

ABSTRACT

The development of the automotive industry has been quite significant changes. Along with the development of the automotive industry and the increasing public interest in the automotive industry, this can pose a risk of air pollution. In recent decades, climate change and global warming have been issues of concern to many countries, especially Indonesia. Alternative energy has become a major focus in efforts to reduce our dependence on fossil fuels. As part of this energy revolution, electric cars have emerged as a promising solution to reduce greenhouse gas emissions and reduce air pollution.

This study aims to determine how much influence Gain Motives and Normative Motives have on Purchase Intention For EV with Hedonic Motives as a mediator (Study on Electric Car Interest in Indonesia). The method used in this study is a quantitative method. The population in this study is the Indonesian people who have an interest in buying electric cars and using electric cars in Indonesia with a sample obtained of 391 respondents using non-probability sampling with purposive sampling techniques. The questionnaire was used as an instrument in collecting data distributed using Google form.

Based on hypothesis testing, the results show that the Gain Motives variable has a significant effect on the Purchase Intention variable both directly and indirectly through the Hedonic Motives variable. The Normative Motives variable has a significant effect on the Purchase Intention variable both directly and indirectly through the Hedonic Motives variable. The Hedonic Motives variable, which is a mediating variable, has a significant effect on the Purchase Intention variable.

Keywords: *Gain Motives, Normative Motives, Hedonic Motives, Purchase Intention, Purchase Intention for EV.*