



WHAT DRIVES CONSUMER BEHAVIOR TO ADOPT ELECTRIC MOTORCYCLES? THE IMPORTANT ROLE OF A POSITIVE ATTITUDE FROM THE PERSPECTIVE OF INDONESIAN CONSUMERS
Dani Febrianto, Prof. Dr. Eduardus Tandililin, M.B.A.

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Master Thesis
As a partial fulfillment to achieve an MBA Degree

Study Program in Master of Management



Submitted by
Dani Febrianto
21/490591/PEK/28258

to
**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
2024**



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AUTHORIZATION

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Advisor

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The Thesis has been accepted
As partial fulfillment to achieve a Master of Business Administration degree
Jakarta, December 23rd, 2024

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