

Transformation of Consumer Attitudes Against Environmentally Friendly Brands: Longitudinal Studies Users of Electric Motorcycles- Jabodetabek

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Abstract

This study examines the longitudinal evolution of consumer attitudes toward environmentally friendly brands, focusing specifically on electric motorcycle users in the Greater Jakarta (Jabodetabek) area. Employing a 12-month panel survey with 187 respondents, the research investigates how usage experience, perceived quality, and brand communication influence changes in consumer attitude, repurchase intention, and brand loyalty. The findings indicate that brand communication plays a pivotal role in shaping consumer attitudes, which in turn strongly predict repurchase intention and loyalty. In contrast, usage experience and perceived quality do not directly drive attitude changes, nor are they mediated by customer awareness, suggesting their impact may occur through more direct or emotional pathways. Furthermore, customer awareness is found to significantly mediate only the relationship between brand community involvement and both behavioral intention and loyalty. Theoretically, this study contributes by integrating attitude change theory, brand communication, and consumer behavior into a comprehensive framework for understanding sustainable brand adoption. Practically, it provides actionable insights for marketers and policymakers to design more effective brand communication strategies and user-centered experiences. The study's novelty lies in its longitudinal approach to green marketing in Indonesia, offering an empirical foundation for understanding how consumer attitudes and loyalty develop within the context of sustainable consumption.

Keywords: *Usage Experience; Perception of Quality; Brand Communication; Change of Attitude; Repurchase Intention.*

Introduction

Global climate change and rising carbon emissions represent some of the most pressing challenges facing the international community today. The transportation sector, heavily reliant on fossil fuels, is a major contributor to carbon emissions (Ritchie, Rosado, & Roser, 2023). In response, mitigating environmental impacts, particularly from transport, has become a central concern in climate change strategies. To promote sustainable mobility, many countries—including Indonesia—have actively encouraged the adoption of electric vehicles (EVs), with electric motorcycles positioned as an eco-friendly alternative (IEA, 2023). As part of Indonesia's National Strategy for Clean Energy Transition, the government aims to accelerate EV adoption, targeting 1.8 million electric motorcycles by 2025 (Ritchie & Roser, 2024). Electric motorcycles offer notable advantages in energy efficiency, lower emissions, and reduced operational costs compared to conventional gasoline-powered motorcycles. Projections from the Ministry of Energy and Mineral Resources indicate that EV usage in Indonesia will continue to rise, supported by government incentives such as purchase subsidies,

conversion programs for gasoline motorcycles, and the development of public charging infrastructure (SPKLU) (KSDMRI, 2023). Presidential Regulation No. 55 of 2019 further outlines a roadmap for accelerating battery-based EV programs. Despite the technological potential, significant challenges remain in the psychological domain, particularly in shaping consumer attitudes and fostering brand loyalty for environmentally friendly vehicles.

Recent studies suggest that eco-friendly practices can positively influence consumer purchase decisions for green products. Harisandi, Yahya, et al. (2025) found that consumers respond favorably to sustainability initiatives in the context of electric motorcycles. Similarly, Leckie, Rayne, and Johnson (2021) highlighted that Customer Engagement Behavior (CEB) is pivotal in developing green brand loyalty, though negative perceptions of greenwashing can impede this relationship. Pancić, Serdarušić, and Čučić (2023) reported that green marketing strategies—including environmentally friendly advertising, brand loyalty, brand equity, and green brand innovation—significantly enhance repurchase intentions. Negassa (2023) also demonstrated that green brand innovation strengthens brand loyalty both directly and indirectly through perceived green value, and that consumers with higher environmental knowledge tend to value and remain loyal to eco-innovative brands. However, these studies indicate that mediation variables such as brand attitude and brand equity do not always significantly influence purchasing decisions, suggesting that existing strategies may be insufficient in establishing strong psychological connections with consumers, particularly in early adoption stages (Harisandi, Hurriyati, et al., 2025).

Consumer behavior literature emphasizes that brand attitudes develop gradually, shaped by user experience and evolving perceptions of quality (Petty & Cacioppo, 1986). Longitudinal evidence shows that consumer attitudes toward electric vehicles can improve over time with continued use, subsequently influencing brand loyalty (Jensen, Cherchi, & Mabit, 2013). Agoro and Solomon (2025) found that attitudes toward EVs are influenced by environmental, economic, technological, social, and demographic factors such as age, income, and location. Alshurideh et al. (2025) further highlight that consumer attitudes mediate the relationship between economic and psychological factors and EV adoption. However, similar longitudinal studies in Indonesia remain scarce, with most research being cross-sectional and thus unable to capture dynamic changes in consumer attitudes over time (Harisandi et al., 2024).

This gap underscores a significant research need: understanding how consumer attitudes toward eco-friendly brands evolve over the medium term. The lack of longitudinal studies limits insight into how brand loyalty and repurchase intentions develop based on actual consumer experience. This study addresses this gap by examining the transformation of consumer attitudes toward electric motorcycle brands over a 12-month usage period.

The novelty of this study lies in its longitudinal panel approach, which is rarely applied in green marketing research in Indonesia, especially for two-wheeled EVs. Unlike prior studies that focus primarily on initial perceptions or expectations, this research emphasizes the integration of real-world consumer experiences in the formation of brand attitudes and loyalty. Consequently, the findings are expected to enhance the theoretical understanding of attitude evolution and loyalty in sustainable technology adoption.

Overall, this study aims to fill a critical literature gap while providing practical insights for marketers and policymakers in designing brand communication strategies and after-sales services that are user-experience oriented. The longitudinal design offers a valuable benchmark for comparing results with other studies in consumer behavior and sustainable marketing.

providing a more nuanced understanding of the dynamics shaping attitudes toward environmentally friendly brands and informing more effective green marketing strategies.

Literature Study

Attitude Change Theory

Developed by Petty and Cacioppo (1986), Attitude Change Theory explains that consumer attitudes can evolve through direct experience, persuasion, and prolonged exposure to specific stimuli. This theory provides a foundation for understanding how repeated interactions with a product or brand can gradually influence consumer perceptions and behaviour.

Brand Attitude in the Context of Sustainability

Brand attitude refers to the affective and cognitive evaluation that consumers hold toward a brand. In the context of sustainability, these attitudes are shaped by consumers' perceptions of environmental commitment, product quality, and consistency in green communication. Positive perceptions in these areas can enhance consumer attachment to eco-friendly brands and influence subsequent behavioural intentions.

Longitudinal Studies in Consumer Behaviour

Longitudinal research allows scholars to track changes in attitudes, perceptions, and behavioural intentions over time. This approach is particularly useful for studying new technology adoption, such as electric motorcycles, where consumer attitudes and loyalty may evolve gradually as users gain direct experience.

Experience Using Electric Vehicles (EVs)

Consumer experience with EVs refers to direct interaction with the product, encompassing aspects such as ease of operation, performance, energy efficiency, and overall comfort. According to Customer Experience Theory (Brakus, Schmitt, & Zarantonello, 2009), actual experiences significantly influence consumers' perceptions, satisfaction, and brand loyalty. Positive experiences enhance satisfaction and foster favourable attitudes, which in turn can increase re-purchase intention. Kang and Sung (2022) further confirm that firsthand experience with EVs positively impacts consumers' intention to repurchase by providing a realistic understanding of the advantages and limitations of the product.

Quality Perception

Quality perception is the subjective evaluation of a product's overall quality based on consumer experience, available information, and expectations (Zeithaml & Berry, 1988). In the context of EVs, quality perception includes factors such as battery life, motor performance, safety features, design, and technological innovations. High perceived quality enhances customer value and positively influences purchasing decisions.

Brand Communication

Brand communication encompasses all forms of interaction through which a company conveys its brand values and identity, including advertising, social media engagement, testimonials, and sponsorships. Keller (2003) asserts that consistent and credible communication strengthens brand associations, creates a positive brand image, and fosters consumer loyalty. For EV brands, effective communication encourages both cognitive and emotional engagement, reinforcing positive attitudes toward the brand.

Changes in Attitude Toward Brands

Consumer attitudes toward a brand represent the overall evaluation of the brand, which can shift over time based on experience, quality perception, and brand communication. According to the Theory of Planned Behaviour (Ajzen, 1991), attitude is a crucial determinant of behavioural intention. Changes in attitude occur when experiential, informational, and communicative stimuli successfully influence consumers to view a brand more positively. A positive attitude serves as a bridge connecting external stimuli with consumers' intentions and loyalty.

Repurchase Intention

Repurchase intention refers to consumers' tendency to return and buy products from the same brand in the future. This intention is influenced by prior experience, satisfaction, and attitude toward the brand. Expectation-Confirmation Theory (Oliver, 1999) posits that when products meet or exceed consumer expectations, the likelihood of repurchase increases. In the context of EVs, consumers satisfied with their initial experiences and holding positive brand attitudes are more inclined to repurchase from the same brand.

Loyalty

Customer loyalty represents both a psychological attachment and behavioural commitment to a brand, manifested through repeated purchases, brand advocacy, and resistance to competitor offerings. Dick and Basu (1994) note that loyalty emerges from the interplay between positive attitudes and recurring purchase behaviour. In addition, loyalty serves as a key indicator of a brand's long-term success in retaining consumers.

Research Questions

1. How do usage experience, perceived quality, and brand communication directly affect changes in attitude toward using electric motorcycles?
2. How does a change in attitude directly affect repurchase intention and loyalty?
3. How do usage experience, perceived quality, and brand communication indirectly affect repurchase intention for electric motorcycles, with changes in attitude as a mediator?
4. How do usage experience, perceived quality, and brand communication indirectly affect loyalty for electric motorcycles, with changes in attitude as a mediator?

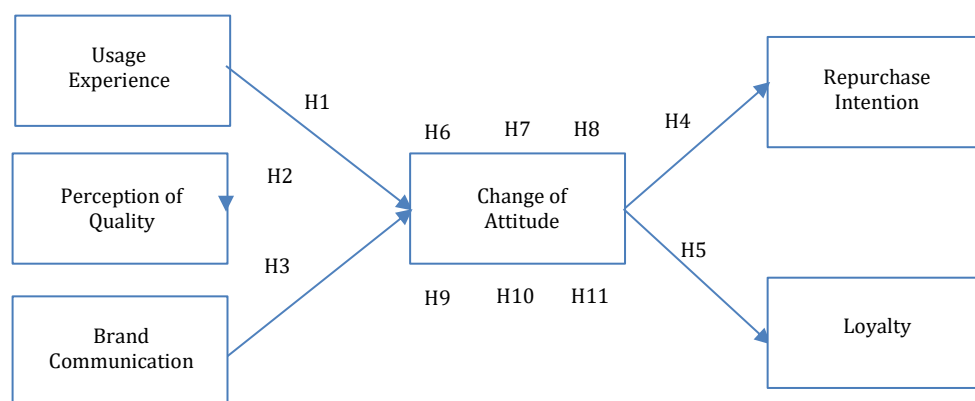


Figure 1:
Research Framework

Research Methodology

This study employs a quantitative approach using a 12-month longitudinal panel survey to examine the dynamics of consumer attitudes toward electric motorcycle brands. This methodology enables researchers to systematically track changes in consumer perceptions and behavior over time. The population comprises all active electric motorcycle users in the Greater Jakarta area. A purposive sampling technique was employed, applying the following criteria: (1) aged between 20 and 50 years, (2) having used an electric motorcycle for at least one month, and (3) willing to participate throughout the 12-month observation period. The minimum sample size was determined based on the “10-times rule” in SEM-PLS modeling, taking into account the highest number of indicators in a single construct and potential respondent attrition. After applying these criteria and validating participation, a total of 187 respondents were retained for the study, all of whom completed the survey over the entire observation period.

Data were collected via online questionnaires administered every three months during the 12-month study to capture the temporal dynamics of attitude changes and consumer loyalty. The survey instrument utilized a 5-point Likert scale and was validated for content by subject-matter experts. The research model comprises independent variables (experience of using EVs, perceived quality, and brand communication), a mediating variable (changes in brand attitude), and dependent variables (repurchase intention and loyalty).

Data analysis was conducted using SmartPLS 4. The analysis followed a two-stage approach: first, the measurement model (outer model) was assessed to ensure construct validity and reliability; second, the structural model (inner model) was evaluated to examine relationships among variables and mediation effects. Bootstrapping techniques were employed to test the significance of paths and to quantify the direct and indirect contributions of each construct to consumer loyalty.

Table 1.
Demographic Sample

Demographic Characteristic	Frequency	Percentage
Gender		
- Male	111	59%
- Female	76	41%
Age		
- 20 – 30 years	39	20%
- 31 – 40 years	72	39%
- 41 – 50 years	55	28%
- 51 – 60 years	18	10%
- 61 years above	3	3%
Job		
- Student	11	6%
- Entrepreneur	41	23%
- Government employees	30	15%
- Private employees	63	34%

- Freelancer	42	22%
Education		
- Senior High School	75	40%
- S1	86	46%
-S2	23	12%
-S3	3	2%
Experience		
- 1 – 2 years	147	79%
- 3– 4 years	36	19%
- 5 years above	4	2%

Based on the demographic data presented in Table 1, the majority of respondents were male (59%) and within the productive age range, particularly between 31 and 40 years (39%), followed by 41 to 50 years (28%). Regarding occupation, most respondents were private-sector employees (34%) and entrepreneurs (23%), indicating a diverse range of professional experiences. In terms of education, the majority held a bachelor's degree (S1, 46%), followed by high school graduates (40%), reflecting a primarily secondary and tertiary-educated sample. Most respondents reported having used the studied product or service for 1–2 years (79%), suggesting that while they are relatively new users, they possess a moderate level of familiarity. Overall, these demographics reflect a heterogeneous yet relevant and representative sample, providing valuable perspectives on the variables under investigation.

Table 2.
Research Questions

Variable	Dimension	Statement	Outer Loading
Usage Experience (X1)	UE1: Ease of use	I feel easy to operate an electric motorcycle	0.796
	UE2: Vehicle performance	This electric motorcycle has adequate acceleration and speed.	0.861
	UE3: Energy efficiency	I feel the use of power/battery on this electric motorcycle is very efficient.	0.740
	UE4: Driving comfort	I feel comfortable when riding this electric motorcycle in daily activities.	0.781
Perception of Quality (X2)	PQ1: Physical quality and technology	The design and feature of this electric motorcycle feel modern and quality.	0.770
	PQ2: Endurance and security	I believe this electric motorcycle is safe and durable.	0.811
	PQ3: Performance and reliability	This motorcycle provides stable performance in various conditions.	0.896
Brand Communication (X3)	BC1: Consistency and clarity of information	Information about this electric motor product is conveyed clearly and consistently.	0.753
	BC2: Media and communication channels	I often see advertisements or promotions of this brand in various media.	0.733
	BC3: Message attraction and brand image	This brand communication is able to create a positive impression on the product.	0.835
Change of Attitude (Z1)	CA1: Changes in cognitive evaluation	I have a better assessment of this brand after using it.	0.776
	CA2: Changes in emotional response	I prefer this brand after knowing the advantages and experiences of wearing it.	0.868
	CA3: Increased confidence in the brand	My trust in the quality of this brand has increased since I first used it.	0.904

Repurchase Intention (Y1)	RI1: Interest in Future Purchase	I intend to buy an electric motorcycle from this brand back in the future.	0.893
	RI2: Brand preferences	If I buy an electric motorcycle again, I will choose the same brand.	0.864
	RI3: Product recommendations	I will recommend this electric motorcycle to others.	0.788
Loyalty (Y2)	L1: Commitment to brand	I feel like I have attachment to this brand.	0.783
	L2: Re -purchase behavior	I tend to continue to use products from this brand even though there are other brands.	0.807
	L3: Brand Advocacy	I am willing to defend this brand if I get negative comments from others.	0.745

The results of the outer loading analysis, presented in Table 1, indicate that all indicators used to measure each construct have values exceeding 0.70, demonstrating strong convergent validity and suitability for inclusion in the model. Specifically, indicators for Usage Experience (UE1–UE4), Perception of Quality (PQ1–PQ3), Brand Communication (BC1–BC3), Change of Attitude (CA1–CA3), Repurchase Intention (RI1–RI3), and Loyalty (L1–L3) exhibit strong correlations with their respective constructs, with outer loading values ranging from 0.733 to 0.904 (Hair et al., 2018). These results confirm that the indicators consistently represent their latent constructs and make significant contributions to the formation of the corresponding variables, thereby satisfying the validity requirements of the measurement model.

Research Results and Discussions

Descriptive Statistics

Based on the descriptive statistics presented in Table 3, the Change of Attitude variable exhibits the highest mean value (M = 3.8; SD = 1.44), indicating that respondents’ attitudes toward the brand are generally positive and relatively consistent. This is followed by Repurchase Intention (M = 3.5) and Loyalty and Brand Communication (M = 3.4), suggesting that effective brand communication contributes positively to both re-purchase intentions and customer loyalty. In contrast, the Usage Experience variable has the lowest mean (M = 2.9; SD = 1.86), indicating that users’ experiences are still suboptimal and vary significantly across respondents. The relatively high standard deviations across most variables, particularly Usage Experience and Perception of Quality, reflect the diversity of respondents’ perceptions and experiences. According to Kim, Malhotra, and Narasimhan (2005), the mean provides insight into the central tendency of a variable, while the standard deviation reflects the level of dispersion or variability in the data. Overall, these results suggest that while attitudes toward the brand are generally positive, improvements in user experience are necessary to further enhance loyalty and re-purchase intentions consistently.

Table 3.
Descriptive Statistics

Variable	Mean	Standard Deviation
Usage Experience	2.9	1.86
Perception of Quality	3.1	1.83
Brand Communication	3.4	1.63
Change of Attitude	3.8	1.44

Repurchase Intention	3.5	1.45
Loyalty	3.4	1.53

Validity and Reliability Analysis

Table 4 presents the validity and reliability outcomes for all constructs, evaluated using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE).

- Usage Experience demonstrated acceptable reliability, with Cronbach's Alpha = 0.719 and CR = 0.818, while its AVE of 0.601 indicates satisfactory convergent validity.
- Perception of Quality exhibited excellent reliability, with Alpha = 0.809 and CR = 0.887, and strong convergent validity supported by an AVE of 0.724.
- Brand Communication showed marginal yet acceptable reliability (Alpha = 0.694; CR = 0.822) and adequate convergent validity (AVE = 0.607).
- Change of Attitude achieved good reliability, indicated by Alpha = 0.768 and CR = 0.866, with strong convergent validity (AVE = 0.685).
- Repurchase Intention presented excellent reliability (Alpha = 0.808; CR = 0.886) and strong convergent validity (AVE = 0.722).
- Loyalty displayed outstanding reliability, with Alpha = 0.895 and CR = 0.873, supported by strong convergent validity (AVE = 0.633).

Overall, the results confirm that all constructs meet the necessary thresholds for internal consistency and convergent validity, making them suitable for subsequent structural model analysis.

Table 4.
Validity and Reliability

Construct	Cronbach's Alpha	Composite Reliability	AVE
Usage Experience	0.719	0.818	0.601
Perception of Quality	0.809	0.887	0.724
Brand Communication	0.694	0.822	0.607
Change of Attitude	0.768	0.866	0.685
Repurchase Intention	0.808	0.886	0.722
Loyalty	0.895	0.873	0.633

Direct Effect Analysis

Table 5 presents the results of the direct relationship tests using Partial Least Squares (PLS) analysis. The significant direct effects between the constructs are described as follows:

- Brand Communication → Change of Attitude: The path coefficient ($O = 0.673$, $t = 7.952$, $p = 0.000$) indicates a significant positive effect, demonstrating that brand communication plays a pivotal role in shaping consumer attitudes. This finding is consistent with Keller (2003), who highlighted the influence of effective brand communication on consumer perception and attitude formation.
 - Change of Attitude → Repurchase Intention: The results ($O = 0.552$, $t = 8.391$, $p = 0.000$) show that changes in consumer attitude have a strong positive effect on repurchase intention. This aligns with the Theory of Planned Behavior (Ajzen, 1993), which identifies attitude as a direct antecedent of behavioral intention.
 - Change of Attitude → Loyalty: The analysis ($O = 0.662$, $t = 11.365$, $p = 0.000$) reveals a robust positive relationship, suggesting that favorable shifts in consumer attitude
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significantly enhance customer loyalty. This result reinforces previous findings by Oliver (1999), highlighting the critical role of attitude in fostering long-term consumer loyalty.

Non-Significant Relationships

- Usage Experience → Change of Attitude: The path coefficient ($O = 0.003$, $t = 0.032$, $p = 0.974$) indicates a nonsignificant effect, suggesting that user experience does not directly influence changes in consumer attitude. This may be attributed to inconsistent usage patterns or unmet user expectations. These findings contrast with Pine and Gilmore (1998), who argued that rich consumer experiences typically facilitate attitude shifts.
- Perception of Quality → Change of Attitude: The results ($O = -0.022$, $t = 0.287$, $p = 0.774$) also reveal a nonsignificant effect, implying that perceived quality alone may not be sufficient to drive attitude change in this context. This diverges from Zeithaml and Berry (1988), who emphasized perceived quality as a critical determinant of consumer attitudes.

Table 5.
Direct Effect

Path	Original Sample	Sample Mean	Standard Deviation	T-Statistic	p-value	Result
UE -> CA	0.003	0.002	0.092	0.032	0.974	Not Significant
PQ -> CA	-0.022	-0.018	0.078	0.287	0.774	Not Significant
BC -> CA	0.673	0.675	0.085	7.952	0.000	Significant
CA -> RI	0.552	0.553	0.066	8.391	0.000	Significant
CA -> L	0.662	0.663	0.058	11.365	0.000	Significant

Mediating Effect Analysis

Significant Mediation Relationships:

- Brand Community (BC) → Customer Awareness (CA) → Repurchase Intention (R1): The mediation path is significant ($O = 0.371$, $t = 5.720$, $p = 0.000$), indicating that customer awareness effectively mediates the relationship between brand community participation and repurchase intention. This suggests that engagement in a brand community enhances customer awareness, which in turn strengthens positive consumer behavior toward the brand (Muniz & O’Guinn, 2001).
- Brand Community (BC) → Customer Awareness (CA) → Loyalty (L): Customer awareness also significantly mediates the effect of brand community on loyalty ($O = 0.446$, $t = 6.489$, $p = 0.000$). This finding highlights the crucial role of customer awareness in reinforcing the influence of brand community involvement on loyalty. Awareness generated through community participation fosters stronger and more sustained commitment to the brand (Bagozzi & Dholakia, 2006).

Non-Significant Mediation Relationships:

- User Experience (UE) → CA → R1: Customer awareness does not mediate the relationship between user experience and repurchase intention ($O = 0.002$, $t = 0.032$, $p = 0.974$). This indicates that user experience may influence repurchase intention directly without the involvement of awareness, particularly if experiences have not yet formed strong consumer perceptions (Verhoef et al., 2009a).
- Perceived Quality (PQ) → CA → R1: The mediation of customer awareness between perceived quality and repurchase intention is not significant ($O = -0.012$, $t = 0.284$, $p =$

0.777). This result aligns with Zeithaml (1998), who emphasized that product quality can directly influence purchasing decisions without requiring mediation through awareness.

- User Experience (UE) → CA → Loyalty (L): Customer awareness does not mediate the effect of user experience on loyalty ($O = 0.002$, $t = 0.032$, $p = 0.974$). Loyalty formation may occur via emotional or experiential mechanisms independent of awareness (Lemon & Verhoef, 2020).
- Perceived Quality (PQ) → CA → Loyalty (L): No significant mediation effect was found for customer awareness between perceived quality and loyalty ($O = -0.015$, $t = 0.286$, $p = 0.775$). This aligns with Oliver (1999), who noted that loyalty is often established through repeated satisfaction and engagement rather than awareness of product quality alone.

Table 6.
Indirect Effect

Path	Original Sample	Sample Mean	Standard Deviation	T-Statistic	p-value	Result
UE → CA → R1	0.002	0.001	0.051	0.032	0.974	Not Significant
PQ → CA → R1	-0.012	-0.009	0.043	0.284	0.777	Not Significant
BC → CA → R1	0.371	0.373	0.065	5.720	0.000	Significant
UE → CA → L	0.002	0.001	0.062	0.032	0.974	Not Significant
PQ → CA → L	-0.015	-0.011	0.052	0.286	0.775	Not Significant
BC → CA → L	0.446	0.448	0.069	6.489	0.000	Significant

The analysis results indicate that Customer Awareness (CA) significantly mediates the relationship between Brand Community (BC) and both Repurchase Intention (R1) and Loyalty (L), highlighting the critical role of brand communities in fostering awareness that translates into positive consumer behaviour and increased loyalty. In contrast, CA does not serve as a significant mediator for the effects of User Experience (UE) and Perceived Quality (PQ) on R1 or L. This finding suggests that the influence of UE and PQ on consumer behaviour and loyalty operates primarily through direct or emotional pathways, rather than being dependent on cognitive awareness.

Conclusions

Based on the results of descriptive statistics, validity and reliability tests, direct effect analysis, and mediation analysis, several conclusions can be drawn. Changes in consumer attitudes emerged as the strongest predictor of repurchase intention and loyalty, with brand communication serving as a critical factor in shaping these attitudes. These findings align with Keller's (2003) brand communication theory and Ajzen's (1993) Theory of Planned Behavior, highlighting the central role of positive attitudes in driving consumer behavior.

In contrast, user experience and perceived quality did not significantly influence attitude changes and were not mediated by customer awareness. This suggests that these factors primarily affect consumer behavior through direct or non-cognitive emotional mechanisms, as noted by Lemon and Verhoef (2020) and Verhoef et al. (2009). Mediation analysis further demonstrated that customer awareness significantly mediates the relationship between brand community and both repurchase intention and loyalty, underscoring the role of brand communities in fostering engagement and involvement that translate into positive consumer behavior (Bagozzi & Dholakia, 2006; Muniz & O'Guinn, 2001).

Overall, the study highlights that strategies aimed at enhancing brand communication and

strengthening brand communities—thereby cultivating positive consumer attitudes—are key to building loyalty and encouraging repeat purchases. At the same time, user experience and product quality require ongoing improvement to maximize their direct impact on consumer behavior.

Recommendations

Based on the study's findings, companies should adopt a consistent and emotionally resonant brand communication strategy that actively shapes positive consumer attitudes. Facilitating vibrant brand communities as forums for interaction and engagement can strengthen these attitudes, which serve as a critical bridge to loyalty.

Additionally, companies should prioritize the enhancement of overall user experience and continuously evaluate product quality based on customer feedback to ensure perceived benefits are realized. Since customer awareness alone does not directly drive loyalty or repurchase intention, communication strategies should extend beyond mere awareness creation and focus on delivering memorable, emotionally engaging experiences that foster sustainable loyalty and repeated purchase behavior.

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