reduce the risk of purchase. On the other hand, [12] found that price did not have a significant effect on purchasing interest. Based on a preliminary survey conducted on 43 respondents in Pekanbaru City, 66.7% stated that the price of the Gesits motorbike was still affordable, and 86.7% felt that the quality met expectations. These findings reinforce the urgency to examine the influence of price in relation to brand image and purchasing interest in electric motorbikes.

Based on the description, it can be concluded that there is a research gap that needs to be explored further regarding the influence of Green Products and prices on brand image and purchase interest of electric motorbikes, especially the Gesits brand in Pekanbaru City. Therefore, this study aims to empirically analyze how Green Products and prices directly and indirectly influence purchase interest through brand image. With this research, it is expected to contribute to the development of marketing strategies for environmentally friendly products and support the sustainability of the automotive industry in Indonesia.

2. LITERATURE REVIEW

2.1 *Green Product*

Green Products are an important part of green marketing, a marketing strategy that considers environmental impacts in every promotional activity. These environmentally friendly products are designed to prioritize consumer safety and environmental sustainability by minimizing resource use, reducing waste, and using recyclable materials such as reprocessible packaging

[13]. Green Products are also defined as biological products that support long-term environmental sustainability, as they are designed to reduce the use of raw materials and ecological impacts throughout their life cycle [9]. These products do not harm human health and the environment because they do not add pollution, can be recycled, and support the conservation of natural resources for future generations. Green Products have social and environmental advantages over conventional products in the stages of production, consumption, and disposal. The awareness of producers and marketers of consumer preferences for environmentally friendly products is also increasing, which is marked by a shift in purchasing interest from conventional products to green products [14]. The Green Product indicators include: product performance according to quality, use of recycled raw materials, ability to differentiate shape and size, additional features that complement basic functions, and product life under normal conditions that reflect its quality [9].

2.2 Price

Price is an amount of money or value exchanged by customers to obtain benefits from owning or using a product or service [15], as well as something given by customers to obtain a product for a specific purpose [16]. In Green Products, prices tend to be higher than conventional products due to the use of more expensive raw materials, replacement of hazardous chemicals, and increased production costs due to strict regulations. Prices for environmentally friendly products consider three main aspects, namely Person, Planet, and Profit, which include concern for human health and environmental sustainability. The term "premium price" is used because the application of environmentally friendly principles throughout the product life cycle increases production costs. In developed European countries, consumers are willing to pay more for Green Products because they are considered to have better quality and environmental performance [9]. The price indicators according to [9] include consumer

affordability, price suitability to product quality and benefits, and the competitiveness of applicable prices.

2.3 Brand Image

Brand Image is a consumer's general view of a brand that automatically arises from their memory based on experience and selection of information on various brands that have been remembered [17]. Brand Image plays an important role, especially for consumers who do not yet have a specific preference for a product, because they tend to rely on Brand Image to conclude product quality. Individuals with more knowledge about a brand also rely more on that image in assessing quality than individuals who are less familiar [12]. Brand Image appears in the form of associations that exist in the minds of consumers when remembering a particular brand, which can be thoughts, impressions, or images associated with the brand, and can be conceptualized based on type, strength, uniqueness, and support and excellence [18]. Building a positive image can be done through a strong and unique marketing program, which is able to show advantages and differentiate the brand from competitors [18]. Consumers who have a positive perception of a brand tend to be more confident in making purchases because the brand is able to convey a strong message compared to competitors [19]. Brand image is important in attracting buying interest, especially new consumers, because they often use image as a basis for making purchasing decisions. Therefore, companies need to develop the right strategy in forming a strong image in order to be able to convey the value of products or services to their target consumers. The indicators of Brand Image according to [30] include reputation (good name), recognition (recognition), and affinity (emotional connection).

2.4 Interest In Buying

Purchase Interest is an activity carried out by consumers before making a purchasing decision, which arises due to positive stimulation of an object and gives rise to motivation for the goods or services seen [20]. Purchase Interest reflects the initial action before consumers buy a product that is

needed or desired [21], and is a form of response and plan to buy that is influenced by self-motivation [22]. For companies, understanding Purchase Interest is important to predict future consumer behavior [23]. Purchase Interest is the desire of individuals or groups to choose, buy, and use products in the future due to internal or external motivation, and is the result of a thought process that begins long before the purchase is made [24]. According to [25], there are several indicators of Purchase Interest, namely transactional interest, referential interest, preferential interest, and explorative interest.

3. METHODS

This research is quantitative research that aims to explain phenomena, test relationships between variables, and find generalizations that have predictive value. The research was conducted in Pekanbaru City, Riau Province, for a period of three months. The population of this study was all people living in Pekanbaru City without any specific limitations. The sample taken was 100 respondents, determined using the Lemeshow formula because the population is unlimited. The sampling technique used was non-probability sampling with a purposive sampling method, with the criteria for respondents being the people of Pekanbaru City, at least 18 years old, able to ride a motorbike, and knowing the type of motorbike.

The objects in this study include four variables, namely Green Product and Price as independent variables, Brand Image as a mediating variable, and Purchase Interest as a dependent variable. The instrument used in data collection is a questionnaire distributed offline and online (using Google Form) with a Likert measurement scale. Data collection techniques are also equipped with observation and documentation. Primary data is obtained directly through questionnaires, observations, and field documentation, while secondary data is obtained from documents, literature, and other relevant sources.

Data analysis was conducted quantitatively using descriptive and inferential statistical methods. Testing the relationship between variables was conducted using the Structural Equation Modeling - Partial Least Square (SEM-PLS) method with the help of the SmartPLS application. The analysis stages include evaluation of the outer model (validity and reliability of indicators), evaluation of the inner model (relationships between constructs), and evaluation of indirect effects. Hypothesis testing was conducted through the t-test (partial effect), f-test (simultaneous effect), and determination coefficient test (R^2) to measure how much the independent variables explain the dependent variables in the research model.

4. RESULTS AND DISCUSSION

4.1 Demographic Profile of the Sample

This study involved 100 respondents domiciled in Pekanbaru City. Based on gender, the majority of respondents were female (59%), while males were 41%. In terms of age, most respondents were in the 17–22-year age range (58%), followed by 22–28 year age range (22%), indicating the dominance of the younger generation who are more open to environmentally friendly vehicle innovations. Based on their last education, respondents were dominated by high school graduates (64%) and bachelor's degree graduates (24%), and the majority were students (60%), followed by private employees (19%). In terms of income, the largest group was in the range of Rp1,000,001–Rp3,000,000 (49%). Respondents were spread across various sub-districts in Pekanbaru City, with the highest concentration in Pekanbaru Kota, Binawidya, Marpoyan Damai, and Tuah Madani Sub-districts.

4.2 Measurement Model

4.2.1 Convergent Validity

Convergent validity measures the extent to which the indicators used truly reflect the same latent construct. This validity is declared fulfilled if each indicator has a high correlation with its construct. The two main criteria used are the loading factor, which must be more than 0.7, and the Average

Variance Extracted (AVE), which must exceed 0.5 [26].

Table 1. Loading Factor Results

	<i>Green Product (X1)</i>	<i>Price (X2)</i>	<i>Purchase interest (Y)</i>	<i>Brand Image (Z)</i>
X1.1	0.872			
X1.2	0.930			
X1.3	0.895			
X1.4	0.822			
X1.5	0.903			
X2.1		0.913		
X2.2		0.914		
X2.3		0.950		
Y1.1			0.965	
Y1.2			0.950	
Y1.3			0.960	
Y1.4			0.928	
Z1.1				0.919
Z1.2				0.916
Z1.3				0.888

Source: Researcher Processed Data, 2025

The table above shows that all indicators in each variable in this study have a loading factor value greater than 0.7. Thus,

it can be stated as valid as a variable measure and has a good level of validity.

Table 2. Average Variance Extracted Results (AVE)

	<i>Average Variance Extracted (AVE)</i>	Information
<i>Green Product (X1)</i>	0.783	VALID
<i>Price (X2)</i>	0.857	VALID
<i>Purchase Interest (Y)</i>	0.904	VALID
<i>Brand Image (Z)</i>	0.824	VALID

Source: Researcher Processed Data, 2025

The table above shows that the overall value of each research variable has an Average Variance Extracted (AVE) result above 0.5. Based on this, it can be said that all variables are declared valid and meet the testing criteria.

4.2.2 Discriminant Validity

Discriminant validity is an important aspect of construct validity that aims to ensure that a construct in a measurement model is

truly different from other constructs that are theoretically unrelated. This validity is important to ensure the uniqueness of each construct and prevent overlapping concepts in the research model. In other words, discriminant validity shows the ability of an instrument to clearly distinguish between different concepts [27]. Testing can be done through several methods, such as Heterotrait-Monotrait Ratio (HTMT), Fornell-Larcker criteria, and cross loading analysis.

Table 3. Heterotrait-Monotrait Ratio (HTMT) Results

	<i>Green Product (X1)</i>	<i>Price (X2)</i>	<i>Purchase interest (Y)</i>	<i>Citra Merek (Z)</i>
<i>Green Product (X1)</i>				
<i>Price (X2)</i>	0.620			
<i>Purchase interest (Y)</i>	0.522	0.594		
<i>Brand Image(Z)</i>	0.645	0.652	0.522	

Source: Researcher Processed Data, 2025

The table above shows that the overall correlation value is below 0.9, which is

considered to be able to meet the discriminant validity value.

Table 4. Fornell-Lacker Criterion Results

	<i>Green Product (X1)</i>	<i>Price (X2)</i>	<i>Purchase Interest (Y)</i>	<i>Brand Imag (Z)</i>
<i>Green Product (X1)</i>	0.885			
<i>Price (X2)</i>	0.575	0.926		
<i>Purchase Interest (Y)</i>	0.495	0.560	0.951	
<i>Brand Image (Z)</i>	0.590	0.591	0.487	0.908

Source: Researcher Processed Data, 2025

The table above shows that the upper square root value of the average variance extracted (AVE) along the vertical and horizontal lines has a greater correlation

between one construct and another, so it can be concluded that the construct has a good level of validity.

Table 5. Cross loading Results

	<i>Green Product</i>	<i>Price</i>	<i>Purchase Interest</i>	<i>Brand Image</i>
X1.1	0.872	0.455	0.438	0.492
X1.2	0.930	0.499	0.413	0.509
X1.3	0.895	0.554	0.510	0.494
X1.4	0.822	0.477	0.396	0.526
X1.5	0.903	0.551	0.429	0.585
X2.1	0.446	0.913	0.519	0.514
X2.2	0.575	0.914	0.493	0.547
X2.3	0.573	0.950	0.543	0.579
Y1.1	0.480	0.574	0.965	0.463
Y1.2	0.468	0.529	0.950	0.515
Y1.3	0.459	0.546	0.960	0.473
Y1.4	0.477	0.477	0.928	0.398
Z1.1	0.511	0.540	0.394	0.919
Z1.2	0.534	0.491	0.476	0.916
Z1.3	0.559	0.576	0.453	0.888

Source: Researcher Processed Data, 2025

Based on the results of the cross-loading analysis, all indicators in this study meet the criteria of discriminant validity. This is indicated by the higher loading factor value for the main construct compared to other constructs. This finding indicates that each indicator represents the construct being measured clearly without overlapping, so that the instrument is declared valid in distinguishing between constructs.

4.2.3 Validity Reliability Results

Reliability testing is used to measure the internal consistency of an instrument, namely the extent to which items in a construct are interrelated and produce stable results. Testing is carried out using two main criteria, namely composite reliability and Cronbach's alpha, where both must have a value > 0.7 for the variable to be declared reliable [28]. Based on the test results, the composite reliability and Cronbach's alpha values are obtained as shown below.

Table 6. Composite Reliability and Cronbach Alpha Results

	<i>Cronbach's Alpha</i>	<i>Composite Reliability (rho_a)</i>	<i>Composite Reliability (rho_c)</i>
<i>Green Product (X1)</i>	0.930	0.932	0.947
<i>Price (X2)</i>	0.916	0.919	0.947
<i>Purchase Interest (Y)</i>	0.964	0.967	0.974
<i>Brand Image (Z)</i>	0.893	0.894	0.934

Source: Researcher Processed Data, 2025

Based on the results of the reliability test in table 6, it shows that the Cronbach Alpha value is > 0.7 and Composite Reliability for each variable is > 0.7 . The variable indicators show high internal consistency, proving that all statement items in each construct are reliable.

4.2.4 Structural Model Evaluation (Inner Model)

Structural model analysis (inner model) aims to test the causal relationship

between latent constructs in the study. This evaluation assesses the extent to which the model can explain the relationship between variables that are not directly measured. Testing is carried out through several indicators such as R-Square, F-Square, and model fit, which function to measure the feasibility and predictive power of the model [26]. The test results obtained are presented as follows.

Table 7. R-Square Results

	<i>R - Square</i>	<i>R - Square Adjusted</i>
Purchase Interest	0.374	0.354
Brand Image	0.443	0.431

Source: Researcher Processed Data, 2025

The R-Square value for the Purchase Intention variable is 0.374 and Brand Image is 0.443, which indicates that the Green Product, Price, and Brand Image variables are able to explain Purchase Intention by 37.4%, and

Green Product, Price, and Purchase Intention explain Brand Image by 44.3%. Both values indicate that the model has weak to moderate predictive power.

Table 8. F-Square Results

	<i>Green Product (X1)</i>	<i>Price(X2)</i>	<i>Purchase Interest(Y)</i>	<i>Brand Image (Z)</i>
<i>Green Product (X1)</i>			0.035	0.168
<i>Price (X2)</i>			0.112	0.170
<i>Purchase Interest (Y)</i>				
<i>Brand Image (Z)</i>			0.024	

Source: Researcher Processed Data, 2025

Based on the F-Square value, Green Product has a small effect on Purchase Intention (0.032) and a moderate effect on Brand Image (0.168). Price shows a small effect on Purchase Intention (0.112) and a moderate effect on Brand Image (0.170).

Meanwhile, Brand Image has a small effect on Purchase Intention (0.024). This finding shows that although some variables have limited effects, there is still a significant contribution in explaining the relationship between constructs in the model.

Table 9. Model Fit Results

	<i>Saturated model</i>	<i>Estimated model</i>
SRMR	0.052	0.052
d_ ULS	0.329	0.329
d_ G	0.472	0.472
Chi-square	268.821	268.821
NFI	0.837	0.837

Source: Researcher Processed Data, 2025

The table above shows that the resulting Normed Fit Index value is at 0.837 or if converted into a percentage, the research model carried out has a value of 83.7%. However, based on the SRMR or Standardized Root Mean Square Residual value, the value is $0.052 < 0.10$, so the model is

said to be an acceptable fit [26]. So, it can be concluded that the model fits the data.

4.2.5 Hypothesis Testing

Hypothesis testing is conducted to evaluate the relationship between variables based on observed data. This process uses the path coefficient to see the magnitude of the influence, and compares the t-statistics value

with the t-table. The hypothesis is declared significant if the t-statistics > t-table and p-

value < 0.05. The following are the test results obtained.

Table 10. Results of Direct Research Hypothesis Testing

	Path Coefficient	T-Statistics (O/STDEV)	P Values
Green Product -> Purchase Interest	0.197	1.590	0.112
Green Product -> Brand Image	0.374	3.363	0.001
Price -> Purchase Interest	0.350	2.755	0.006
Price -> Brand Image	0.376	3.617	0.000
Brand Image -> Purchase Interest	0.164	1.205	0.228

Source: Researcher Processed Data, 2025

Based on the test results, Green Product does not have a significant effect on Purchase Intention ($t = 1.590 < 1.985$; $p = 0.112 > 0.05$), but has a positive and significant effect on Brand Image ($t = 3.363 > 1.985$; $p = 0.001 < 0.05$). Price has a positive and significant effect

on Purchase Intention ($t = 2.755$; $p = 0.006$) and Brand Image ($t = 3.617$; $p = 0.000$). Meanwhile, Brand Image does not have a significant effect on Purchase Intention ($t = 1.205 < 1.985$; $p = 0.228 > 0.05$).

Table 11. Results of Indirect Hypothesis Testing

	Path Coefficient	T-Statistics (O/STDEV)	P Values
Green Product -> Brand Image -> Purchase Interest	0.061	1.011	0.312
Price -> Brand Image -> Purchase Intefrest	0.062	1.143	0.253

Source: Researcher Processed Data, 2025

Based on the test results, Green Product does not have a significant effect on Purchase Interest through Brand Image ($t = 1.011 < 1.985$; $p = 0.312 > 0.05$), as well as Price which also does not have a significant effect on Purchase Interest through Brand Image ($t = 1.143 < 1.985$; $p = 0.253 > 0.05$). Thus, both hypotheses are rejected.

Based on the test results above, the SmartPLS structural diagram model is obtained as follows.

a. SmartPLS Structural Loading Factor Diagram

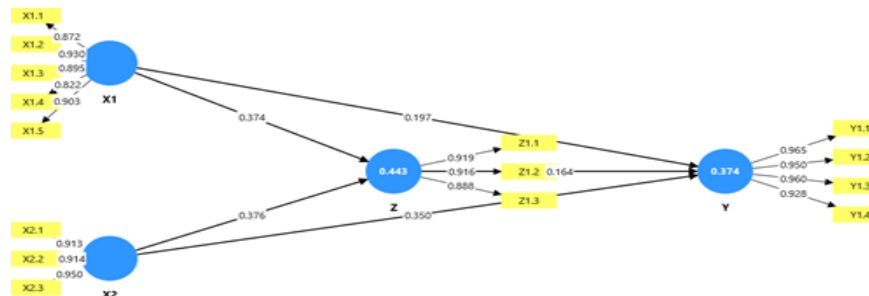


Figure 1. SmartPLS Structural Loading Factor Diagram

b. SmartPLS Bootstrapping Diagram

Bootstrapping is a method of randomly resampling the original data to

assess the reliability of statistical parameters in a model. This technique produces estimates such as t-statistics, p-values, and confidence

intervals to test the significance of relationships between constructs. A relationship is considered significant if $t > 1.985$ or $p\text{-value} < 0.05$. The bootstrapping diagram from SmartPLS displays the t value

for each path coefficient and plays an important role in supporting the decision to accept or reject a hypothesis empirically. The following is a bootstrapping diagram from this study.

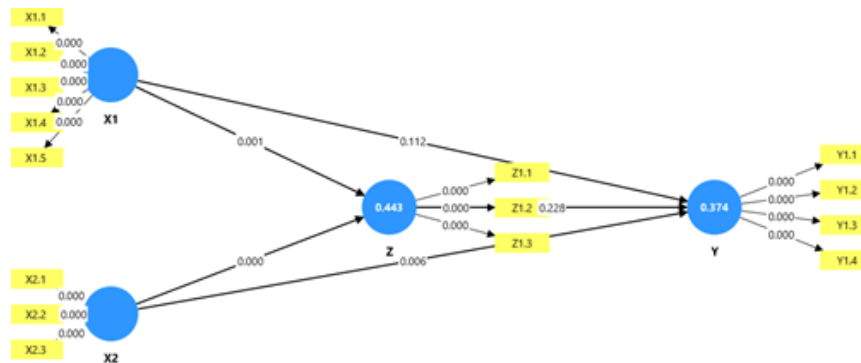


Figure 2. SmartPLS Bootstrapping Diagram

DISCUSSION

The Influence of Green Products on Purchase Interest of Gesits Electric Motorcycles in Pekanbaru

The results of the study showed that Green Products did not have a significant effect on Purchase Interest of Gesits electric motorbikes in Pekanbaru. Although Gesits offers environmentally friendly value, it is not strong enough to attract consumer interest. The cause is consumer perception of vehicle performance that has not met expectations and their priorities that emphasize price, practicality, and performance rather than environmental issues [29].

This finding is different from the results of research by [29] in Java Island which found a positive effect of Green Products on Purchase Interest, due to differences in market characteristics and levels of environmental awareness. In addition, limited infrastructure such as charging stations and low public understanding of the benefits of electric vehicles are also inhibiting factors. Therefore, marketing strategies need to be focused on other advantages such as operational and technological efficiency, as well as education and development of supporting infrastructure.

The Influence of Green Products on the Brand Image of Gesits Electric Motorcycles in Pekanbaru

The results of the study show that Green Product has a positive and significant effect on the Brand Image of Gesits electric motorbikes in Pekanbaru. Consumers view Gesits as a modern and environmentally friendly brand thanks to the environmentally friendly advantages it offers. This finding is in line with [8] which states that environmentally friendly products can form a positive perception of a company's commitment to sustainability.

The image as a green brand is a strategic asset for Gesits, especially amidst increasing public environmental awareness. This strong brand association can be utilized to create a long-term competitive advantage. Therefore, companies are advised to strengthen communication strategies that highlight sustainability values, while overcoming barriers such as price and supporting infrastructure to strengthen their market position in the future.

The Influence of Price on Interest in Buying Gesits Electric Motorcycles in Pekanbaru

The results of the study show that Price has a positive and significant effect on Purchase Interest of Gesits electric motorbikes in Pekanbaru. Consumers in this area are very sensitive to price, and when the price is

considered affordable and comparable to the benefits obtained, purchase interest increases. This finding is in line with [5] who stated that price not only directly affects purchase interest but can also increase the perception of value and reduce the risk felt by consumers.

This influence is reinforced by the diverse purchasing power of the community, so that price is the main consideration in purchasing electric vehicles. Competitive prices can create a perception of added value and reduce doubts about new technology. The implication is that Gesits marketers need to establish attractive pricing strategies such as discounts, light installments, or incentives and educate consumers about the long-term benefits of electric vehicles, including cost efficiency and positive impacts on the environment.

The Influence of Price on the Brand Image of Gesits Electric Motorcycles in Pekanbaru

The results of the study show that Price has a positive and significant effect on the Brand Image of the Gesits electric motorbike in Pekanbaru. Setting the right price can build positive consumer perceptions, where fair prices are associated with good quality, especially for innovative products such as electric motorbikes. This is different from the findings of [5] which stated that Price had no effect on Brand Image on the Beat motorbike, possibly due to differences in market characteristics and the level of competition in the electric motorbike segment which is still low.

In addition, factors such as emotional attachment to sustainability values and Gesits' position as the first local electric motorbike also influence price perception. The implication is that Gesits' pricing strategy is not only a market penetration tool, but also a strong Brand Image builder. However, this strategy must be supported by product quality and after-sales service in order to create a sustainable and competitive brand image.

The Influence of Brand Image on Purchase Interest of Gesits Electric Motorcycles in Pekanbaru

The results of the study show that Brand Image does not have a significant effect

on Purchase Interest of Gesits electric motorbikes in Pekanbaru. Consumers tend to consider functional aspects such as price, features, and practical benefits more than brand perceptions. This is likely because Gesits as an electric motorbike is still relatively new in the local market, so it does not yet have brand strength comparable to conventional brands. This finding is in line with [5] which states that Brand Image does not affect Purchase Interest in Beat motorbikes.

Although it does not have a direct effect, Brand Image is still important in the long term to build loyalty and product differentiation. Therefore, Gesits' marketing strategy should focus more on the direct benefits felt by consumers, such as energy efficiency, low maintenance costs, and ease of charging, while still building a strong brand image for future competitiveness.

The Influence of Green Products on Purchase Interest through Brand Image on Gesits Electric Motorcycles in Pekanbaru

The results of the study show that the Green Product feature does not have a significant effect on Purchase Intention through the Brand Image of the Gesits electric motorbike in Pekanbaru. Although promoted as an environmentally friendly vehicle, this is not strong enough to encourage consumers to buy the product just because of its brand image. This finding is different from [8] who stated that Brand Image can bridge the influence of Green Product on Purchase Intention. This difference may be due to low environmental awareness or the assumption that electric motorbikes have not been tested practically.

Other factors that influence the difference in results include the characteristics of the Pekanbaru market which prioritizes direct benefits, the still low level of competition for electric motorbikes, and the weak emotional attachment to the Gesits brand. Even so, the environmentally friendly features still have long-term potential if supported by increased awareness and infrastructure. For now, marketing strategies should emphasize concrete benefits such as cost and maintenance efficiency, while

gradually building an image as a sustainable brand.

The Influence of Price on Purchase Interest through Brand Image on Gesits Electric Motorcycles in Pekanbaru

The results of the study indicate that Price does not have a significant effect on Purchase Intention through the Brand Image of the Gesits electric motorbike in Pekanbaru. This means that although Brand Image can influence consumer perception, this is not enough to make Price the main factor in purchasing decisions. This finding is in line with [5] which also found that Price does not

have a significant effect on Purchase Intention of the Honda BeAT Series through Brand Image.

The similarity of these results indicates that in the motorcycle market, both electric and conventional, factors such as quality, features, and after-sales service are considered more by consumers than Price in forming purchase interest. Therefore, Gesits' marketing strategy should emphasize functional advantages and long-term benefits, while continuing to build consumer understanding as the market develops.

consider practical factors such as efficiency and affordability more than sustainability values or brand image. Therefore, it is recommended that Gesits manufacturers increase vehicle efficiency, offer competitive pricing strategies, and strengthen brand image through social media, communities, and consumer education. The government is also expected to play an active role through subsidies, access to financing, and the development of supporting infrastructure such as charging stations. Further researchers are advised to explore other variables such as lifestyle, innovation, and purchasing decisions to broaden understanding of the factors that influence purchase interest in electric vehicles.

5. CONCLUSION

Based on the results of the study, it can be concluded that Green Product and Price have a significant effect on the Brand Image of Gesits electric motorbikes in Pekanbaru, indicating that the environmentally friendly aspects and price are able to form a positive perception of the brand. However, only Price is proven to have a significant effect on Purchase Intention, while Green Product and Brand Image do not affect purchasing decisions. In fact, Green Product and Price also do not have a significant effect on Purchase Intention if mediated through Brand Image. This finding indicates that consumers in Pekanbaru

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