

ABSTRACT

The transition toward Net Zero Emissions (NZE) requires the adoption of environmentally friendly technologies such as electric vehicles. The Indonesian government targets the achievement of NZE by 2060, with PLN acting as the main driver in supporting the energy transition through programs such as Electrifying Lifestyle and the development of electric vehicle infrastructure. One significant finding related to the Electrifying Lifestyle campaign is the 335% increase in home charging usage in the first semester of 2024 compared to the first semester of 2023. Despite this substantial growth, there remains a gap in public understanding regarding the factors that influence the decision to install home charging systems.

This study aims to identify and analyze the factors that influence the public's intention to install home charging. The theoretical framework combines the Theory of Planned Behavior and Social Media Marketing Theory. The independent variables examined include product knowledge, environmental concern, ecological lifestyle, perceived benefits, technology innovativeness, technology optimism, and social media marketing. Meanwhile, consumer attitude and brand awareness are employed as mediating variables, and perceived consumer effectiveness is used as a moderating variable.

This quantitative research uses a cross-sectional survey design with a structured Likert scale questionnaire. The sample was purposively selected from social media-active individuals who have the potential to adopt home charging. Data analysis was conducted using Structural Equation Modeling (SEM).

The results show that six out of seven factors have a significant positive effect on consumer attitudes, which in turn enhance the intention to install home charging. However, this relationship is negatively moderated by perceived consumer effectiveness. On the other hand, social media marketing has a significant positive influence on brand awareness, but does not directly impact purchase intention.

This study recommends that PLN optimize its digital marketing strategy, including the use of user-generated content that highlights real-life applications of the Electrifying Lifestyle, to be disseminated across all of PLN's social media platforms. Additionally, the study suggests enhancing brand awareness through the creation of a special jingle or signature sound to be played in public spaces, in order to strengthen PLN's image as an environmentally conscious company and to support the Electrifying Lifestyle program in accelerating the NZE target in Indonesia.

Keywords: home charging, purchase intention, Theory of Planned Behavior, social media marketing, consumer attitude, brand awareness, environmental concern, technology acceptance, Net Zero Emissions, electrifying lifestyle