

## **ABSTRACT**

*In the current era, electric vehicles or electric vehicles have become a type of vehicle that is qualified as a means of personal transportation, especially in big cities in Indonesia. Electric vehicles are also considered as a solution to problems that exist in Indonesia, such as the scarcity of fossil fuels to solving environmental pollution problems. Electric vehicles have quite a different structure when compared to conventional vehicles, especially in the fuel used to operate the motor propulsion, the difference in how electric cars operate using electricity as a propulsion source also includes the reason how electric cars do not produce carbon substances so that they are considered as vehicles that more environmentally friendly than conventional vehicles. For this potential, coupled with the momentum of Indonesia's long-term plan to create a Net-Zero Emmissions 2060 environment, the Indonesian government is providing several assistance, including financial and non-financial subsidies to special regulations that benefit electric vehicle users with the aim of increasing public interest in electric-based vehicles.*

*this research will be carried out on relationship between government incentives and people's intention to buy electric vehicle based on theory of TPB (Theory of Planned Behavior). This research will use quantitative research methods with a descriptive and causal approach that accompanied by non-probability sampling technique. this study used a purposive sampling method aimed at 100 respondents consisting of people that live in jakarta and bandung. in this study, the data collection technique used was a questionnaire with an ordinal scale. this study used partial least square structural equation model (PLS-SEM) as a data analysis technique.*

*Based on the test results, it was found that there were several factors that positively influenced the purchase intention of people's to buy electric vehicles as like POLICY, ENVA, PROC, ECOB, PRICE, PPE, and EDU, but only ENVA, PROC, ECOB, and PPE that indicated of having a significant influence. On the other hand, there are also several factos that negatively influence the purchase*

*intention of electric vehicles including SI, GENDER, AGE and INCOME, but only the AGE is indicated to have a significant effect.*

*Keyword: Purchase Intention, Electric vehicle, Government Incentive*