

THE IMPACT OF PRICE AND FACILITIES ON EV PURCHASE INTENT THROUGH INNOVATIVE BEHAVIOR

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ABSTRACT

This study analyzes the influence of facilitating conditions and prices on the purchase intention of electric vehicles (EVs) in Indonesia by examining the mediating role of innovative behavior. Data from 362 respondents in six major cities were processed using PLS-SEM. The results show that facilitating conditions and prices directly and significantly influence buying intent, as well as influencing innovative behavior. Innovative behavior also has a significant effect on purchase intent. In the mediation test, innovative behaviors did not mediate the relationship between the facilitating conditions and the purchase intent. However, it significantly mediates the relationship between price and purchase intent. This indicates that prices influence buying intent indirectly through innovative behavior. The key implications are the need for a holistic marketing strategy that focuses on building a supporting ecosystem, as well as communicating long-term economic value to attract innovative consumers.

Keywords: *Enabling Conditions, Price, Innovative Behavior, Purchase Intent, Electric Vehicles*

INTRODUCTION

Accelerating the adoption of electric vehicles (EVs) has become an urgent global agenda, especially in efforts to mitigate climate change and transition to a green economy. EVs offer significant benefits for the environment, such as reduced carbon footprint, energy savings, and improved air quality (Dilotsotlhe, 2022; Kurniawan & Sidi, 2024; Yustianingsih & Wibowo, 2023). At the national level, the Government of Indonesia has set an ambitious target to reach 15 million electric vehicles by 2030, a strategic move supported by various policies and incentives (Itsaini & Alexander, 2024). However, despite strong support from the government, EV adoption in Indonesia still faces substantial challenges, rooted in deep concerns on the consumer side.

These concerns include the duration of the charge that is considered long, mileage limitations (range anxiety), and the uncertainty of battery life and the cost of its replacement. Furthermore, the lack of adequate public charging infrastructure, especially outside of major cities, reinforces this anxiety and creates a perception of high risk in the eyes of potential buyers (Lie et al., 2024; Wijaya & et~al., 2023). This condition confirms the importance of the ability to accurately predict consumer behavior, not only from a functional point of view, such as the technical specifications of an EV, but also from a psychological side, such as risk perception, trust in new technologies, and personal values. This comprehensive understanding is an important foundation in formulating an effective strategy.

Various previous studies have examined factors that affect the intention to buy electric vehicles. These studies often focus on core variables such as environmental awareness, innovative behaviors, and price (Kurniawan & Sidi, 2024), as well as consumer motivation in the context of developing countries (Abbasi et al., 2022). Some of the literature also highlights the important role of consumer innovation in the adoption process, especially as a moderation factor influenced by consumer engagement and driving experience (Chao & Sun, 2021; Khazaei & Tareq, 2021; Utomo, 2022). Other research focuses on aspects of product quality, brand image, and brand trust as mediators of loyalty and purchase decisions (Kurniawan, 2017; Sidi, 2018, 2023). However, the study generally uses a single behavioral model, such as the Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), or Unified Theory of Acceptance and Use of Technology (UTAUT), to identify the drivers of adoption (Gunawan et al., 2022; Handopo & Princes, 2024; Tunçel, 2022). This approach is often unable to capture the complexity of consumer motivation, which is simultaneously influenced by multiple behavioral dimensions.

The novelty in this study is the integration of variables across theories that creates a more holistic framework. This study not only examines psychographic variables such as consumer innovativeness but also integrates them with perceived environmental benefits, perceived product quality perceptions, and key elements of TPB and UTAUT2. This integrated model allows for a more in-depth analysis of consumer

motivation in buying an EV, beyond mere functional utility, to touch on aspects of lifestyle, innovation value, and environmental awareness.

The integration of this model specifically combines elements from the TPB, which focuses on the role of attitudes, subjective norms, and perceived behavioral controls, with elements from the more technology-oriented UTAUT2, such as performance expectations, effort expectations, and enabling conditions. By combining these variables with psychographic variables such as consumer innovativeness, this study was able to identify a unique combination of motivations and barriers that shape EV purchase intentions. Understanding the interaction between these variables will provide a more comprehensive picture of how internal and external factors affect consumer decision-making. Related research also shows that factors such as promotion, ease of use, and availability of charging stations have an important role in driving purchase intent (Rachmawati, 2022).

These factors are critically relevant in the context of EV adoption, where enabling conditions (X1), which include the availability of charging stations and ease of access to information, are the main determinants (Park & Lee, 2021; Tunçel, 2022). On the other hand, the price (X2) remains a significant obstacle for potential buyers, given the relatively high price of EVs compared to conventional vehicles (Lie et al., 2024; Zang et al., 2023). Meanwhile, the innovative behavior (Z) of consumers (Ghadiri et al., 2020), or their tendency to try new things, plays a central role in mediating how perceptions of price and ease of use affect purchase intent. Consumers with high levels of innovation may be more willing to pay more and ignore some infrastructure barriers, while those who are less innovative are more sensitive to these factors. Therefore, this study focuses on the dynamic interaction between these variables to explain the purchase intention (Y). This study focuses on the influence of facilitating conditions and prices on the purchase intentions of electric vehicles. Furthermore, this study also examined the role of innovative behavior as a moderation variable that affects the relationship between facilitating conditions and purchase intention. This approach allows for a more profound understanding of how consumer psychological characteristics interact with practical and economic factors to shape purchasing decisions.

The Influence of Facilitating Conditions on Purchase Intention

The concept of conditions that facilitate (*facilitating conditions*) in the UTAUT2 model refers to the consumer's belief that the technical

and organizational infrastructure is available to support the use of a technology. In the context of electric vehicles, this includes the availability of charging stations, repair services, and adequate information. According to Venkantesh (2012), when consumers feel that these conditions are adequate, they will find it easier to use the technology, which ultimately increases their intention to adopt. Thus, the existence of adequate infrastructure will reduce the perception of risks and practical obstacles, thereby encouraging purchase intent.

The Effect of Price on Buying Intention

Price is one of the most sensitive economic factors in purchasing decisions. Although the initial selling price of an EV tends to be higher than that of a conventional vehicle, consumer perception of price is multifaceted. Recent studies indicate that consumers are also considering the total cost of ownership, including lower operating expenses (Lie et al., 2024) and incentives from the government (Zang et al., 2023). If consumers feel that the value they get is proportional to the price paid and the long-term costs are profitable, then price can be a driver of purchase intent.

The Role of Innovative Behaviors

Consumer innovativeness refers to the tendency of individuals to be the first to try a new product or technology (Ghadiri et al., 2020). This variable can have a dual role in the research model: as a direct predictor of buying intent and as a mediating or moderating variable. In this context, we examine how innovative behaviors affect other causal relationships.

Based on this frame of mind, this study proposes a conceptual framework in Figure 1 and the following hypothesis:

H1: Facilitating conditions (X1) have a positive and significant effect on the purchase intention (Y) of electric vehicles.

H2: Price (X2) has a positive and significant effect on the purchase intention (Y) of electric vehicles.

H3: Facilitating conditions (X1) have a positive and significant effect on innovative behavior (Z).

H4: Price (X2) has a positive and significant effect on innovative behavior (Z).

H5: Innovative behavior (Z) has a positive and significant effect on the purchase intention (Y) of electric vehicles.

H6: Innovative behavior (Z) mediates the relationship between the facilitating conditions (X1) and the buying intent (Y).

H7: Innovative behavior (Z) mediates the relationship between price (X2) and buying intent (Y).

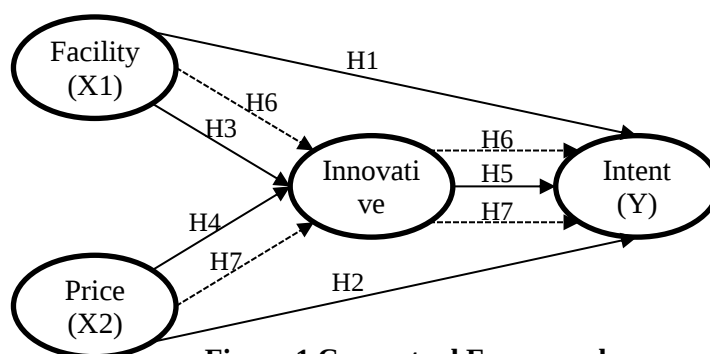


Figure 1 Conceptual Framework

RESEARCH METHODS

This study uses a quantitative approach with a causality design. This approach was chosen to test the cause-and-effect relationship between exogenous variables (facilitating conditions and price) and endogenous variables (buying intent), taking into account the role of mediating variables (innovative behavior). Data was collected through a structured survey and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software.

The population in this study is all prospective consumers of electric vehicles in Indonesia. Samples were taken from the population using purposive sampling techniques. This study

targets specific areas in 5 major cities in Indonesia, namely Jakarta, Bandung, Medan, Makassar, and Surabaya. The number of respondents who were successfully collected was 362.

The data collection process was carried out by distributing online questionnaires directly to prospective respondents in strategic locations such as electric car exhibitions and electric car dealerships. The number of respondents exceeding the minimum limit ensures the higher validity and reliability of the data for statistical analysis. The statements in the questionnaire refer to the variable items presented in the operational definition in Table 1.

Table 1 Variable Operational Definition

Variable	Dimension	Items
Supporting Facilities (Park & Lee, 2021; Tunçel, 2022)	Infrastructure Support	1. There are easily accessible electric vehicle charging stations (SPKLU) around my location.
		2. The network of EV charging stations is already quite extensive in my city.
		3. I can easily search and find the nearest charging station through an app or map.
	Government and Information Support	4. The government provides adequate support for the use of electric vehicles (e.g., subsidies, special lines).
		5. Adequate information is available about electric vehicles.
		6. I have enough knowledge on how to operate and maintain electric vehicles.
	Service and Technical Readiness	7. I have easy access to repair services and parts for electric vehicles.
		8. I feel confident that I can find technical help if my electric vehicle has a problem.
		9. The procedure of charging an electric vehicle is quite easy and hassle-free.
Price (Lie et al., 2024; Zang et al., 2023)	Initial Purchase Fee	1. The current selling price of electric vehicles is more expensive than conventional vehicles.
		2. The credit or installment schemes offered for electric vehicles are attractive.
		3. The tax incentives provided by the government make the price of electric vehicles more affordable for me.
	Operating and Maintenance Costs	4. The operating costs (including charging costs) of electric vehicles are more economical than conventional vehicles.
		5. The cost of routine maintenance of electric vehicles is lower than that of conventional vehicles.
		6. The total cost of owning an electric vehicle (including taxes, insurance, etc.) is lower than that of a conventional vehicle.

Innovative Behavior (Ghadiri et al., 2020; Li et al., 2021)	Long-Term Value	7. The price of replacement batteries for electric vehicles is affordable.
		8. The resale value of electric vehicles in the future will be stable.
		9. The selling price of electric vehicle batteries that are no longer used is quite high.
	Openness to New Technologies	1. I was one of the first people in my ward to try out a new technology or product.
		2. I am enthusiastic about buying an electric vehicle even though not many people use it yet.
		3. I prefer innovative products even though they cost a little more.
	Courage to Take Risks	4. I dare to take risks to try new things, including electric vehicle technology.
		5. I consider myself an innovator.
		6. I tend to buy new products as soon as they are launched.
	Information Search	7. I like to look for the latest information on new technologies like electric vehicles.
		8. I often recommend new products to friends and family.
	Purchase Intent (Lin et al., 2023; Zang et al., 2023)	1. I plan to buy an electric vehicle in the near future.
		2. I am willing to consider electric vehicles as my top choice.
		3. I am very interested in owning an electric vehicle.
	Evaluation Intent	4. I will seek more information about electric vehicles with the intention of buying them.
		5. I will do a test drive for electric vehicles.
		6. If there is an attractive incentive, I will buy an electric vehicle.
	Recommendation Intent	7. I would recommend an electric vehicle to my friends or family.
		8. I will prioritize electric vehicles over conventional cars when buying a car.

As a result of collecting data from 362 respondents from several cities in Indonesia, namely Jakarta, Bandung, Makassar, Medan,

Surabaya, and Malang, the researcher was able to classify their demographics in Table 2.

Table 2 Respondent Demographics

	Category	Frequency	Percentage
Gender	Man	263	72,65%
	Woman	99	27,35%
Work	Freelance Officers	6	1,66%
	Civil Servants	153	42,27%
	Private Employees	181	50,00%
	Self employed	22	6,08%
Age	25 - 32 Years	15	4,14%
	33 - 40 Years	109	30,11%
	41 - 48 Years	153	42,27%
	49 - 56 Years	85	23,48%
Location	Bandung	24	6,63%
	Jakarta	94	25,97%
	Makassar	38	10,50%
	Hapless	72	19,89%
	Terrain	47	12,98%
	Surabaya	87	24,03%
Income	< 5 million	1	0,28%
	5 - 10 million	201	55,52%
	11 - 16 million	117	32,32%
	17 - 22 million	35	9,67%
	> 22 million	8	2,21%
Buy Plan	< 1 Month	7	1,93%
	1 - 6 Months	56	15,47%
	7 - 12 Months	37	10,22%
	1 - 3 Years	163	45,03%
	> 3 Years	99	27,35%

Men accounted for 72.65% of the total sample, dominating the respondents in this study. By age, the 41-48 years (42.27%) and 33-40 years (30.11%) groups were the two largest age groups, indicating that respondents were of productive age with financial maturity. Most respondents work as private employees (50.00%) or civil servants (42.27%), which suggests they have a stable income that aligns with the criteria for prospective electric vehicle buyers.

Geographically, the data collection successfully included respondents from six major cities in Indonesia. The distribution of respondents mostly came from Jakarta (25.97%), followed by Surabaya (24.03%) and Malang (19.89%). This distribution reflects cities with relatively high rates of technology adoption and more developed supporting infrastructure, making them relevant to the research topic. The majority of respondents had incomes in the range of 5-10 million (55.52%) and 11-16 million (32.32%), which placed them in the middle to upper economic category.

Regarding purchase intentions, most respondents (45.03%) have plans to buy electric vehicles in the next 1–3 years. This is followed by 27.35% who plan to buy in more than 3 years, and 17.40% who plan to buy within 1-12 months. This data shows that the intention to buy electric vehicles among

respondents is strong, although there are still many who need to consider a long enough time, possibly to look forward to price or infrastructure developments.

RESULTS

Measurement model analysis (outer model) was carried out to evaluate the validity and reliability of the research instrument. The initial findings indicate the need for revision to some of the statement items that have an outer loading value below the recommended threshold (> 0.70), as in Figure 2. After performing the remodeling, the invalid items (X1.1, X2.1, X2.6, Z1.1, Z1.5, Z1.6, Z1.7, Z1.8, Y1.6) are discarded to ensure strong convergent validity, as shown in Figure 3.

From Table 3 Outer Loading, all statement items show a significant loading value above the 0.70 threshold. This further strengthens the validity of the convergence, as each item is strongly correlated with its respective latent variable. The Fornell-Larcker Table 4 is used to test the validity of the discriminant, ensuring that each latent variable is empirically different from the other. The results indicate that the square root of AVE on each variable is greater than the correlation of that variable with other variables in the same row and column. From the data obtained, it was found that

all diagonal values (square root of AVE) were greater than the values below them, which confirmed the discriminant validity of this model.

The final results of the outer model analysis indicated that all remaining statement items had a significant outer loading value and were above the threshold (p -value = 0.000). The Average Variance Extracted (AVE) value for each variable was also above 0.5 (Facility = 0.673, Innovation = 0.684, Intention = 0.783, Price = 0.639), confirming the strong validity of the convergence. In terms of discriminant validity, the Heterotrait-Monotrait Ratio (HTMT) value among all variables is also below the 0.90 threshold, indicating that each latent variable is a distinct and unique construct.

This indicates high confidence in the quality of the research instruments.

Based on Table 5 Construct Validity and Reliability, the results show that all variables have a satisfactory level of reliability and convergent validity. Composite Reliability: All values are above 0.70 (range 0.896-0.962). This proves that the research instrument has excellent reliability, meaning that the question items are consistent in measuring the variables. Average Variance Extracted (AVE): All values are above 0.50 (range 0.598–0.783). This shows solid convergent validity, meaning that each latent variable manages to explain more than 50% of the variation of the indicator items.

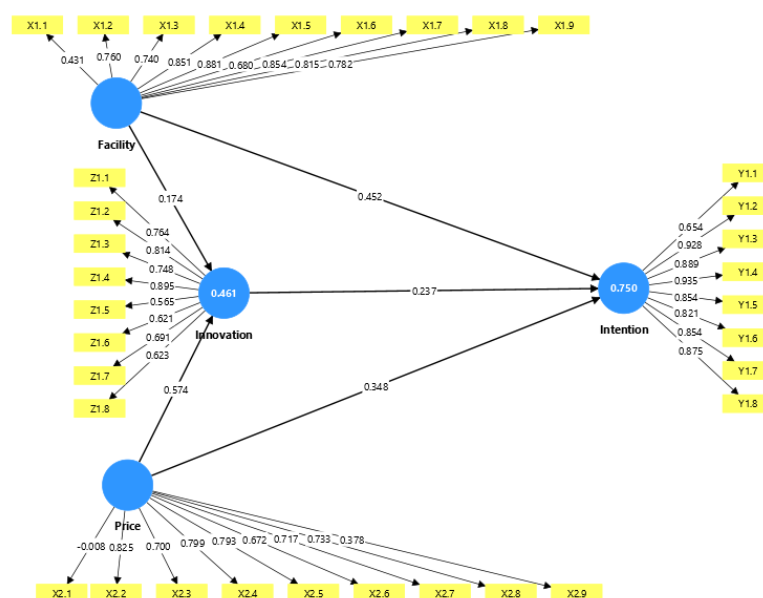


Figure 2 PLS-SEM Graphical Output

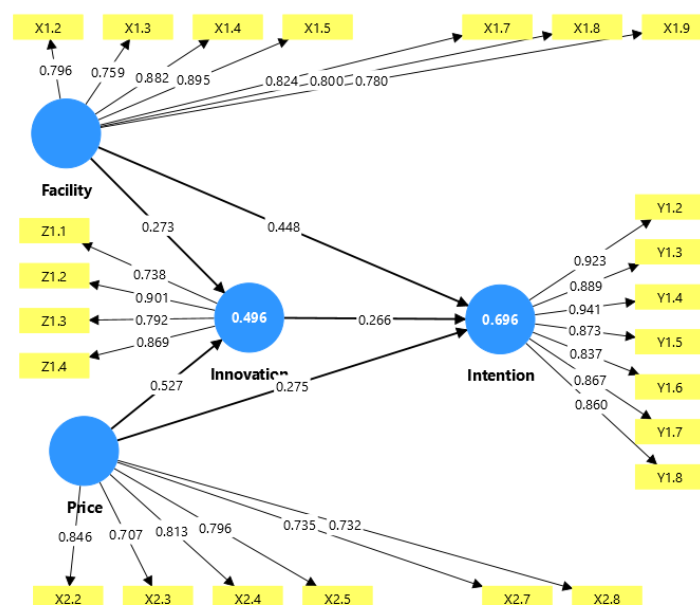


Figure 3 Final PLS-SEM Graphical Output

Table 3 Loading

	Facility	Innovation	Intent	Price
X1.2	0.796			
X1.3	0.759			
X1.4	0.882			
X1.5	0.895			
X1.7	0.824			
X1.8	0.800			
X1.9	0.780			
X2.2				0.846
X2.3				0.707
X2.4				0.813
X2.5				0.796
X2.7				0.735
X2.8				0.732
Y1.2			0.923	
Y1.3			0.889	
Y1.4			0.941	
Y1.5			0.873	
Y1.6			0.837	
Y1.7			0.867	
Y1.8			0.860	
Z1.1		0.738		
Z1.2		0.901		
Z1.3		0.792		
Z1.4		0.869		

Table 4 Fornel Lecker Table

	Facility	Innovation	Intent	Price
Facility	0.821			
Innovation	0.536	0.827		
Intent	0.729	0.689	0.885	
Price	0.499	0.663	0.676	0.773

Table 5 Construct Validity and Reliability

	Cronbach's alpha	Composite reliability		AVE
		(rho_a)	(rho_c)	
Facility	0.919	0.928	0.935	0.673
Innovation	0.849	0.908	0.896	0.685
Intent	0.954	0.958	0.962	0.783
Price	0.864	0.867	0.899	0.598

Table 6 Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic (O/STDEV)	P-values	Conclusion
Direct Effect						
Facility -> Innovation	0.273	0.289	0.072	3.799	0.000	H1: Accepted
Facility -> Intention	0.448	0.450	0.056	8.062	0.000	H2: Accepted
Innovation -> Intention	0.266	0.270	0.111	2.392	0.017	H3: Accepted
Price -> Innovation	0.527	0.524	0.087	6.063	0.000	H4: Accepted
Price -> Intention	0.275	0.270	0.107	2.563	0.010	H5: Accepted
Indirect Effect						
Facility -> Innovation -> Intention	0.073	0.079	0.041	1.778	0.075	H6: Rejected
Price -> Innovation -> Intention	0.140	0.141	0.064	2.182	0.029	H7: Accepted

DISCUSSION

This study investigates the influence of enabling conditions and prices on the purchase intention of EV, with the mediating role of innovative behavior. Empirical findings from the PLS-SEM analysis show that the proposed model has strong predictive capabilities, with all hypothesized direct relationships proving to be significant.

Direct Influence

The results of the analysis indicated that Facilitating Conditions had a positive and significant influence on Buying Intention ($t = 0.448$, $p < 0.01$). These findings support Hypothesis 1 and are consistent with the literature rooted in the UTAUT model (Venkatesh et al., 2012), confirming that the availability of infrastructure, government support, and adequate information directly reduces consumer uncertainty, thereby facilitating purchase intent. Analysis at the indicator level shows that consumer technical knowledge and understanding (X1.5) is the most dominant aspect of this variable. The theoretical implication is that in the context of the adoption of emerging technologies such as EVs in Indonesia, the practical factors that overcome functional barriers carry enormous weight and directly influence consumers' decisions, without the need to be mediated by their personal nature.

Similarly, price was shown to have a positive and significant influence on buy intent ($t = 0.275$, $p < 0.05$). These findings support Hypothesis 2 and are in line with the study (Zang et al., 2023), which argues that price perception is not only based on the initial selling price. The item with the highest loading, which is operational cost savings (X2.4), corroborates this argument. Consumers are more sensitive to long-term

financial gains than upfront acquisition costs. It adds to the understanding of the EV adoption literature by highlighting that an effective pricing strategy must communicate a favorable total cost of ownership.

Further analysis also indicated that both Facilitating Conditions ($t = 0.273$, $p < 0.01$) and Price ($t = 0.527$, $p < 0.01$) had a positive and significant influence on Innovative Behavior. These findings support Hypothesis 3 and Hypothesis 4, implying that external factors may trigger an individual's tendency to be innovative, which will then increase their buying intention ($t = 0.266$, $p < 0.05$), according to Hypothesis 5.

At direct influence, all hypotheses put forward (H1 to H5) were accepted because their p-values were below 0.05. These findings confirm that enabling conditions and prices are significant drivers of electric vehicle purchase intentions. This underscores the importance of practical factors such as the availability of infrastructure and supporting services, as well as economic considerations such as operational costs, in influencing consumer decisions. Simultaneously, these results also prove that both enabling conditions and price have a significant influence on innovative behavior. This implies that external factors can influence an individual's tendency to be innovative. Consumers will be more motivated to try new technologies if they feel they are affordable and the supporting ecosystem is adequate. These findings are also supported by the significant direct influence of innovative behaviors on purchase intent, which underscores the importance of psychographic characteristics in predicting EV purchase intent. Individuals who are inherently innovative are more likely to have

strong buying intent towards new technology products

The Role of Innovative Behavioral Mediation

The mediation analysis revealed intriguing findings. Innovative Behavior (Z) did not mediate the relationship between Facilitating Conditions (X1) and Buying Intent (Y) ($p = 0.075$), so Hypothesis 6 was rejected. This phenomenon can be explained by the strong direct influence of enabling conditions. For potential buyers, regardless of their level of innovation, the availability of facilities (SPKLU, after-sales service) is a basic and functional prerequisite that directly affects their intentions. In other words, there is no "other avenue" for the influence of enabling conditions other than through a direct route to the purchase intent.

In contrast, innovative behavior significantly mediated the relationship between price (X2) and purchase intent (Y) ($t = 0.140$, $p < 0.05$). These findings support Hypothesis 7 and are consistent with the literature (Chao & Sun, 2021) which highlights the central role of innovation in the context of high-cost products. The item of the indicator with the highest load on the innovation variable, namely enthusiasm to buy new technology (Z1.2), indicates that this motivation becomes a "bridge" that connects favorable price perception with buying intent. This means that when a manufacturer manages to convince consumers of the value proposition in terms of price, this will activate the consumer's innovative tendencies, which in turn will drive purchase intent.

The results of the mediation test revealed interesting and different findings, providing a more detailed understanding of the interactions between variables. Innovative behavior does not mediate the relationship between facilitating conditions and purchase intent, so Hypothesis 6 (H6) is rejected. This indicates that the influence of enabling conditions on purchase intentions is direct and does not need to be through intermediary variables. The availability of infrastructure, information, and services has such a strong and direct impact on purchase intent that the role of innovation as an intermediary becomes insignificant. In contrast, innovative behavior mediates the relationship between price and purchase intent, so Hypothesis 7 (H7) is accepted. These findings show that price influences buying intent indirectly through innovative behavior. In other words, prices that are considered favorable—whether in terms of incentives, installment schemes, or operational costs—trigger innovative consumer behavior, and in turn, it is this innovative behavior that increases their purchase intent. This implies that a

promotional strategy that focuses on price value can effectively attract innovative consumer segments, which will then be the driving force for adoption.

Overall, the model provides a comprehensive understanding of how practical and economic factors interact with consumers' psychographic characteristics in shaping EV purchase intentions. The implication of this research is the need for a holistic marketing strategy that not only focuses on environmental and technological benefits but also on building a strong supporting ecosystem as well as communicating long-term economic value to drive EV adoption. Innovative behavior plays an important role, but the main focus is on how pricing can be an entry point for innovative consumers to later consider buying an EV.

Implication

Overall, this study contributes to the EV adoption literature by clarifying the complex interactions between external factors (conditions and prices) and psychographic characteristics (innovation). We find that enabling conditions have an essential and immediate impact, while price works effectively through the mediation of innovative behavior. The practical implication is the need for a differentiated marketing strategy: a focus on building a strong ecosystem and market education for all segments, while specifically targeting innovative consumers with attractive price offers to accelerate market penetration.

CONCLUSION

Based on empirical analysis, this study concludes that the factors driving the purchase intention of electric vehicles (EVs) in Indonesia have complex interactions. Directly, enabling conditions (such as the availability of charging infrastructure and information) and prices have a significant and positive influence on EV purchase intentions. These findings confirm that the success of EV adoption is highly dependent on a strong supporting ecosystem as well as consumer perceptions of economic value, where consumers are more sensitive to long-term operational cost savings than the initial selling price.

Innovative behavior also proves to be an important factor. Although the effect on purchase intent is direct, a key finding from this study is the different mediating roles. Innovative behavior significantly mediates the relationship between price and purchase intent, suggesting that favorable price perceptions trigger consumers' innovative tendencies to later consider a purchase. However, innovative behavior does not mediate the relationship between enabling conditions and

purchase intent, implying that the impact of facility availability is very strong and immediate, applicable to all segments of consumers regardless of their level of innovation.

Theoretically, this study confirms and complements the existing literature by clarifying the dual mediating role of innovative behaviors in EV adoption models. These findings suggest that marketing strategies and policies need to do more than just communicate the benefits of technology. In practical terms, manufacturers and governments need to prioritize the development of an integrated ecosystem (infrastructure, information, services) and specifically target innovative consumers with attractive price offers to accelerate EV market penetration.

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