ABSTRACT

The development of electric vehicles in Indonesia has increased rapidly, supported by government policies to encourage the adoption of environmentally friendly technologies. This study aims to estimate the resale value of Zuzu electric motorcycles and Vespa conversion motorcycles in Indonesia using the salvage value analysis approach. Focusing on the physical condition of the vehicle and its age, this study uses a quantitative method to calculate the depreciation value using the straight-line, SOYD, and DDB methods. Total Cost of Ownership (TCO) analysis is also used to provide in-depth insight into the factors that influence resale value.

The research steps include collecting primary data from interviews with experts and collecting secondary data from related literature. This data is analyzed to identify significant components such as batteries, Brushless DC electric motors, and controllers that affect the resale value of vehicles. The use of the depreciation method allows for comparison of various asset value scenarios after a certain period of use.

The parameters of the success of this study are indicated by the results of the estimated resale value in the final year of use of each component for the Zuzu electric motorcycle with a value of IDR 3,515,304 and the Vespa conversion motorcycle with a value of IDR 6,738,159. From this study, it was found that to find the "best price" a mix method is needed in the estimation process with the aim of stimulating the electric vehicle ecosystem. The results of the study provide recommendations that can help consumers, producers, and the government in making decisions related to electric vehicle investment and policies. Thus, this study contributes to the development of a more efficient electric vehicle market in Indonesia.

Keywords : *Converted Electric Scooter, Electric Scooter, Resale Value, Salvage Value, Total Cost of Ownership (TCO).*