

ABSTRACT

Hybrid vehicles have emerged as an environmentally friendly and efficient transportation solution for the future, serving as a transitional alternative from fossil fuel-powered cars to fully electric vehicles. This study aims to analyze the factors influencing Green purchase intention toward hybrid cars in Indonesia. The conceptual model in this research integrates the Theory of Planned Behavior (TPB) and the Norm Activation Model (NAM) to provide a comprehensive framework. A quantitative approach was employed, using Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis. Data were collected through an online survey of 512 respondents who have an interest or involvement in environmentally friendly transportation. The analysis revealed that Green purchase attitude ($\beta = 0.302$, $p < 0.001$) and Perceived behavioral control ($\beta = 0.289$, $p < 0.001$) significantly influence the intention to purchase hybrid vehicles. Moreover, Environmental concern and Environmental responsibility indirectly affect Green purchase intention through attitude and Perceived behavioral control. Perceived green value was also found to have a positive contribution ($\beta = 0.214$, $p < 0.01$). These findings suggest that consumer decisions to purchase hybrid vehicles are not solely based on rational considerations, but are also shaped by attitudes, social norms, and environmental values. Therefore, promotional strategies that emphasize sustainability, environmental awareness, and incentives for green vehicle adoption should be prioritized to encourage the broader adoption of hybrid cars in Indonesia.

Keywords: *Environment, Hybrid Car, Purchase Intention, PLS-SEM*