

ABSTRACT

Global warming is one of the world's threats which is currently still being discussed. One of the causes of global warming is air pollution produced by carbon monoxide gas from motorized vehicles. Therefore, vehicles manufacturers are required to make innovations on their products. One of the innovations created by automotive manufacturers is an electric car. Hyundai is one of the many electric car manufacturers in the world. Its newest product is the Hyundai Ioniq Elektrik, which is also sold in Indonesia. This study discusses how the attributes of the Hyundai Ioniq electric car affect quality assessments and purchase intentions, especially in Jakarta.

This study aims to measure and analyze the effect of product attributes on quality assessments and purchase intentions of the Hyundai Ioniq electric car in Jakarta. This study adopted a theory of planned behavior in which the basic information obtained from product attributes would determine the action on quality assessment and purchase intentions. This research was conducted using quantitative methods, where information is obtained by distributing questionnaires to 100 respondents using purposive sampling method. Data analysis was performed using Structural Equation Modeling with the help of smartPLS software.

The results show that the label, health effects, and brand influence the quality assessment of the Hyundai Ioniq. Labels, health effects, and quality assessments affect the purchase intention of Hyundai Ioniq. Quality Assessment provides partial mediation between labels, brands, and government regulations on purchase intentions.

Based on this research, it is hoped that it can help Hyundai brand holders in Indonesia to develop their products even better so that they can reach more consumers in Jakarta. In this study, the results show that consumers pay attention to the specifications of the car when they want to buy a car. So for that, it is recommended that Hyundai as a company that sells Ioniq, is advised to provide complete information regarding the specifications and features of the car. In addition, it can also be seen in the Health Effects, where Hyundai is advised to provide education to the public regarding the advantages of electric cars, especially in terms of environmental friendliness and product safety when going through extreme conditions such as heavy rains and floods. So that consumers will be more confident in choosing the Hyundai Ioniq.

Keywords: electric car, product attribute, quality assessment, purchase intention, green product.