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The Impact of Green Lifestyle and Service Quality on Goride Electric Usage: The Moderating Role of Price

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Abstract

This study aims to analyze the impact of green lifestyle and service quality on usage decisions of GoRide Electric with price as the moderating variable. 200 users of GoRide Electric are chosen as a sample of this study with the purposive sampling technique. The data are gathered using the questionnaire in Likert scale form. PLS- SEM is used as the technique of data analysis using Smart PLS. The findings reveal that green lifestyle has a positive significant impact on the usage decisions of GoRide Electric and service quality has a positive significant impact on the usage decisions of GoRide Electric while price moderates negatively the impact of green lifestyle on usage decisions of GoRide Electric and moderates positively the impact of service quality on usage decisions of GoRide Electric.

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1. Introduction

Global warming has become a serious threat to the existence of the Earth and its entire ecosystem. The last decade, from 2014 to 2023, has been recorded as the hottest period, with a global temperature increase of 1.18 degrees Celsius above the 20th-century average (NOAA National Centers for Environmental Information, 2024). Efforts to combat global warming have driven various countries to set targets for achieving net-zero carbon emissions before 2050, as mandated by the Paris Agreement. This target necessitates the participation of the industrial sector in reducing carbon emissions, considering its significant contribution to greenhouse gas production. Indonesia, as one of the largest greenhouse gas-emitting countries, has demonstrated its commitment to reducing carbon emissions through various policies, including Presidential Regulation No. 55 of 2019, which encourages the use of battery-based electric motor vehicles. In major cities like Jakarta, transportation is one of the largest contributors to emissions, prompting policies for converting fossil fuel-powered vehicles to electric vehicles and providing incentives for environmentally friendly vehicle ownership. Jakarta, which ranks among the 30 most congested cities along with London, New York, and Bogota (TomTom Traffic Index, 2025), is estimated to produce approximately 22 million tons of greenhouse gas emissions from motorized vehicles, with 9.8 million tons originating from two-wheeled motorcycles (Greenpeace Indonesia, 2024). To ensure the achievement of net-zero carbon emissions from motor vehicles, particularly public transportation, the conversion of fossil fuel-powered buses to battery-powered ones has been implemented. The integration and optimization of electric-based transportation modes such as Mass Rapid Transit (MRT), Light Rail Transit (LRT), and commuter trains have also been carried out.

Public awareness of the importance of environmental sustainability has also increased, as reflected in a survey by Katadata Insight Center, which revealed that more than 60% of consumers choose environmentally friendly products to help preserve the planet. This trend has encouraged businesses to adopt more sustainable business models, one of which is PT GoTo Gojek Tokopedia Tbk, which launched the GoRide Electric service. The success of this service in covering a cumulative distance of one million kilometers faster than the target indicates a high level of public interest in environmentally friendly transportation.

Such environmentally friendly behavior is an indication of the green lifestyle which is becoming a new norm in certain segments of society. (Kotler & Armstrong, 2018) stated that lifestyle is a person's way of living in the world, expressed through their activities, interests, and opinions. Lorenzen (2012) defined a green lifestyle as a way of living that carefully

considers the negative impacts of daily activities on the environment, guided by a meaningful narrative that directs this process. Meanwhile, Abd Rahim et al. (2012) described a green lifestyle as an effort to conduct daily activities in an environmentally friendly manner by minimizing ecological footprints. The green lifestyle is one of many important variables or constructs examined in studies on the relationship between humans and the environment. It is associated with intrinsic values such as happiness, security, self-achievement, self-actualization, and a sense of belonging (Lin & Lin, 2015). This variable or construct is also frequently referred to by different names, such as green living, green behavior, pro-environmental behavior (Handoyo & Rufaidah, 2012), or sustainable lifestyle (Cohen, 2017; Subanidja et al., 2022).

Ayu et al. (2025) found that a green lifestyle significantly influences students' purchasing interest in environmentally friendly products. Pramesti et al. (2022) discovered that the green lifestyle affects green purchase intention. Meanwhile, a study by Putri & Rahmawan (2022) on electric vehicle products showed that a green lifestyle influences the purchasing decisions of environmentally friendly products. It is intriguing to examine whether the same applies to consumers of GoRide Electric, given the differences in consumer segments. Electric car buyers are generally from the middle class who already own a car, while GoRide Electric consumers come from various backgrounds. Apart from the green lifestyle, service quality is also a determining factor in consumer decision-making. The American Society for Quality Service Kotler & Keller (2000) defines service quality as the totality of features and characteristics of a service that satisfy explicit and implicit customer needs. Service quality determines consumer decisions to use a service, as it allows them to evaluate whether the service meets the specific needs they seek. GoTo, as a company striving to provide a sustainable transportation experience, must undergo an evaluation process to determine whether its services meet such demands. Research by Chaerudin & Syafarudin (2021) on medical device products and Rosanti et al. (2021) on coffee shop outlets confirmed the influence of service quality on purchasing decisions.

Another factor influencing purchasing or service usage decisions is price. According to Kotler & Armstrong (2018), price is the value customers give in exchange for the benefits of owning a product or using a service. Through the amount paid, consumers evaluate whether a service is worth the cost. Like other environmentally friendly products or services, the green features offered by GoRide Electric come at a higher price than the regular GoRide service. It is interesting to explore whether price as a moderating variable strengthens or weakens the influence of green lifestyle on the decision to use GoRide Electric, as well as the effect of

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service quality on the decision to use GoRide Electric among consumers. Augtiah & Susila (2022) found that price as a moderating variable weakened the influence of green products, green advertising, and green brands on purchasing decisions. Ghosh (2020) discovered that price sensitivity negatively moderates the impact of pro-environmental attitudes on green purchase intentions. Meanwhile, Mauliawan & Nurcaya (2021) found that price sensitivity does not moderate the impact of eco-labeling on repurchase intentions.

2. Literature Review

The decision to use is actually a purchasing decision. The decision to use is made by the customer regarding a service while the decision to buy is made by the customer regarding a product. Qazzafi (2019) defines the decision to buy or use as a decision made by the customer regarding a product or service before, during and after the transaction. Borrowing the term used by Zhang & Dong (2020), the customer as an individual is both an economic man and a social man. As an economic man, an individual's decision when making a purchase or using a service is influenced by rational-economic factors such as product quality, service quality, and price as the customer value triad that influences their perception of the value of a product or service (Kotler & Keller, 2016). However, as a social man, purchasing decisions or the use of customer services are influenced by social and emotional factors that surround them, such as social norms Zhang & Dong (2020), reference groups as groups that influence consumers or customers Cindia et al. (2016), marketing placebo effects that often influence society Plassmann et al. (2008), Wilcox et al. (2011), even the perception of usefulness and convenience as stated by Davis (1989) through the Technology Acceptance Model theory. Zaltman (2003) even stated that 95% of purchasing decisions are influenced by the subconscious. Zaltman's statement is in line with what was conveyed by Kahneman (2011) that individuals in everyday life use more system 1 thinking which is fast, automatic, emotional, stereotyped and comes from the subconscious compared to system 2 which is slow, effortful, logical, calculative and comes from the conscious mind.

Abd Rahim et al. (2012) define Green Lifestyle as an effort to carry out daily activities in an environmentally friendly manner by minimizing the ecological footprint. Meanwhile, Lorenzen (2012) states that green lifestyle is a lifestyle that involves careful consideration of the negative impacts of daily activities on the environment based on a meaningful narrative that guides the process. From both definitions, it can be concluded that the main element of a green lifestyle is reducing the ecological footprint as a negative impact of an individual's daily activities Zhang & Dong (2020) found that one of the determinants of environmentally friendly purchases is social norms. Studies by Pramesti et al. (2022), Putri & Rahmawan

(2022) and Afianto et al. (2024) prove that green lifestyle influences green purchase intention and purchase interest for environmentally friendly products. Based on the theoretical explanation and the results of the study, the researcher formulated a hypothesis for the influence of green lifestyle on the decision to use GoRide Electric as follows:
H1: Green Lifestyle has a positive and significant effect on the Decision to Use GoRide Electric.

Kotler & Keller (2000) define service quality as the totality of the capabilities of features and characteristics of a service in satisfying implied and explicit customer needs. From this definition, it can be concluded that service quality designed and implemented by a company is an effort to ensure that customer needs are met or even exceeded as explicit or implicit expectations with one goal; achieving customer satisfaction. Kotler & Keller (2000) believe that service quality is a crucial competitive differentiator for companies. When companies find it difficult to differentiate their products, service quality becomes a competitive differentiator to win business and achieve customer satisfaction. LeBoeuf (2000) stated that satisfied customers are the best business strategy. Satisfied customers can become a reference group Cindia et al. (2016) who will recommend a product or service to many people voluntarily, thereby influencing the decision to purchase a product or use the services of potential new customers. Research by Chaerudin & Syafarudin (2021) and Rosanti et al. (2021) shows that service quality influences purchase decisions. The theoretical explanation and research results led the researcher to formulate a hypothesis for the influence of service quality on the decision to use GoRide Electric as follows:
H2: Service Quality has a positive and significant influence on the Decision to Use GoRide Electric.

Price is a tangible factor that determines the decision to purchase a product or use a service. Kotler & Armstrong (2018) define price as the amount of value given by customers to gain the benefit of owning a product or using a service. It is the conversion of all the benefits and features contained in a product or service into the amount that customers must pay to obtain it. Studies conducted by Leavitt (1954) and Rao & Monroe (1989) found that some customers believe that high prices are an index of high quality. Meanwhile, a study by Wang et al. (2022) found that the mobile payment method psychologically creates a pleasure of paying effect which ultimately influences consumer evaluation of price. Kotler & Keller (2000) stated that service quality is a direct experience that can be evaluated by consumers or customers. The perception of usefulness and convenience as stated by Davis (1989) through the Technology Acceptance Model theory can also explain that the GoRide Electric service

is a service that involves the implementation of technology that customers must pay for at a certain price. Khudhair et al. (2021) found that Price Sensitivity positively moderates the influence of Service Quality on Passenger Satisfaction. The theoretical explanation and the results of the study led researchers to formulate a hypothesis for price moderation on the influence of service quality on the decision to use GoRide Electric as follows:
H3: Price positively moderates the influence of Service Quality on the Decision to Use GoRide Electric

In the context of the influence of green lifestyle on the decision to use GoRide Electric, green lifestyle is a lifestyle that in some groups in society becomes a social norm that has the power to force individuals to adjust to the norm. Social norms are part of the internal reference point that consumers or customers refer to when determining the decision to use the following services and the price they must pay. The use of internal reference points or internal reference prices specifically explains how customers evaluate prices and decide to purchase or use services in certain situations so that, according to researchers, they will be very sensitive to changes in price for a service. Ghosh (2020) found that Price Sensitivity negatively moderates the effect of Pro Environmental Attitude on Green Purchase Intention. Based on the theoretical explanation and the results of the study, the researcher formulated a hypothesis for price moderation on the effect of Green Lifestyle on the Use of GoRide Electric as follows:
H4: Price negatively moderates the effect of Green Lifestyle on the Decision to Use GoRide Electric

Based on the literature review and the hypotheses that have been built above, the conceptual model that will be tested in this study (figure 1)

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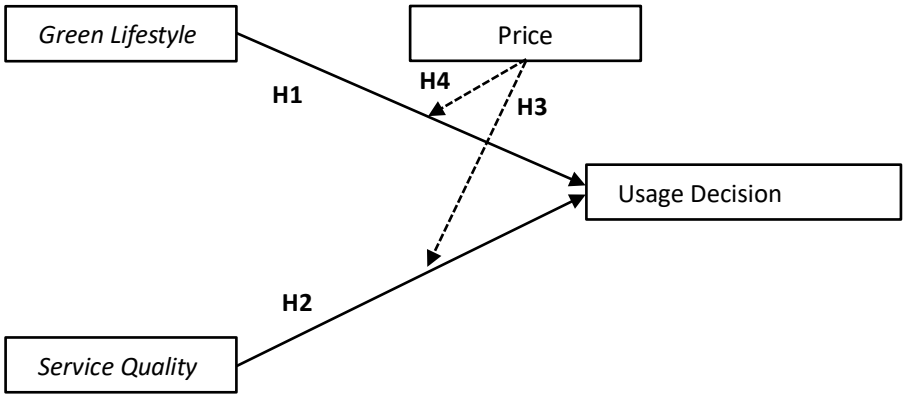

Source: Author Study (2025)

Figure 1. Conceptual Framework

3. Research Methods

This study uses a quantitative approach. The population of this study were users of the GoRide Electric service who had experience using the service as an environmentally friendly means of transportation, while the sample for this study was obtained using a purposive sampling technique. Two models of filling out the questionnaire, online and offline, were used by researchers to ensure that the minimum sample target of 200 was met. The questionnaire was given and distributed to customers who used the GoRide Electric service. The data source in this study came from the results of questionnaires filled out by respondents regarding green marketing, service quality, price and the decision to use the GoRide Electric user service. The data was processed using SmartPLS software, data analysis began with validity and reliability tests to ensure that the questionnaire used as an instrument was valid and reliable.

Usage Decision is evaluated using a questionnaire consisting of five dimensions with six indicators (Qazzafi, 2019). Green Lifestyle uses two dimensions consisting of 5 indicators (Abd Rahim et al., 2012). Service Quality is evaluated using five dimensions with five indicators (Kotler & Keller, 2016). While Price is evaluated using five dimensions with five indicators (Kotler & Armstrong, 2018)

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4. Results

Respondent Demographics

Based on the results of the data analysis conducted, Table 1 below illustrates the demographic distribution of respondents in this study. Of the total 200 respondents collected, the majority were female 59% while male 41%. In terms of age, 47% were in the age range of 25 - 40 years, then 39% were aged 17 - 24, then 11% were aged 41 - 56 years and the remaining 4% were over 57 years. The majority of respondents 51% had a salary between 5 - 10 million, 39% had a salary below 5 million and 11% of respondents had a salary above 10 million.

Table 1. Demography of Respondents

Profile	Classification	Numbers	Percentage
Gender	Male	82	41%
	Female	118	59%
Age	17 - 24	78	39%
	25 - 40	93	47%
	41 - 56	21	11%
	57 - 75	8	4%
Salary	< 5 million	77	39%
	5 - < 10 million	102	51%
	10 - < 20 million	21	11%

Source: Primary Data Processed (2025)

Validity and Reliability

Based on the SEM test results above, this study is declared valid because the loading factor value of each item is ≥ 0.7, as in the following figure 2:

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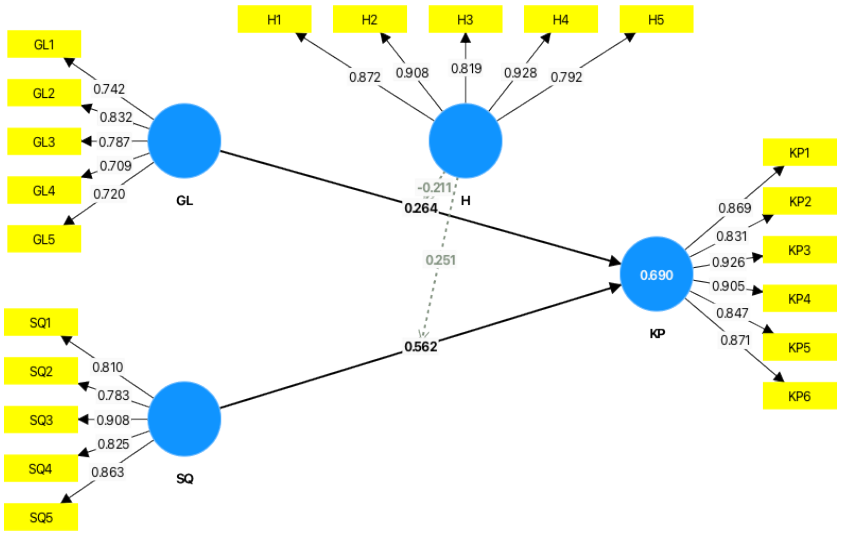

Source: Author Study (2025)

Figure 2. Structural Equation Model (SEM) Results

Validity Test not only looks at the loading factor value ≥ 0.7 but also considers AVE with a value ≥ 0.5. Table 2 shows the results of the convergent validity test based on the AVE value.

Table 2. Validity & Reliability Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Green Lifestyle	0.82	0.857	0.872	0.577
Service Quality	0.894	0.905	0.922	0.704
Price	0.916	0.927	0.937	0.749
Usage Decision	0.939	0.94	0.952	0.766

Source: Results of processed data (2025)

Based on the results in Table 2, the AVE value for the variables Green Lifestyle, Service Quality, Price and Decision to Use Services is more than the AVE value ≥ 0.5. This means that the indicator can be declared valid. The reliability test is stated in the Cronbach's Alpha and Composite Reliability values > 0.60. From the results in Table 2, it can be seen that all

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variables have Cronbach's Alpha and Composite Reliability values > 0.60. So it can be concluded that the items as measuring instruments used as instruments for all research variables are reliable measuring instruments.

Model Feasibility Test

Model feasibility in PLS SEM is stated by the R Squared and SRMR tests (Hair et al. 2019). The following are the test results for each measure. The results in Table 3 show that the R Squared value is 0.690. This result can be interpreted that the independent variables in this study affect the dependent variable by 69% while the remaining 31% are the results influenced by variables that are not part of this study.

Table 3. R Squared Value Results

R-squared	***R-squared adjusted***
0.690	0.682

Source: Results of processed data (2025)

Standardized Root Mean Square Residual (SRMR) is another indication of model feasibility. The value used to see the feasibility of the model is a value less than 0.08 as a good fit while a value between 0.08 - 0.10 indicates an acceptable fit (Schermelleh-Engel et al. 2003). Table 4 is the result of the SRMR value of this research model.

Table 4. SRMR Value Results

Saturated model	**Estimated model**
0.087	0.087

Source: Results of processed data (2025)

Hypotheses Test Result

The research hypothesis is tested by looking at the probability value or P value. If the p value is less than 0.05 then the null hypothesis is rejected and the alternative hypothesis is accepted. Table 4.9 shows the results of this research hypothesis test. The results in table 5 show that the Green Lifestyle and Service Quality variables have p values of 0.000 each, which means that Green Lifestyle and Service Quality have a significant effect on the Decision to Use Services. Likewise, the Price variable has a p value of 0.00, which means that Price moderates

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the effect of Green Lifestyle on the Decision to Use Services and Price moderates the effect of Service Quality on the Decision to Use Services.

Table 5. Direct & Indirect Relationship Test Results

Hypotheses	Relationships	Original Sample	Standard Deviation	T statistics	P values	Conclusion
H1	GL → UD	0.264	0.047	5.614	0.000	Supported
H2	SQ → UD	0.562	0.091	6.153	0.000	Supported
H3	SQ→ P → UD	0.251	0.07	3.573	0.000	Supported; Mediation
H4	GL → P→ UD	-0.211	0.055	3.857	0.000	Supported; Mediation

Source: Results of processed data (2025)

Discussion

The results of the structural model evaluation in table 5 show the influence of the dependent variable Green Lifestyle on the independent variable Decision to Use has a p value of 0.000, less than 0.5. So the hypothesis (H1) is accepted. This means that Green Lifestyle influences the Decision to Use GoRide Electric. The original sample and sample mean show positive values, meaning that Green Lifestyle positively influences the Decision to Use GoRide Electric. These results are in accordance with the theory proposed by Zhang & Dong (2020) that one of the determinants in making environmentally friendly purchases is social norms. As a lifestyle that has begun to be adopted by groups in society, green lifestyle has begun to become a social norm that has an impact on individuals to adapt (Binder et al., 2020). These results are also in accordance with research conducted by Pramesti et al. (2022), Putri & Rahmawan (2022) which prove that green lifestyle influences green purchase intention and purchase interest for environmentally friendly products.

The results of the structural model evaluation in table 5 show that the influence of the Service Quality variable on the Decision to Use variable has a p value of 0.000, less than 0.5. So the hypothesis (H2) is accepted. This means that Service Quality influences the Decision to Use GoRide Electric. The original sample and sample mean show positive values, meaning that Service Quality positively influences the Decision to Use GoRide Electric. These results are in line with the theory put forward by Kotler & Keller (2000) that service quality is a crucial

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competitive differentiating factor for companies. When companies find it difficult to differentiate their products, service quality becomes an option to compete to achieve customer satisfaction and loyalty. What LeBoeuf (2000) put forward, that satisfied customers are the best business strategy, is also in line with the results of this study. The results of the study are also in accordance with research conducted by Chaerudin & Syafarudin (2021); Rosanti et al. (2021) which show that service quality influences purchase decisions

Table 5 shows the moderation of the Price variable for the Service Quality variable on the Decision to Use variable has a p value of 0.000, less than 0.5. So hypothesis H3 is accepted. This means that Price moderates the effect of Service Quality on the Decision to Use GoRide Electric. The original sample and sample mean show positive values, which means that Price positively moderates the effect of Green Lifestyle on the Decision to Use GoRide Electric. Price, which positively moderates the effect of Service Quality on the Decision to Use GoRide Electric, is also in accordance with the Technology Acceptance Model theory which states that consumer purchasing behavior is influenced by perceptions of usefulness and ease of use Davis, (1989). In the context of GoRide Electric, a higher price is considered an investment that is worth paying for by consumers or customers to get quality services that make it easier for them. This finding is also in line with the findings of Khudhair et al. (2021) which states that Price Sensitivity positively moderates the effect of Service Quality on Passenger Satisfaction.

The results in table 5 show that the moderation of the Price variable for the Green Lifestyle variable on the Decision to Use variable has a p value of 0.000, less than 0.5. So hypothesis (H4) is accepted. This means that Price moderates the effect of Green Lifestyle on the Decision to Use GoRide Electric. Original sample and sample mean show negative values, which means that Price negatively moderates the influence of Green Lifestyle on the Decision to Use GoRide Electric. The Decision to Use GoRide Electric Services is also a finding that is in accordance with the study of Mazumdar & Papatla (1995) which states that internal reference prices sourced from internal reference points only apply specifically to certain cases in explaining how customers evaluate prices and decide to purchase or use services. The results of this study are also in line with Ghosh (2020) which states that price sensitivity negatively moderates the influence of pro-environmental attitudes on green purchase intentions and contradicts the research of Mauliawan & Nurcaya (2021) which found that price sensitivity does not moderate the influence of Eco-Label and Eco-Brand on Repurchase Intention in green products.

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5. Conclusion and Suggestion

As a new lifestyle adopted by several groups in society, Green Lifestyle becomes a new social norm that makes individuals who make the group a reference group adapt. As a crucial competitive differentiating factor for companies, service quality is a direct experience that can be evaluated by consumers or customers so that it can easily help customers make decisions about using the service. Green lifestyle as a lifestyle is part of the internal reference point which in the case of product purchasing decisions or using certain services is vulnerable to price increases. Price is an external reference point that is easily confirmed by customers so that it helps in evaluating prices compared to the service quality obtained. As long as the need for service quality can be answered by the company, then the price increase is perceived as a consequence that must be paid by customers.

Based on the limitations above and the results of the study, the researcher provides recommendations for further research to elaborate and build a more comprehensive definition and measuring instrument or scale as a measuring instrument for the Green Lifestyle variable. In addition, it can be done with probabilistic sampling with a known population size to improve the quality of the study. The next is to develop a model by adding other independent variables to build a model that is theoretically more powerful. With the results of Price negatively moderating the influence of Green Lifestyle on the Decision to Use GoRide Electric and Price positively moderating the influence of Service Quality on the Decision to Use GoRide Electric, the decision regarding the increase in the price of GoRide Electric services needs to be linked to the increase in service quality provided to customers.

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