

ABSTRACT

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THE FACTORS INFLUENCE PURCHASE INTENTION TOWARDS ELECTRIC VEHICLE

Indonesia's infrastructure from public transportation, pedestrian and cycling area are good but not good enough, these leads people must have cars as it is their daily necessity to move around and even to travel within city. EV manufacturers need to focus on continuous technological innovation to stay competitive. This includes advancements in battery technology, charging infrastructure, electric drivetrains, and autonomous driving features. R&D investments should be prioritized to improve vehicle performance, range, efficiency, and safety. The research questions below does Subjective Norms have a positive influence towards Purchase Intention in buying electric vehicle manufacturers in Indonesia?, does Environmental Attitude have a positive influence towards Purchase Intention in buying electric vehicle manufacturers in Indonesia?, Does Perceived Behavioral Control have a positive influence towards Purchase Intention in buying electric vehicle manufacturers in Indonesia?

This type of research is quantitative research. The data collection method used in this study was a questionnaire. The population used in this research is people who have an interest in the electric vehicle manufacturers domiciled in Jabodetabek. The sampling technique used was purposive sampling technique with a total sample of 160 respondents. The data analysis that was used in this research was Structural Equation Modeling (SEM-PLS) through Smart-PLS which consisted of convergent validity, discriminant validity, reliability, and multi-collinearity tests.

The results of this study indicate that Subjective Norms have a positive influence towards Purchase Intention is supported, Attitude has a positive influence towards Purchase Intention is supported and Perceived Behavioral Control has a positive influence towards Purchase Intention is supported. Subjective Norms influence Customer Purchase Intention. In this case, electric vehicle manufacturers need to show strong norms or values related to a product, so that it can influence customer views about electric vehicle manufacturers products and can affect customer trust and the possibility of buying the product or service. Attitude affects Customer Purchase Intention. The thing that needs to be considered by electric vehicle manufacturers is environmental Attitude. Customer Purchase Intention affect Customer Purchase Intention. So electric vehicle manufacturers need to pay attention to Customer Purchase Intention so that sales increase

Keyword: Subjective Norms, Purchase Intention, Perceived Behavioral Control, Attitude.