TABLE OF CONTENTS

CHAPTER I **5**

INTRODUCTION **5**

1.1. Research Background 6

1.2. Research questions 13

1.3. Research Purposes 14

1.4. Benefits of Research 14

1.5. Research Outline 15

CHAPTER II **16**

LITERATURE REVIEW **16**

2.1 Theoretical Framework 16

2.1.1 Country of Origin 16

2.1.2 Brand Image 17

2.1.4 Purchase Intention 19

2.1.5 Perceived Value 20

2.2 Previous Studies 20

2.2.1 Country of Origin Affects Purchase Intention 21

2.2.2 Brand Image Affects Purchase Intention 21

2.2.3 Environmental Concern Affects Purchase Intention 21

2.2.4 Perceived Value Affects Purchase Intention 22

2.3 Research Model 23

CHAPTER III **23**

RESEARCH METHOD **23**

3.1 Research Design 24

3.2 Research Paradigm 25
3.3 Conceptual and Operational Definition 26
3.4 Measurement of Scales 33
3.5 Data 33
3.5.1 Source of Data & Data Collection Method 34
3.6 Unit Analysis 36
3.7 Population 36
3.8 Sample Size 36
3.9 Data Analysis Method 37
CHAPTER IV **38**
RESULTS AND DISCUSSION **38**
4.1 Respondent Profile 38
4.2.Descriptive Statistics 40
4.3. Actual Research Results 41
4.4. Actual Test Reliability Test Results 42
4.4.1. Actual Test Validity Test 42
4.5. Outer Model Result 46
4.6. Inner model 48
4.6.1. Analysis of Variant (R2) or Determination Test 48
4.6.2. Hypothesis Test 49
CHAPTER V **51**
CONCLUSIONS AND SUGGESTIONS **51**
5.1. Conclusion 51
5.2. Managerial Implication 52
5.3. Limitations and Future Research 53
5.4. Research Suggestions 54

LIST OF FIGURES

Figure 1.1 List of The Demand and Supply of ……..2

Figure 1.2 Electric Car Selling in 2022 ……..7

Figure 4.1 Hyphotesis Test ……..53

LIST OF TABLES

Table 1.1Charging Station Points ……...6

Table 1.2 Electric Car Sales as of September 2022 ……...8

Table 4.1 Respondent Profile ……40

Table 4.2 Descriptive Statistics ……43

Table 4.3 Actual Reliability Test Results ……46

Table 4.4 Cross Loading Test Results ……46

Table 4.5 AVE Table ……48

Table 4.6 Actual test Discriminant Validity ……49

Table 4.7 Outer model Result ……50

Table 4.8 R-square ……52

Table 4.9 Structural Model Results ……54

LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE..... 71

APPENDIX B ACTUALTEST MEASUREMENT MODEL.....65