

ABSTRACT

Indonesia is an archipelagic country with thousands of small islands and one of the most densely populated countries in danger of being affected by global warming. One of the things that has an impact on global warming is motor vehicle pollution. Air pollution in Indonesia of more than 70% comes from motor vehicle emissions. Therefore, the Government of Indonesia, represented by the Ministry of Industry (Kemenperin) has issued a policy on low cost green car (LCGC) as stipulated in Regulation of the Minister of Industry. 33 / M-IND / PER / 7/2013 on the Development of Four-Wheel Motor Vehicles that Save Energy and Affordable Prices. Since LCGC cars were introduced in Indonesia in 2013, LCGC cars have been chosen by the community for their more affordable, environmentally friendly, free Vehicle Sales Tax (BBNBM) and fuel economy.

This study aims to determine the effect of Image, Value, Risk and Perceived Usefulness on LCGC Car Purchase Intention (Low Cost Green Car), using descriptive analysis and structural equation modeling, respondents studied in this study amounted to 400 respondents who are domiciled in West Java.

The results showed that the image variable obtained a percentage of 72.2% with good category, the value obtained a percentage of 70.5% with good category, the risk of obtaining a percentage of 56.6% with enough category, perceived usefulness gained a percentage of 71.5% with good category and Purchase Intentions get a 76.7% percentage with good category.

Based on the result of research, it can be concluded that the effect of Image to Value is 14.2% while the rest of 85.8% is influenced by other factors and influence of image, Value, Risk and Perceived Usefulness to Purchase Intention of 67,7% while the rest equal to 35 , 3% influenced by other factors.

Keywords: *Image, Value, Risk, Perceived Usefulness, Purchase Intention*