

ABSTRACT

Climate change and air pollution are important issues for the whole world, including Indonesia. One of the causes is motor vehicle emissions, the United Nations Environment Program (UNEP) states that as many as 6.5 million people die each year due to exposure to poor air quality. The Government of Indonesia through Presidential Decree 55 of 2019 concerning the Acceleration of the Battery-Based Electric Motor Vehicle Program continues to work to overcome this problem. Currently, electric cars are considered one of the responses to reduce air pollution, especially for the Battery Electric Vehicle (BEV) type. However, until now the percentage of electric car users in Indonesia is still very small, not even more than 0.5%. This is due to several factors such as relatively high prices, batteries that are considered to run out quickly, infrastructure facilities that are still minimal, as well as incentives or policies.

The presence and acceptance of electric cars by the people of Indonesia cannot be separated from the different needs and drivers of society in buying electric cars. This study aims to determine the preference of the Indonesian people for the presence of electric cars. Which is measured through five attributes (purchase price, driving range, availability of fast charging modes, incentive policies, and type of vehicle load), level, and stimuli. There is still little research that discusses preferences with electric car objects in Indonesia, which is one of the objectives of this research.

This research is quantitative research with a descriptive purpose to obtain data through the collection technique of distributing questionnaires with a Likert scale to 385 respondents which is calculated using the Bernoulli formula. Then the data will be processed using conjoint analysis techniques with the help of SPSS Version 27 software.

Keywords: *Attribute, Electric Vehicles, Konjoin, Level, Preference, Stimuli*