

## **ABSTRACT**

Electric cars are an innovation from conventional cars that help to reduce emissions in the environment. This research aims to determine the effect of per capita income and also the average price of conventional cars on the demand for electric cars in Indonesia. Quantitative research and secondary data are the main sources for this research. The demand for electric cars is the dependent variable in this research and per capita income and the average price of conventional cars are the independent variables in this research. Multiple linear regression is the data analysis technique used in this research. Based on the data obtained and also the results of data analysis obtained, it was concluded that per capita income and the average price of conventional cars have no influence on demand for electric cars.

Keywords: Demand, Electric Cars, Price