

ABSTRACT

The level of adoption of electric vehicles in Indonesia is still low compared to countries in Asia that are developing electric vehicles, because there are still many Indonesians who are not interested in adopting electric vehicles. However, according to Ju & Hun Kim (2022) the millennial generation will be the majority of electric car users in the future and currently the Indonesian population is dominated by its young generation, especially generation Y or millennial generation. This study aims to determine the factors that influence the attitude of Generation Y in Indonesia towards electric cars, the level of environmental awareness in Generation Y, and determine Generation Y's interest in electric cars. This research was conducted in Indonesia with a quantitative method and used a questionnaire as a data collection method with variable measurements using a Likert scale with a research sample of 442 respondents. In the data analysis technique using SEM-PLS. The results of this study indicate that the mediation of attitude towards the 5 dimensions of UTAUT-2 (performance expectancy, effort expectancy, hedonic motivation, price value, facilitating conditions) and purchase intention has a significant positive effect, while the mediation of attitude on habit and purchase intention does not have any effect; mediation of attitude towards individual consequences and purchase intention shows a significant positive effect; mediation of attitude towards environmental concern and purchase intention shows a significant positive effect; subjective norms have a significant positive effect on purchase intention; perceived risk has no effect on Generation Y purchase intention; environmental concern has a significant positive effect on purchase intention. This study recommends that electric car manufacturers and the Indonesian government improve facilities for electric cars and campaign for the environment so that people are more aware of the dangers of pollution in Indonesia today.

Keyword: Electric Car, Purchase Intention, Environmental Concern, UTAUT2, Theory Planned of Behaviour, Individual Consequences, Perceived Risk