

ABSTRACT

The increase in carbon emissions from the transportation sector has become a global concern, leading to a growing demand for environmentally friendly vehicles such as electric motorcycles. This study aims to analyze the factors influencing the Purchase Intention of electric motorcycles in East Java using the Structural Equation Modelling (SEM) method. The variables examined include Financial Incentive Policy, Information Provision Policy, Convenience Policy, Psychological Value, Attitude, Subjective Norm, Product Perception, Cognitive Status, and Perceived Behavioral Control. Data were collected through questionnaires distributed to 250 respondents who expressed an interest in electric motorcycles in East Java. The results show that Financial Incentive Policy and Information Provision Policy have a significant effect on Psychological Value ($p < 0.05$), while Convenience Policy does not. Furthermore, Psychological Value, Subjective Norm, Product Perception, Cognitive Status, and Perceived Behavioral Control were found to significantly influence Purchase Intention ($p < 0.05$). In contrast, variables such as Attitude, Convenience Policy, Information Provision Policy, and Financial Incentive Policy did not show a direct influence on Purchase Intention ($p > 0.05$). These findings indicate that increasing consumer interest in electric motorcycles cannot rely solely on economic incentives, but must also be supported by educational efforts, improved Product Perception, and the strengthening of social and psychological factors. This research is expected to serve as a reference for policymakers and industry players in formulating more targeted policies and marketing strategies to accelerate Electric Vehicle adoption in Indonesia.

Keywords: *psychological factors, Purchase Intention, electric motorcycles, SEM.*