
Article

THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORM, PERCEIVED BEHAVIORAL CONTROL AND KNOWLEDGE ENVIRONMENT ON PURCHASE INTENTION OF HYBRID CARS

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Abstract: Sales of hybrid cars experienced a significant increase globally as well as in Indonesia. This was due to a shift in consumer buying interest from conventional cars to hybrid cars due to the increase in fuel oil for vehicles. The purpose of this study was to examine: the effect of Attitude, Subjective Norms, Perceived Behavioral Control and Knowledge Environment on Purchase Intention of Hybrid Cars. The sample used in this study were 125 samples with the criteria of consumers living in the Jabodetabek area and having bought a hybrid car at least once. The sampling technique was purposive sampling. Data analysis used in this study was descriptive analysis, classical assumption test, multiple linear regression test, research instrument test, hypothesis testing with SPSS version 25 software. The results of this study are: Attitude has a significant effect on Purchase Intention, Subjective Norm has a significant effect on Purchase Intention, Perceived Behavioral Control has a significant effect on Purchase Intention and Knowledge Environment has a significant effect on Purchase Intention.

Keywords: Attitude, Subjective Norm, Perceived Behavioral Control, Knowledge Environment, Purchase Intention

1. Introduction

Technological developments have an impact on competition in the automotive industry, especially companies that produce cars. Car companies are required to continue to innovate to create cars according to current needs, namely cars that are efficient in fuel use, friendly to the environment, have modern interior and exterior designs and high security systems. The concept of innovation leads to vehicles that use electric power so as to reduce dependence on vehicle fuel oil. The relatively high increase in the price of fuel for vehicles has caused a shift in consumer interest towards hybrid cars, where these cars use two sources of power, namely electricity and fuel oil. Consumer demand for hybrid cars in the world is growing rapidly in line with increasing human awareness of environmental protection. The large consumption of fuel oil has an impact on increasing

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environmental pollution, residual vehicle fuel causes a decrease in the quality of a healthy and sustainable environment. In addition, excessive consumption of fuel energy will lead to a decrease in the availability of energy-producing natural resources. With technological developments in the automotive sector, consumer interest has shifted from vehicles that previously used fuel oil to vehicles that use electric power and low emissions (hybrid cars). The development of hybrid car sales until 2022 has experienced a significant increase. The highest sales were in China with total sales of 3,519,054 units, followed by Germany and the United States, each with sales of 695,657 units in Germany and 631,152 in the United States.

The era of the latest technological developments has a positive impact on the development of the automotive industry in Indonesia. The technological revolution in car production refers to the advantages of saving fuel, safety and environmental protection, namely the concept of a zero emission vehicle. This latest innovation has received quite a positive response from the people in Indonesia because they think hybrid vehicles will reduce air pollution that occurs. The government's role in overcoming environmental protection issues was carried out by issuing a new policy for special four-wheeled vehicles set by the government in Indonesia, namely the Low Cost Green Car (LCGC) policy in 2013 as stipulated in industrial regulation no 33/MIND/PER/7/2013. The main focus of this policy is on the development of vehicle production that is efficient in energy use and environmentally friendly but at affordable prices.

Indonesia is a potential market in the automotive industry. This is because the population is quite large, around 285 million people and the high rate of economic growth supports the demand for cars which increases from year to year. National car production in 2019 was 1,098,780, in 2020 national car production was 1,177,797 and it increased again in 2021 car sales amounted to 1,216,615 and is expected to increase again in 2022 according to a survey [1]. The increase in demand in Indonesia every year shows that Indonesia is a potential car market. Consumer demand for hybrid cars in Indonesia has also experienced a sizeable increase starting from 2020 to 2022, based on Gaikindo (Indonesian Association of Motorized Vehicle Industries) the volume of car marketing in 2020 was 1191, in 2021 there were 2472 and in 2022 the type of Hybrid electric vehicle has been reached 7395 units.

The significant development of demand for hybrid cars in Indonesia is marked by the increasing demand for vehicles and the participation of several car companies in Indonesia which have started producing hybrid cars. Automotive sector companies in Indonesia produce hybrid cars and offer their respective advantages to hybrid car units produced to consumers in Indonesia. Cars branded Suzuki All New Ertiga Hybrid and Toyota Corolla Cross 1.8 are the two best-selling car brands in the market because they offer relatively lower prices compared to other brands of hybrid cars in the car market [1].

PT Toyota is one of the automotive companies that also carries the Low Cost Green Car (LCGC) concept in the latest car production innovations offered to consumers today, PT Toyota incorporates elements of the latest environmentally friendly technology with low emission vehicles (cars). Several alternative technologies owned by PT Toyota include Hybrid, Plug-in hybrid, Fuel cell and Battery Electric Vehicle. A hybrid car is a car that has two types of propulsion engines. First, an electric battery-based engine that gets an energy source from deceleration, namely the kinetic energy generated when a car brakes or reduces speed. Second, there are conventional engines that use gasoline. Electric battery-based engines in hybrid cars are used when the car is traveling at low speed. Then

if the battery runs out, the hybrid car's drive system will automatically switch to a conventional engine. Toyota hybrid cars have the highest sales volume in Indonesia until the third quarter of 2022 with total sales reaching 1820 units [1].

Even though hybrid cars are starting to be in demand, there are still several factors that hinder the development of hybrid cars in Indonesia, namely the provision of sufficient electricity supply for electric-powered vehicles. Large enough electric cars in Indonesia will become an obstacle when there are many electric cars operating in Indonesia. Basically, an increase in the volume of hybrid vehicles tends to increase the required electricity supply so that this electricity demand will make it difficult to provide electricity in Indonesia. Second, the inadequate infrastructure in Indonesia has resulted in limited availability of charging stations in Indonesia. Furthermore, the provision of fast-charging and long-lasting battery technology cannot be fulfilled, so for the Indonesian state, which often uses cars to travel long distances, it becomes ineffective. These factors cause consumers to think again when they want to buy a hybrid car [1].

Researchers chose to examine hybrid cars amidst the rise of the issue of electric cars in Indonesia. The main factor is that the price of a hybrid car is much more affordable than an electric car (electric vehicle) which is relatively more expensive [2]. Then the lack of infrastructure for charging car batteries in Indonesia causes electric cars to be less attractive [3]. Whereas a hybrid car is a combination of both emissions and electricity so that when the electric energy is reduced the car can still be used with relatively more economical fuel emissions compared to conventional cars [4]. Third, there are no government regulations that support or do not support the implementation of electric cars in Indonesia so that electric cars cannot be fully accepted by consumers because the expensive vehicle tax provisions have caused a decrease in consumer interest [5].

This research refers to the theory of planned behavior, where the theory is divided into 4 factors that influence the purchase of a hybrid car, namely attitudes, subjective norms and behavior control and environmental knowledge [6]. The attitude of consumers to purchase hybrid cars reflects their support for the environment [7]. In Indonesia, the increase in vehicle fuel prices has stimulated consumer interest in buying hybrid cars. Furthermore, the government's role in environmental protection is implemented through vehicle tax rules based on emissions and exhaust gases. Then there is an adjustment to the PPnBM tax in PP number 73 of 2019, which contains rules for calculating car tax no longer based on form but calculated from emissions. Consumers view hybrid cars as the latest innovation that can be a solution to consumer needs for low-emission cars. The benefits of a hybrid car can provide benefits for users, but there are still conflicts regarding ease of use and inadequate facilities affecting the purchase of a hybrid car but the decision maker lies with the consumer himself, this illustrates a person's behavior towards purchase intention.

Even though there is a positive trend in buying hybrid cars, statistically, global hybrid car sales are still far behind compared to conventional cars. This shows that the purchase of hybrid cars is still less desirable. In addition, a government policy that provides incentives for purchasing battery-based electric cars of Rp. 7 million has a positive impact on increasing demand for electric cars so that it affects consumer interest who are more interested in buying electric cars, this causes the purchase of hybrid cars to become less desirable [1].

2. Literature

2.1. Consumer behavior

Consumer behavior refers to consumer actions exploring, obtaining and consuming products and services in the context of fulfilling needs and determining decisions and the factors considered for these activities [6]. In this study, researchers used the theory of planned behavior (TPB) to assess consumer behavior through attitudes, subjective norms and behavioral control.

2.2. Attitude

Attitude as an individual's reaction to an object that contains good or bad impressions/perceptions about his feelings for the object [6]. This study uses an attitude variable with indicators according to [6], namely: Product Quality, Advantages of Product Purchases, Benefits, Satisfaction, Value.

2.3. Subjective Norm

Subjective norm is a requirement for a person to act and direct himself to purchase intention due to perceived social pressure to perform a behavior that is considered good by most people [7]. Subjective norms can be measured by indicators, namely Appreciation, Support for Buying and Trends [7].

2.4. Behavior Control

Behavior control is the ability of someone who feels able to determine a behavior that must be carried out amidst the many conflicting factors that exist to carry out this behavior [8]. Indicators of behavior control are Ability, Confident, Trust, Opportunity and Perceived Control [6].

2.5. Environmental Knowledge

Environmental knowledge is an insight possessed by someone who has an understanding of the importance of the environment so that he encourages himself to behave friendly towards the environment as support for environmental protection [9]. Indicators of environmental knowledge are Factual Knowledge, Subjective Knowledge, Abstract Knowledge [9].

2.6. Purchase Interest

Buying interest is a picture of someone's feelings that shows the decision to consume a product from various existing alternatives [10]. There are 4 dimensions of Purchase Intention namely, Transactional Interest, Referential Interest, Preferential Interest, and Explorative Interest [11].

2.7 Hypothesis

Temporary guesses about the answers contained in the problem formulation are called hypotheses. The hypotheses were further tested in data-driven studies. The writer formulates the hypothesis as follows.

1. H1: Attitude has a significant effect on Purchase Intention of hybrid cars.
2. H2: Subjective Norm has a significant effect on Purchase Intention of hybrid cars.

3. H3: Perceived Behavioral Control has a significant effect on Purchase Intention of hybrid cars.
4. H4: Knowledge Environment has a significant effect on Purchase Intention of hybrid cars.
5. H5: Attitude, Subjective Norm, Perceived Behavioral Control and Knowledge Environment effect simultaneously on Purchase Intention of hybrid cars.

The following is a research framework according to the hypothesis formulated above.

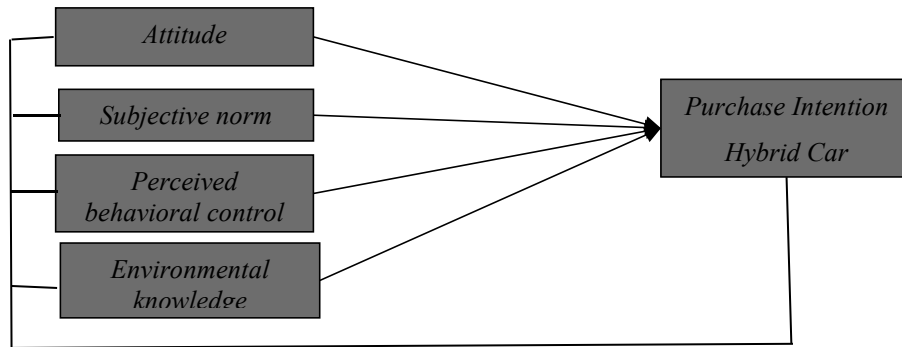


Figure 2. Hypothesis and Research Framework (Source: Author, 2023)

3. Methods

The author uses a quantitative approach. The quantitative approach used is descriptive in nature. Descriptive approach is an approach that is carried out with the aim of describing factors that are considered to cause a problem or cause and effect of the independent variable and the dependent variable. The research indicators for each variable are explained in the table below.

Table 1. Operational Research Variables

Variable	Definition	Indicator
Green Purchase Attitude (X1) (Tanwir & Hamzah (2020))	Attitude is a person's reaction to an object that contains good and bad impressions or perceptions and feelings towards the object.	1. Quality 2. Profitable 3. Helpful 4. Satisfaction 5. Valuable
Subjective Norm (X2)	Subjective norm encouragement to someone to buy interest through	1. Appreciation 2. Support

Variable	Definition	Indicator
Tanwir & Hamzah (2020)	perceived social pressure to perform a behavior that is considered good by most people.	3. Trend
Perceived Behavioral Control (X3)	Perceived behavioral control is someone's belief to apply something that is faced with the ease or difficulty that will be accepted to apply this behavior on him.	1. Ability 2. Confident 3. Trust 4. Opprtunity 5. Perceived control
Tanwir & Hamzah (2020)	Environmental knowledge is information that is owned by someone who is implemented through behavior that helps improve environmental quality.	1. Knowledge 2. Environmental support
Purchase Intention (Y)	Purchase intention is a picture of someone's feelings that shows the decision making to consume a product from various existing alternatives.	1. Transactional interest 2. Referential interest 3. Preferential interest 4. Explorative Interest

The data collection in this study used a survey method by distributing questionnaires *google form*. The questionnaire uses a Likert scale to determine the attitude of respondents to a statement. The Likert scale range used is between 1-5. Number 1 represents Strongly Disagree and number 5 represents Strongly Agree. Respondents were

determined based on the population and sample. The number of samples was determined using the Hair et al. method. The number of respondents in this study were 125 respondents.

4. Research result

4.1. Classic assumption test

4.1.1. Normality test

In this study, the Kolmogorov-Smirnov approach was used for the normality test. The data is called normally distributed with a significance value of 0.05. The table below shows the significance value obtained at 0.200. This value is a significance value higher than 0.05. The data in this study are normally distributed.

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
Asymp. Sig. (2-tailed)	Unstandardized Residual
	.200

Source: Primary data processed in 2023

4.1.2. Multicollinearity Test

The multicollinearity test aims to find out that all variables can be measured together. Data that does not have symptoms of multicollinearity has *valuetolerance* more than 0.1 and a VIF value of less than 10. The data of this study did not experience symptoms of multicollinearity.

Table 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Attitude	.702	1.425
Subjective Norm	.844	1.185
Perceived Behavioral Control	.903	1.108
Knowledge Environment	.615	1.625

Source: Primary data processed in 2023

4.1.3. Heteroscedasticity Test

To test whether the research data had symptoms of heteroscedasticity or not, the researchers conducted the Glejser test. A significance value of more than 0.05 indicates that the data does not experience heteroscedasticity.

Table 4. Heteroscedasticity Test Results (Glejser Test)

Variabel	Sig.
Attitude	.924

Variabel	Sig.
Subjective Norm	.551
Perceived Behavioral Control	.638
Knowledge Environment	.678

Source: Primary data processed in 2023

4.2. Multiple Regression Linear Analysis

In the multiple regression test, based on table 5 below, the linear equation is obtained as follows.

$$Y = 2.028 + 0.463X_1 + 0.088X_2 + 0.069X_3 + 0.262X_4 + e$$

Information:

1. Constant value 2.028, which means that if all the independent variables in the regression model are 0 (zero), then the purchase intention will be 2.028.
2. The Attitude variable (X1) has a significance value of 0.000 with a coefficient value of 0.463, so the Attitude variable has a positive effect on purchase intention. Every time there is an increase of 1 unit of Attitude, it will increase purchase intention by 0.463. Conversely, if there is a decrease of 1 unit in the Attitude variable, there will be a decrease in purchase intention of 0.463 as well, assuming other variables have a fixed value.
3. The subjective norm variable (X2) has a significance value of 0.005 with a coefficient value of 0.088, so the subjective norm variable has a positive effect on purchase intention. Every time there is an increase of 1 unit of subjective norm, it will increase purchase intention by 0.088. Conversely, if there is a decrease of 1 unit in the subjective norm variable, there will be a decrease in purchase intention of 0.088 as well, assuming other variables have a fixed value.
4. The perceived behavioral control variable (X3) has a significance value of 0.025 with a coefficient value of 0.069, so the perceived behavioral control variable has a positive effect on purchase intention. Every time there is an increase of 1 unit of perceived behavioral control, it will increase purchase intention by 0.069. Conversely, if there is a decrease of 1 unit in the perceived behavioral control variable, there will be a decrease in purchase intention of 0.069 as well, assuming other variables have a fixed value.
5. The knowledge environment variable (X4) has a significance value of 0.000 with a coefficient value of 0.262, so the knowledge environment variable has a positive effect on purchase intention. Every time there is an increase of 1 unit of knowledge environment, it will increase

purchase intention by 0.262. Conversely, if there is a decrease of 1 unit in the knowledge environment variable, there will be a decrease in purchase intention of 0.262 as well, assuming other variables have a fixed value.

Variabel	Unstandardized Coefficients B
(Constant)	2.028
Attitude	.463
Subjective Norm	.088
Perceived Behavioral Control	.069
Knowledge Environment	.262

Source: Primary data processed in 2023

4.3. Hypothesis testing

4.3.1. Partial Test (T Test)

The results of the T test show a significance value of $0.00 < 0.05$ and a calculated T value $> F$ table (1,966). It can be concluded that H1 to H4 is accepted, meaning that there is a partial influence of attitude, subjective norm, perceived behavioral control and knowledge environment on purchase intention.

Table 5. Partial Test Results (T Test)

Variabel	T count	T table	Sig.
Attitude	10.146	1.966	.000
Subjective Norm	2.852	1.966	.005
Perceived Behavioral Control	2.267	1.966	.025
Knowledge Environment	5.980	1.966	.000

Source: Primary data processed in 2023

4.3.2 Simultaneous Test (F Test)

The results of the F test show that the significance value is $0.00 < 0.05$ and the calculated F value (95.609) $> F$ table (3.47) so it can be concluded that H4 is accepted, meaning that there is a simultaneous influence of Attitude, subjective norm, perceived behavioral control and knowledge environment on purchase intention.

Table 6. Simultaneous Test Results (Test F)

Model	F count	F table	Sig.
Regression	95.609	3.47	.000

Source: Primary data processed in 2023

4.3.3 Determination Coefficient Test (R²)

Test the coefficient of determination to get the value of R² of 0.761 or 76.1%. This means that the independent variable is able to explain the dependent variable by 76.1%. While the remaining 23.9% is explained by other variables not used in this study.

Tabel 7. Determinant Coefficient Test Results R²

Model	R Square
Regression	.761

Source: Primary data processed in 2023

5. Discussion

5.1. Attitude Relationship with Purchase Intention

The t test results show that the results of the attitude variable, namely the significance value of 0.000 <0.05 with t count of 10.146> from t table 1.966, means that the attitude variable meets the requirements with H1 accepted and H01 rejected. The results of this study are in line with the research of Tanwir & Hamzah (2020) which also states that attitude has an influence on the purchase intention of hybrid cars [6]. Furthermore, Susanto & Sahetapy (2021) where the results of their research also state that there is an influence of attitude on purchase intention [7].

5.2. Subjective Norm Relationship with Purchase Intention

The t test results show that the results of the subjective norm variable, namely the significance value of 0.005 <0.05 with t count of 2.852> from t table 1.966, means that the subjective norm variable meets the requirements with H2 accepted and H02 rejected. The results of this study are supported by Rahmafitria et al., (2021) which also states that subjective norm has an influence on the purchase intention of hybrid cars [1]. Furthermore, Dewi & Ardani (2019) where the results of their research also state that there is an influence of subjective norm on purchase intention [12].

5.3. Relationship between Perceived Behavioral Control and Purchase Intention

From the test results of the (t) test, it can be seen that the variable perceived behavioral control (X3) has a significant effect on purchase intention. The results of the (t) test show that the results of the perceived behavioral control variable, namely the significance value of 0.025 <0.05 with a t count of 2.267> from t table 1.966, meaning that the perceived behavioral control variable meets the requirements with H3 accepted and H03 rejected. The results of this study are supported by Siaputra & Isaac (2020) who also state that perceived behavioral control has an influence on hybrid car purchase intention [13]. Furthermore, Mihartinah & Coryanata (2019) where the results of their research also state that there is an effect of perceived behavioral control on purchase intention [14].

5.4. Relationship between Knowledge Environment and Purchase Intention

From the test results of the (t) test, it can be seen that the knowledge environment variable (X4) has a significant effect on purchase intention. The results of the (t) test show that the results of the knowledge environment variable are a significance value of 0.000 <0.05 with a t count of 5.980> from t table 1.966, meaning that the knowledge environment variable meets the requirements with H4 accepted and H04 rejected. The results of this study are supported by research conducted by Maichum et al., (2017) which also states that the knowledge environment has an influence on the purchase intention of hybrid cars [15]. Furthermore, research conducted by Nilasari &

Kusumadewi (2016) where the results of their research also state that there is an influence of knowledge environment on purchase intention [16].

6. Conclusions and Suggestions

6.1. Conclusions

Based on the results of the research and discussion of the pliers described earlier, the following conclusions can be given in this study:

- a. From the test results, it can be seen that the attitude variable has a significant effect on purchase intention with a significance value of 0.000 and t count of 10.146. From this value it can be concluded that there is an influence of attitude on purchase intention.
- b. From the test results, it can be seen that the subjective norm variable has a significant effect on purchase intention with a significance value of 0.005 and t count of 2.852. From this value it can be concluded that there is an influence of subjective norm on purchase intention.
- c. From the test results, it can be seen that the perceived behavioral control variable has a significant effect on purchase intention with a significance value of 0.025 and t count of 2.267. From this value, it can be concluded that there is an effect of perceived behavioral control on purchase intention.
- d. From the test results, it can be seen that the knowledge environment variable has a significant effect on purchase intention with a significance value of 0.000 and t count of 5.980. From this value it can be concluded that there is an effect of knowledge environment on purchase intention.
- e. From the results of the F test, it can be seen that the significance value is 0.000 and the F count is 95.609, it can be concluded that attitude, subjective norm, perceived behavioral control and knowledge environment simultaneously affect purchase intention.

6.2. Suggestions

a. Research for the Company

This research is expected to provide understanding to the company regarding the factors that can strengthen consumer purchase interest in hybrid cars. The results of the study state that most of the reasons respondents have an interest in buying a hybrid car are because hybrid cars provide many benefits for consumers so that researchers suggest that hybrid cars can be developed in terms of technology, quality and information. Hybrid car manufacturing companies can increase information about the benefits and quality of hybrid cars that consumers can feel from purchasing hybrid cars so that they can increase consumer buying interest in hybrid cars.

b. For Further Research

The results of this study are expected to develop research by examining different sectors other than the automotive sector in order to obtain more varied results, then

further researchers are expected to increase the number of research respondents in order to get more accurate results, then further researchers can add other variables that can also increase purchase intention that researchers have not included in the research model.

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