

ABSTRACT

The very rapid economic progress has led to an increasing need for transportation, this has caused the development of motorized vehicles in Indonesia to continue to increase every year. Motorized vehicles in Indonesia are the biggest factor in increasing air pollution in Indonesia. In an effort to overcome this problem, the government is preparing to bring up a new vehicle variant to be used as a substitute for fuel oil (BBM), namely electric-based vehicles. In supporting these efforts, the role of the community is needed in implementing the periodic transition of conventional vehicles to electric vehicles.

This study aims to determine the Role of Perception and Personality on the Purchase Intention of Electric Vehicles in Indonesia. It is believed that the encouragement of people's perceptions and personalities regarding electric vehicles is believed to be able to play a role in decision making when considering the purchase of electric vehicles in Indonesia.

The method in this research is a quantitative method using descriptive analysis along with Structural Equation Modeling (SEM) analysis techniques through SmartPLS 3.2.9 Full Version software. The sample used was determined based on the non-probability sampling technique with a purposive sampling approach of 385 respondents.

Judging from the research results, it can be concluded that the results of hypothesis testing show that monetary benefits, symbols, personal innovativeness and environmental concerns felt by consumers have a positive and significant effect on purchase intention. Perceived environment has a positive but not significant effect on purchase intention. Perceived risk has a positive but not significant effect on purchase intention. Perceived fee has a negative and insignificant effect on purchase intention. Personal innovativeness has a positive and significant influence on purchase intention which is partially mediated through monetary benefits. Meanwhile, personal innovativeness has a positive but not significant effect on purchase intention through perceived risk. And environmental concern has a positive but not significant effect on purchase intention which is mediated through the perceived environment and environmental concern has a negative and insignificant effect on purchase intention through perceived fees.

The results of this study are expected to be used as an evaluation to increase purchase intention for electric vehicles in Indonesia and as a reference for further research. Future research is expected to develop by changing variables on purchase intention and replacing objects with pure electric vehicles or hybrid electric vehicles.

Keywords: Perception, Personality, Purchase Intention, Electric Vehicles, Structural Equation Modeling-Partial Least Square