

ABSTRACT

Gilbert Hanwar (01011180261)

THE INFLUENCE OF COUNTRY OF ORIGIN, BRAND IMAGE, PERCEIVED VALUE, AND ENVIRONMENTAL CONCERN ON PURCHASE INTENTION OF HYUNDAI ELECTRIC CAR

(xiii, 80 pages, 3 figures, 11 tables, 2 appendices)

Due to their long-standing reliance on fossil fuels, Indonesians commute daily on motorbikes or cars. Due to the pollution and rising market prices that resulted, electric vehicles have become more popular. The high ownership costs and \$135 per KWH cost of the batteries for electric four-wheeled vehicles, however, make the prestige of electric cars insignificant. Because the government does not offer subsidies for the purchase of electric cars, the price of electric cars is high in Indonesia. The Indonesian government plans to produce 400 000 electric vehicles in 2025 and 5.7 million in 2035 since fossil fuels are non-renewable and will eventually run out. The administration has developed many plans to get them ready. Using the outer model and inner model, Smart-PLS 4 is utilized to analyse data. The outer model comprises validity and reliability tests, whereas the inner model uses original sample, sample mean, standard deviation, T-statics, and P Values to analyse the relationship between variables.

Keywords: *Country of Origin; Brand Image; Perceived Value; Environmental Concern; Purchase Intention; Indonesia;*

References: 23 (2017 - 2022)