

ABSTRACT

Automotive sector in Indonesia nowadays become more variative compared to many years ago, especially when Hybrid Electric Vehicle gain its own popularity. One of the players in Indonesia market is Toyota. Toyota come to Indonesia with bringing their Camry and Prius in higher market sector, however they bring Innova Zenix to reach more consumer segment. This study wants to examine the effect of environmental concern, green attitude, and price sensitivity to the green purchase intention to Indonesian market.

The research uses Theory of Planned Behavior (TPB) to find the effect between variables to green purchase intention. The target of the research is Indonesian with ages from 22 until above 65 who had purchase Toyota car, had intention to buy the car or had experience using the car. The study used Partial Least Square Structural Equation Modeling (PLS-SEM) and SmartPLS 3.0 use to analyze the data.

The results of the study show that Environmental Concern does not affect the Green Purchase Intention. Then Price Sensitivity affects the Green Purchase Intention significantly positively. In addition, Environmental Concern significantly positively affects the relation to the Green Attitude. Furthermore, Price Sensitivity significantly positively affects the Green Attitude. In addition, the Environmental Concern had indirect positive impact to the Green Purchase Intention with using the Green Attitude as mediating variable. In addition, Price Sensitivity has the indirect positive and significant effect of the Green Purchase Intention with Green Attitude as mediating variable. Lastly, Green Attitude affects the Green Purchase Intention significantly.

Key words: *Hybrid Electric Vehicle, Theory of Planned Behavior, Environmental Concern, Price Sensitivity, Green Attitude, Green Purchase Intention.*