DIJEFA: Dinasti International Journal of Economics, Finance & Accounting
E-ISSN: 2721-303X
P-ISSN: 2721-3021
https://dinastipub.org/DIJEFA dinasti.info@gmail.com +62 811 7404 455
DOI: https://doi.org/10.38035/dijefa.v6i4.4905
https://creativecommons.org/licenses/by/4.0/
Received: 12 June 2025 | **Revised:** 03 August 2025 | **Accepted:** 15 August 2025

Influence of Country-of-Origin Reputation Towards Attitude and Intention to Adopt Chinese Electric Vehicle in Indonesia

Maria Audrey Aristanty[1*], Grace Wijaya[2], Faranita Mustikasari[3]
[1]Binus Business School, Jakarta, Indonesia, maria.aristanty@binus.ac.id
[2]Binus Business School, Jakarta, Indonesia, grace.wijaya@binus.ac.id
[3]Binus Business School, Jakarta, Indonesia, faranita.mustikasari@binus.ac.id

[*]Corresponding Author: maria.aristanty@binus.ac.id[1]

Abstract: This study aims to identify the factors that influence the adoption of Chinese electric vehicles in Indonesia. To achieve this, it employs a modified theory of planned behavior. The study initially examines how China's country-of-origin reputation influence perceived risk and trust, and then how those influences attitude towards electric vehicle adoption. Furthermore, the study investigates influence of attitude, along with subjective norms and facilitating conditions towards intention to adopt electric vehicles from China. A total of 260 valid responses from consumers living in major cities in Indonesia were collected. The PLS-SEM method was used to analyze the data. It was found that Hypotheses 7 was rejected due to no significant effect, while other hypotheses were accepted and have significant effect. Facilitating conditions did not influence electric vehicle adoption intention in this study because most of the respondents came from high-income groups and were able to facilitate themselves with home charging devices. This result can be used as insight for government or car manufacturers to create suitable facilitating conditions that can improve adoption intention of Chinese electric vehicle in Indonesia for consumers who are unable to facilitate themselves.

Keywords: Country-of-Origin reputation, Chinese electric vehicle, intention to adopt, theory of planned behavior, facilitating conditions.

INTRODUCTION

Electric vehicle (EV) adoption is expected to be a solution to air pollution caused by emissions from conventional vehicles (Nienhaus & Brandt, 2023; Ibrahim, 2022). Various incentives for consumers are given to accelerate adoption of EV in Indonesia based on Presidential Regulation Number 55 of 2019 (Azzahra, 2021). Indonesian government also provided an incentive quota in 2023 for 35.900 EVs produced by manufacturers who met the minimum requirement of 40% domestic component level, so consumers who bought these EVs will only pay 1% VAT (Priyanto, 2023; Sandi, 2023). However, EV sales during 2023 did not reach the number of quotas provided, so the minimum domestic component level requirement was postponed until 2026 (IEA, 2024). New regulation was issued by government regarding exemptions of tax duties for imported EV, therefore manufacturers can market imported EVs

until 2025 (Fea, 2023). As a result, Chinese EV company, BYD became the largest car importer in Indonesia among other car manufacturers with sales of 2.694 units per August 2024 (Rayanti, 2024). As a result, more and more EVs from China entered Indonesian market such as BAIC, GAC Aion, Jetour and Zeekr (Antara, 2024; CNN Indonesia, 2024; Jordy, 2024).

China is often criticized by the international media about product quality and safety issues (Diamantopoulos et al., 2011). More than 10 years ago, Chery and Geely has left behind a bad reputation for Chinese cars in Indonesia by selling cars at low prices, but with much worse quality than other cars on the market (Rahadiyansyah, 2021). Chinese car companies back then were also impatient in building and strengthening after-sales networks in Indonesia, so that consumers felt neglected and trust was not built (Ferdian, 2018; Fitrianto & Triyatna, 2018). Years later, Wuling came to Indonesia in 2016 and tried to erase the negative reputation of Chinese cars by building a factory and extensive sales networks as a proof of its long-term commitment (Galiartha, 2017). In 2022, Air EV was produced as Wuling's first EV in Indonesia to strenghten the company's commitment towards the country (Wuling Tech Team, 2022). Indonesian consumers now have a positive view on Chinese cars, and their popularity is increasing due to innovative features and technology, attractive design, and affordable prices (Vero & WeBridge, 2024; Xinhua, 2024). As a result, Chinese automotive companies in 2024 managed to control 83.6 percent of the electric car market share in Indonesia (Krisdamarjati, 2024).

Despite its increasing popularity and positive perception by the public, Chinese cars are still viewed skeptically, especially in terms of quality and safety, as well as level of durability and long-term performance compared to proven leading brands (Vero & WeBridge 2024). Cars are being categorized as risky products, where recalls are an acceptable way to protect consumers from potential harm (Mitchell, 1992). Several cases have hit Chinese electric cars such as unknown irreparable damage, battery pack falling off while driving, also peeling paint and mold on cars (Opletal, 2023; Vainilavicius, 2024; Kothari, 2024). In September 2024, BYD recalled 100.000 EVs due to a manufacturing defect that could cause short circuits and fires (Ho, 2024). Other risks associated with EV are also concerning for consumers, such as battery replacement cost, long charging time (PwC Indonesia, 2023), and extreme drop in resale value (Ferdian, 2024). Another main obstacle that made consumer hold back from buying EVs is the difficulty in finding charging stations in remote areas of Indonesia (PwC Indonesia, 2023), although 69% of consumers from big cities will only use EV for inner-city mobility according to Populix research (Arifin, 2024a). Limited number of charging infrastructure and relatively distant locations make consumers more comfortable at charging their EV at home (Arifin, 2024b), so the State Electricity Company (PLN) provides incentives in the form of electricity tariff discounts and free installation of home charging equipment for every purchase of EV (Saputra, 2023).

Consumer behavior can be explained and predicted by theory of planned behavior (TPB) which is formed by attitude (ATT), subjective norms (SN) and perceived behavioral control (PBC) to determine a person's intention (Ajzen, 1991). TPB and several other models were then combined by Venkatesh et al. (2003) to form the basis formulation of the Unified Theory of Acceptance and Use of Technology (UTAUT). Facilitating conditions as one of the components from UTAUT has a root construct derived from perceived behavioral control, so that facilitating conditions can be used directly to predict behavioral intentions (Venkatesh et al., 2003). Gunawan et al., (2022) have studied consumer intentions to use EV in Indonesia by using a combination of UTAUT2, TPB and perceived risk theories. Dutta & Hwang (2021) focused on research on the adoption of EV in Taiwan through TPB. On the other hand, Jiménez & San-Martin (2016) used the country-of-origin reputation (COOR) approach in examining perceived risk (PR) and trust (TR) in cars from South Korea. Thus, not many have studied the influence of the country-of-origin aspect in EV adoption literature. Existing studies on country-

of-origin has a research context towards various products such as conventional cars, e-commerce services, fashion, cameras, and even medicine (Jiménez & San-Martin., 2010, 2016; Shin et al., 2012; Bhattacharya et al., 2022; Kim et al., 2024). In addition, there are still a few that combine TPB, PR, TR, and COOR to predict EV adoption. Therefore, this study will attempt to fill this gap while modifying TPB by including facilitating conditions (FC) aspect to make it more suitable for EV context.

A company's reputation from a COO can reveal past behavior and future performance, reducing consumer risk when unfamiliar with foreign or emerging market products (Jiménez & San-Martin, 2016). A study by Thanasuta et al. (2009) found that Japanese cars are the preferred choice for most Thai consumers due to their quality and excellent after-sales service over the past 50 years in the Thai automotive market. A lingering antipathy towards a country due to political or economic events can negatively impact consumers, as seen in Chinese consumers' reduced interest in Japanese products due to past war violence (Maher & Carter, 2011). Similarly, COOR negatively affects PR in the context of South Korean cars (Jiménez & San-Martin, 2016), and Shin et al. (2012) found similar results for COO in camera and clothing products. Based on these findings, we propose the following hypothesis.

H1: When country-of-origin reputation is higher, perceived risk will be lower.

COO influences both risk perception and trust. When a product's COO is perceived well, consumers have more positive and satisfied feelings, leading to higher initial trust in the company (Jiménez & San-Martin, 2010). A well-built COOR signals a company's ability to comply with commitments, strengthening consumer trust (Jiménez & San-Martin, 2016). Research on South Korean cars in Spain and Mexico, and online shopping platforms, shows a significant relationship between COOR and trust (Jiménez & San-Martin, 2010; 2016; Bhattacharya et al., 2022). Therefore, we propose the following hypothesis.

H2: When country-of-origin reputation is higher, trust will be higher.

Consumers must face risk, though it can be painful and cause anxiety (Taylor, 1974). EV performance risk arises when consumers perceive EV performance as lower than conventional cars (Wang et al., 2018). Additionally, there's a potential risk of product-related health issues, such as injury from home EV charging (Featherman et al., 2021). Research by Liao (2021) and Wang et al. (2018) found a negative relationship between performance risk and EV adoption attitudes, while Jaiswal et al. (2021) found no significant association. These contradictory results suggest the following hypothesis for future research.

H2: Perceived risk negatively influences attitudes toward electric vehicles from China in Indonesia.

Trust arises when parties have confidence in each other's reliability and integrity (Morgan & Hunt, 1994). It's crucial in relationships, reducing consumer uncertainty (Jiménez & San-Martin, 2010). Consumers trust companies' abilities and integrity, fostering long-term relationships (Shih et al., 2023). As a key influencer in human-machine interactions, trust shapes consumer attitudes towards technology (Pitardi & Marriott, 2021). Studies show a positive correlation between trust and attitude in electric car ridesharing (Eccarius & Chen, 2024), face recognition payment technology (Moriuchi, 2021), and virtual assistant technology (Pitardi & Marriott, 2021).

H4: Trust positively influences attitude toward electric vehicles from China in Indonesia.

Attitude, as defined by Ajzen (1991), reflects an individual's perception of a behavior's positivity or negativity. The advantages of cutting-edge technology in products significantly influence consumer attitudes (Yuen et al., 2020). Personal experience with electric cars shapes

new consumers' attitudes, making them primary psychological factors influencing adoption intention (Li et al., 2017). Intention measures effort in executing a behavior, and individuals are more likely to engage in it when they perceive it favorably (Ajzen, 2005). As awareness of EVs' advantages grows, widespread adoption is expected to increase (Gunawan et al., 2022). Studies in Taiwan, China, and India have shown a positive impact of attitude on EV adoption intention (Liao, 2021; Dutta & Hwang, 2021; Wang et al., 2018; Jaiswal et al., 2021). Based on these findings, we propose the following hypothesis:

H5: Attitude positively influence intention to adopt electric vehicles from China in Indonesia.

Subjective norms, social pressure from groups or influential individuals, influence EV adoption (Ajzen, 1991). Influential individuals include parents, friends, co-workers, or experts. Group or racial members often comply with group rules, impacting EV adoption (Ramachandaramurthy et al., 2023). Purchasing an EV involves family consideration, including vehicle count and home charging (Li et al., 2017). Previous studies show SN positively influences EV attitudes (Liao, 2021; Dutta & Hwang, 2021; Shalender & Sharma, 2020). Mohamed et al. (2016) found a modest positive impact of SN on EV adoption in Canada. This study explores the following hypothesis:

H6: Subjective norms positively influence intention to adopt electric vehicles from China in Indonesia.

Facilitating conditions (FC) is the level of trust in infrastructure and organizational support for system or product adoption (Venkatesh et al., 2003). Incentive policies in many countries accelerate EV adoption, leading to substantial cost savings for consumers (Huang & Ge, 2019). Indonesian consumer confidence in EVs is influenced by government efforts to facilitate electrification programs, such as infrastructure preparation and incentives (Gunawan et al., 2022; Veza et al., 2022). However, charging infrastructure remains a major challenge in Indonesia (Gunawan et al., 2022; Veza et al., 2022). Studies by Alwadain et al. (2024) in Saudi Arabia, Castillo et al. (2023) in India and Spain, and Chaveesuk et al. (2023) on autonomous vehicles in Thailand show a positive relationship between FC and EV adoption intention. Based on these findings, we propose the following hypothesis:

H7: Facilitating conditions positively influences intention to adopt electric vehicles from China in Indonesia.

METHODS

Data collection will be conducted with convenience sampling. The number of samples needed is five times the number of indicators (Hair et al., 2019a). So, the minimum number of respondents needed is 180, considering 36 indicators. The chosen population includes conventional car owners and car users who use cars but don't own one. These include family car users and those who rely on conventional or online car taxi services. The targeted samples are residents of major Indonesian cities like Jakarta, Bandung, Bogor, Tangerang, Depok, and Bekasi, also targeted respondents must know about Chinese EVs sold in Indonesia such as their advantages and disadvantages. Data was collected using Google Forms and sent through social media. The questionnaire form was written in Indonesian and English. A pre-test was conducted among 31 of the 55 sample respondents. The results tested reliability and validity of indicator items and provided feedback to refine the questionnaire. A total of 310 responses were collected during the actual survey conducted in November 2024.

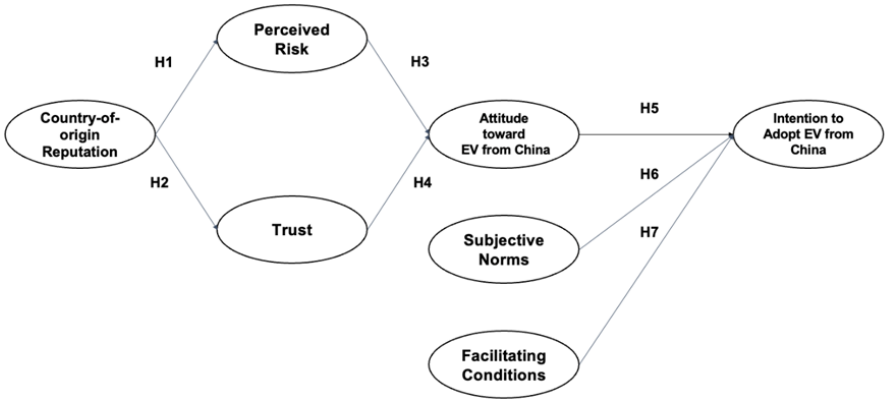
Eight constructs which consists of 36 indicator items are measured using a Likert scale from 1 to 5, where "strongly disagree" is worth one point and "strongly agree" is worth five points. COOR is measured using indicators from Jiménez & San-Martin (2016). PR and TR are measured using indicators from Wang et al. (2018), Liao (2021), and Jiménez & San-Martin

(2016). Indicators from Jaiswal et al. (2021), Liao (2021), Gunawan et al. (2022), and Castillo et al. (2023) assess TPB constructs: ATT, SN, FC, and ITA. Some measurement item words are modified or adjusted for Indonesian respondents. The PLS-SEM method is used for data analysis in this study, as suggested by Hair et al. (2011) for complex research models with numerous indicators. The results were analyzed through reflective measurement model analysis, structural model evaluation, convergent validity, internal consistency, discriminant validity, structural model analysis, and examining hypothetical relationships. SmartPLS version 4.1.0.9 was used to analyze the data. The following are measurement items and conceptual framework used in this study.

Table 1. Measurement Items

Construct	Item	Measurement	Sources
Country-of-origin-Reputation (COO)	COO1	I believe that China EV firms are innovative	Jiménez & San-Martin, 2016
	COO2	I think that China EV firms possess a distinguished brand image	
	COO3	I believe that China EV firms are prestigious	
	COO4	I think EV China firms are well recognized	
	COO5	I think that China EV firms have a bad reputation in the market	
	COO6	I believe that China EV firms are frequently mentioned in the media	
	COO7	I think that China EV firms have better reputation than others	
Perceived Risk (PR)	PR1	I am afraid of suffering financial losses (e.g: total purchasing cost, battery replacement cost, insurance coverage, resale value) when using EV from China	Wang et al., 2018; Liao, 2021
	PR2	I would not feel totally safe when I drive EV from China on the road	
	PR3	Considering the disadvantages of EV from China (e.g, limited driving range, difficult to find charging station, long time recharging), I think using EV from China could involve important time losses	
	PR4	I worry about whether EV from China will really perform as well as traditional gasoline vehicles	
	PR5	I worry about that my family and friends don't understand me if I purchase EV from China	
	PR6	I am afraid that the cruising range of EV from China cannot meet my expectation (discrepancy between company's claim and real vehicle usage)	
	PR7	I am afraid that EV from China often break	
Trust (TR)	TR1	I believe China EV firms are giving fulfillment of promises	Jiménez & San-Martin, 2016
	TR2	I believe that China EV firms make honest transactions	
	TR3	I am confident that China EV firms will act in the best interest of the customer	
	TR4	I think that China EV firms are concerned about customer satisfaction	
	TR5	I believe that China EV firms give detailed and truthful information	
	TR6	I trust in the technical capacity of China EV firms	
Attitude toward adoption of EV from China (ATT)	ATT1	I am interested in EV from China	Jaiswal et al., 2021; Liao, 2021
	ATT2	I like the idea of using EV from China	
	ATT3	It gives me positive feeling to adopt EV from China as one of my travel choices	
	ATT4	In the long term, I think buying EV from China is more cost effective than owning a conventional vehicle	
Subjective Norms (SN)	SN1	If my family and relatives had bought and used EV from China, maybe I would too	Gunawan et al., 2022
	SN2	Maybe I will be interested in using EV from China if my close friends recommend it	
	SN3	If the environment I work in uses EV from China, I might as well use them	
Facilitating Conditions (FC)	FC1	The Indonesian government is actively setting up facilities for selling electric vehicles	Gunawan et al., 2022;
	FC2	The Indonesian government is actively setting up public electric refueling facilities	

	FC3	The Indonesian government is actively offering incentives to increase electric power for electric vehicle owners	Castillo et al., 2023
	FC4	There is a help center that can be contacted in case of problems with EV from China	
	FC5	I would be constrained by the lack of infrastructure and other facilities to use EV from China	
Intention to adopt EV from China (ITA)	ITA1	I am willing to adopt EV from China when choosing a vehicle in the near future	Jaiswal et al., 2021
	ITA2	I plan to adopt EV from China when choosing vehicle in the near future	
	ITA3	I intend to adopt EV from China when choosing a vehicle in the near future	
	ITA4	I would like to recommend others to adopt EV from China when they planned to choose a vehicle	



Source: Author

Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

Pre-Test

Internal consistency reliability for constructs was measured using composite reliability and Cronbach's alpha, both of which require a minimum standard value of 0.70 (Hair, et al., 2013). The convergent validity is assessed using Average Variance Extraction (AVE) and must be greater than 0.5 for the construct to be considered valid (Hair et al., 2013). Convergent validity is also measured through outer loading, in which high outer loading indicates similarities between indicators related to a construct (Hair, 2017). Hair et al. (2010) suggest a standard of 0.5 or higher for good outer loading, and ideally 0.7 or higher.

On this pre-test phase, we found that 4 indicators and 2 constructs didn't meet the minimum standard needed for reliability and validity. After removing unreliable indicators and reanalyzing the data until all outer loadings are above standard, Cronbach's Alpha and AVE of COO still fall below the standard. This is likely because of the limited sample size during the pre-test. PLS-SEM is more sensitive to sample size and becomes unreliable when using small samples (Hair et al., 2010). Indicator items that were eliminated in this pre-test will be omitted from the actual survey.

Respondent Profile

This study collected 260 valid responses out of 310 from the actual survey. The gender distribution is nearly balanced with a significant share of respondents over the age of 35 (66%). Most respondents lived in Jakarta (48%), followed by other major cities in Java like Tangerang (17%), Bandung (12%), and Bogor (6%). More than half respondents hold a bachelor's degree (59%) and are quite well-off, earning a monthly income exceeding Rp. 15,000,000 (63%) which is triple the minimum wage in Jakarta (Badan Pusat Statistik DKI Jakarta, 2023). Almost

all respondents are also conventional car owners (75%). Respondents were also asked to recall EV brands they remember the most from a list of six Chinese EVs sold in Indonesia. BYD (51%) and Wuling (45%) are the two brands that emerged at the top of the list.

Reliability and Validity

In the first data processing stage, indicator FC5 came out as unreliable with an outer loading of -0.300 and had to be eliminated. Consequently, Cronbach's alpha (0.624) and AVE (0.483) of FC are also below the standard threshold. Upon elimination of FC5, the data was then processed a second time and the results showed that all construct and indicators were reliable and valid. The final analysis results are shown in the table below.

Table 1. Validity and Reliability of Construct

Construct	Indicator	Outer Loadings	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Country-of-origin-Reputation (COO)	COO1	0.628	0.709	0.819	0.533
	COO2	0.804			
	COO5	0.674			
	COO7	0.799			
Perceived Risk (PR)	PR2	0.748	0.850	0.894	0.627
	PR3	0.742			
	PR4	0.848			
	PR6	0.789			
	PR7	0.827			
Trust (TR)	TR1	0.779	0.892	0.917	0.648
	TR2	0.806			
	TR3	0.814			
	TR4	0.814			
	TR5	0.834			
	TR6	0.782			
Attitude toward adoption of EV from China (ATT)	ATT1	0.920	0.901	0.933	0.778
	ATT2	0.950			
	ATT3	0.915			
	ATT4	0.724			
Subjective Norms (SN)	SN1	0.916	0.914	0.946	0.854
	SN2	0.949			
	SN3	0.907			
Facilitating Conditions (FC)	FC1	0.794	0.781	0.859	0.604
	FC2	0.783			
	FC3	0.854			
	FC4	0.667			
Intention to adopt EV from China (ITA)	ITA1	0.937	0.952	0.966	0.875
	ITA2	0.960			
	ITA3	0.951			
	ITA4	0.892			

Source: Research data

Discriminant Validity

This study employs the heterotrait-monotrait (HTMT) criterion to assess discriminant validity, which measures how each construct differs from each other (Hair et al., 2019a). The HTMT criterion has a maximum value of 0.90 for constructs that share similar concepts and a maximum value of 0.85 for constructs that have distinct concepts (Hair et al., 2019b). In the study's results, the HTMT value between ATT and INT is 0.856, which is valid according to the standard of 0.90 since both constructs share a similar concept. HTMT values for the rest of

constructs all fall below the threshold of 0.85, indicating their validity. The results are shown in the table below.

Table 2. Correlation of Measurement Items

	ATT	COO	FC	ITA	PR	SN	TR
ATT							
COO	0.696						
FC	0.587	0.625					
ITA	0.856	0.609	0.507				
PR	0.703	0.519	0.465	0.744			
SN	0.738	0.445	0.382	0.648	0.410		
TR	0.675	0.715	0.575	0.559	0.511	0.558	

Source: Research data

Structural Model

Coefficient of determination (R2) is the most used measurement for evaluating structural models. A higher R2 indicates better prediction of the dependent variable (Hair et al., 2019b). The result showed that R2 value for PR is 0.164, TR is 0.350, ATT is 0.521, and INT is 0.649. It can be concluded that the PR and TR have weak explanatory power, while the ATT and INT have moderate explanatory power.

Hypothesis Test Result

The path coefficient's significance is evaluated to examine the relevance of the relationship between constructs (Hair et al., 2019a). Hair (2017) stated that path coefficient value ranges from -1 to +1, indicating a strong negative or positive relationship. In marketing research, significance level is typically assumed to be 5% (Hair, 2017). To measure the significance of relationship between constructs at that level, the p-value must be less than 0.05 and the t-value must exceed 1.65 in a one-tailed test (Hair, 2017). Data analysis was done by bootstrapping 5000 samples as recommended by Hair (2017) with a one-tailed test since the hypothesis in this study has a negative or positive direction. The test results below showed that H1, H2, H3, H4, H5, and H6 were accepted and had a significant relationship. However, H7 was rejected, indicating that FC did not have a significant influence on attitude towards EV from China in Indonesia.

Table 3. Result of Hypothesis Testing

Hypothesis	Hypothesis Direction	Path Coefficients	T statistics	P values	Results
H1	COO → PR	-0.416	7.691	0.000	Accepted
H2	COO → TR	0.674	20.171	0.000	Accepted
H3	PR → ATT	-0.450	9.056	0.000	Accepted
H4	TR → ATT	0.406	7.163	0.000	Accepted
H5	ATT → ITA	0.681	12.893	0.000	Accepted
H6	SN → ITA	0.131	2.485	0.006	Accepted
H7	FC → ITA	0.064	1.278	0.101	Rejected

Source: Research data

Discussion

The finding in this study proven that higher COOR reduces PR. This result aligns with the research of Jiménez & San-Martin (2016) and Shin et al. (2012). Moreover, we found that a high COOR enhances TR, which support the findings of Jiménez & San-Martin (2010, 2016). Most EV from China have only been launched in Indonesia for the past three years. However, the results from this study indicated that Indonesian consumers have placed trust in the reputation of China, which helped to reduce their perception of risk. Previously perceived as a country lacking in technology and automotive industry, the quality of Chinese cars has significantly improved since 2005 (Li, 2020; Veza et al., 2021) and this improvement is particularly notable for our mature respondents who might have personally experienced the enhanced quality of Chinese cars compared to their initial arrival in Indonesia. PR has been found to have a negative impact on ATT towards the adoption of EV from China. This finding aligns with previous literature in China by Wang et al. (2018) and Liao (2021), as well as in India by Jaiswal et al. (2021). On the contrary, TR have a positive influence on ATT towards the adoption of EV from China. This corroborates the findings of previous research on adoption of EV ride-sharing (Eccarius & Chen, 2024) and virtual assistant Alexa (Pitardi & Marriott, 2021). The majority of respondents who own conventional cars may have become more cautious in considering long-term car risks due to past purchase experiences. Furthermore, the presence of Chinese car companies through dealers that mostly located in capital city and large cities where our respondents lived, so this exposure may contribute to the sense of trust in Chinese EV for them. Attitude has proven to have a positive impact on the intention to adopt EV (ITA) from China. This finding is consistent with the results from previous studies by Wang (2018), Liao (2021), Jaiswal (2021), and Dutta & Hwang (2021). The intention to adopt EV from China is also positively influenced by SN. This has confirmed the result of Liao (2021) in China, Dutta & Hwang (2021) in Taiwan, Shalender & Sharma (2020) in India, and Mohammed et al. (2016) in Canada.

Chinese electric car companies can enhance their reputations and reduce perceived risk by prioritizing long-term commitments to fulfilling sales promises through after-sales service. This includes establishing a comprehensive dealer network and after-sales service throughout Indonesia to reach consumers more closely. Electric car manufacturers are advised to assume accountability for mitigating potential losses associated with their products (Jaiswal et al., 2021) and enhancing their innovation capabilities and improving vehicle quality (Liao, 2021) in order to persuade consumers to favor Chinese-produced electric vehicles. Companies should focus on promoting factors that increase trust and reduce consumer risk perception, as subjective norms have little influence on electric car adoption among established and mature respondents.

FC were found to have no impact on the intention to adopt EV from China, thus rejecting H7. This result contradicts literature by Chaveesuk et al. (2023), Castillo et al. (2023), and Alwadain et al. (2024). Our study's measurement items mostly refer to the government's effort in setting up public charging facilities and offering incentives for increasing household electricity power. A possible reason for this contradictory result is respondents in our study are considered capable of facilitating themselves for charging needs. To install a home charging device in Indonesia, consumers must upgrade their household electricity capacity to 7,700 Volt Ampere (VA) at a discounted cost of IDR 850,000 from the original price of IDR 7.49 million (PLN, 2023; Setiawan, 2024). 63% of our respondents who have an income above IDR 15 million can be considered in the upper class who have expenses of more than IDR 6 million per month (World Bank, 2019), so they are considered able to facilitate themselves with home charging even without incentives. To encourage EV adoption for this consumer group, the government could provide non-financial incentives such as exclusive parking spaces at shopping centers and discounts on parking fees or tolls.

CONCLUSION

The results from this study showed that respondents no longer perceived China's reputation as negative as it used to be. Instead, they believe that Chinese car technology is of higher quality, which can help reduce safety risks. COOR plays a crucial role in reducing perceived risks and fostering trust.

PR negatively affects attitude towards adopting Chinese EV in Indonesia, while TR positively affects it. ATT, along with SN, positively affects the intention to adopt Chinese EV. However, only FC have been proven to not affect the intention. In conclusion, ATT holds the strongest influence towards INT compared to SN and FC.

Established and mature respondents in our study are considered able to facilitate themselves with personal car charging devices. Therefore, public charging facilities and financial incentives on household electrical capacity provided by the government are insignificant when considering the adoption of Chinese EV.

Similar to Jiménez & San-Martin's (2016) study on COO reputation in automobiles, this study's findings are limited due to its specific product type and COO country context. The relevance of this context depends on the COO's advancement of electric car technology and the country's reputation. Potential biases include the questionnaire's dual language, the meaning of COO reputation due to the car product category's close relationship with its brand (Jiménez & San-Martin, 2010), and the selection of the respondent sample, as knowledgeable individuals about electric cars may attend automotive exhibitions, visit showrooms, or hear from friends. This study, targeting respondents from major Indonesian cities, primarily Java, may not be representative of other major cities outside Java.

The rejection of a hypothesis suggests unexplored factors influencing Chinese electric car adoption. The study's focus on the rise of Chinese electric cars in Indonesia in 2024 is limited to a specific phenomenon. Further research, especially on Chinese electric cars, is needed due to the dynamic nature of the automotive market, regulations, and government. Suggestions for further research include waiting until the Indonesian electric car market becomes more diverse, with products from various countries, which could alter the study's results. As in Alwadain et al. (2024) and Castillo et al. (2023), future researchers could include technology, expertise, and consumers' ability to facilitate electric car adoption in facilitating conditions. Future studies of COOs in other countries could explore more relevant variables based on the state of the electric car industry and the COOs' reputations.

REFERENCES

Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Ajzen, I. (2005). *Attitudes, Personality and Behavior*. Open University Press.

Alwadain, A., Fati, S. M., Ali, K., & Ali, R. F. (2024). From theory to practice: An integrated TTF-UTAUT study on electric vehicle adoption behavior. *PLOS ONE*, 19(3), e0297890. https://doi.org/10.1371/journal.pone.0297890.

Antara. (2024). *GIIAS 2024: Diramaikan Mobil Listrik Baru Buatan Cina, Cek Kehandalannya*. Tempo; TEMPO.CO. https://bisnis.tempo.co/read/1893320/giias-2024-diramaikan-mobil-listrik-baru-buatan-cina-cek-kehandalannya.

Arifin, R. (2024a). *Survei: Segini Harga Mobil Listrik Idaman Orang Indonesia*. Detikoto; detikcom. https://oto.detik.com/mobil-listrik/d-7377666/survei-segini-harga-mobil-listrik-idaman-orang-indonesia.

Arifin, R. (2024b). *Warga RI Lebih Suka Ngecas Kendaraan Listrik di Rumah atau SPKLU? Ini Hasil Risetnya*. Detikoto; detikcom. https://oto.detik.com/mobil-listrik/d-7380740/warga-ri-lebih-suka-ngecas-kendaraan-listrik-di-rumah-atau-spklu-ini-hasil-risetnya.

Azzahra, Q. (2021). *Berbagai insentif demi perkembangan kendaraan listrik*. Alinea.id. https://www.alinea.id/infografis/berbagai-insentif-demi-perkembangan-kendaraan-listrik-b2cww90hJ.

Badan Pusat Statistik DKI Jakarta. (2023). *Upah Minimum Provinsi DKI Jakarta - Tabel Statistik*. Bps.go.id. https://jakarta.bps.go.id/id/statistics-table/2/MTIzNiMy/upah-minimum-provinsi-dki-jakarta.html.

Bhattacharya, S., Sharma, R. P., & Gupta, A. (2022). Does e-retailer's country of origin influence consumer privacy, trust and purchase intention? *Journal of Consumer Marketing*, 40(2). https://doi.org/10.1108/jcm-04-2021-4611.

Chaveesuk, S., Chaiyasoonthorn, W., Kamales, N., Dacko-Pikiewicz, Z., Liszewski, W., & Khalid, B. (2023). Evaluating the Determinants of Consumer Adoption of Autonomous Vehicles in Thailand—An Extended UTAUT Model. *Energies*, 16(2), 855. https://doi.org/10.3390/en16020855.

CNN Indonesia. (2024). *Kenalan Zeekr, Merek Mobil Listrik Baru China Segera Mengaspal di RI*. CNN Indonesia. https://www.cnnindonesia.com/otomotif/20240930161400-603-1150011/kenalan-zeekr-merek-mobil-listrik-baru-china-segera-mengaspal-di-ri.

Diamantopoulos, A., Schlegelmilch, B., & Palihawadana, D. (2011). The relationship between country-of-origin image and brand image as drivers of purchase intentions. *International Marketing Review*, 28(5), 508–524. https://doi.org/10.1108/02651331111167624.

Dutta, B., & Hwang, H.-G. (2021). Consumers Purchase Intentions of Green Electric Vehicles: the Influence of Consumers Technological and Environmental Considerations. *Sustainability*, 13(21), 12025. MDPI. https://www.mdpi.com/2071-1050/13/21/12025.

Eccarius, T., & Chen, C.-F. (2024). Examining trust as a critical factor for the adoption of electric vehicle sharing via necessary condition analysis. *Technological Forecasting and Social Change*, 208, 123681. https://doi.org/10.1016/j.techfore.2024.123681.

Fea. (2023). *Insentif Mobil Listrik Impor CBU Tak Seperti Ioniq 5 dan Air EV*. Otomotif; cnnindonesia.com. https://www.cnnindonesia.com/otomotif/20231219130720-603-1039149/insentif-mobil-listrik-impor-cbu-tak-seperti-ioniq-5-dan-air-ev.

Featherman, M., Jia, S. (Jasper), Califf, C. B., & Hajli, N. (2021). The impact of new technologies on consumers beliefs: Reducing the perceived risks of electric vehicle adoption. *Technological Forecasting and Social Change*, 169, 120847. https://doi.org/10.1016/j.techfore.2021.120847.

Ferdian, A. (2018). *Sokonindo Ingin Hapus Stigma Buruk Merek China di Indonesia*. KOMPAS.com. https://otomotif.kompas.com/read/2018/05/08/092300015/sokonindo-ingin-hapus-stigma-buruk-merek-china-di-indonesia.

Ferdian, A. (2024). *Mobil Listrik Bekas Sulit Dijual, Mobil Listrik Baru Terus Bermunculan*. KOMPAS.com; Kompas.com. https://otomotif.kompas.com/read/2024/06/28/200100115/mobil-listrik-bekas-sulit-dijual-mobil-listrik-baru-terus-bermunculan.

Fitrianto, D., & Triyatna, S. O. (2018). *Invasi Kedua Negeri Tirai Bambu (II)*. Tutur Visual - Kompas.id; PT Kompas Media Nusantara. https://interaktif.kompas.id/baca/mobil-china-part-2/.

Galiartha, G. (2017). *Wuling vs stigma produk China*. Antara News; ANTARA. https://otomotif.antaranews.com/berita/659331/wuling-vs-stigma-produk-china.

Gunawan, I., Redi, A. A. N. P., Santosa, A. A., Maghfiroh, M. F. N., Pandyaswargo, A. H., & Kurniawan, A. C. (2022). Determinants of Customer Intentions to Use Electric Vehicle in Indonesia: An Integrated Model Analysis. *Sustainability*, 14(4), 1972. https://doi.org/10.3390/su14041972.

Hair, J. F. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage.

Hair, J. F., Black, W. C., & Babin, B. J. (2019a). *Multivariate data analysis* (8th ed.). Cengage Learning Emea.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Pearson Prentice Hall.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. https://doi.org/10.2753/MTP1069-6679190202.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. *Long Range Planning*, 46(1-2), 1–12. https://doi.org/10.1016/j.lrp.2013.01.001.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019b). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203.

Higueras-Castillo, E., Singh, V., Singh, V., & Liébana-Cabanillas, F. (2023). Factors affecting adoption intention of electric vehicle: a cross-cultural study. *Environment, Development and Sustainability*. https://doi.org/10.1007/s10668-023-03865-y.

Ho, L. (2024). *BYD issues recall for close to 100,000 vehicles due to potential fire hazards.* CarNewsChina.com. https://carnewschina.com/2024/09/30/byd-recalls-nearly-100000-vehicles-over-fire-risks/.

Huang, X., & Ge, J. (2019). Electric vehicle development in Beijing: An analysis of consumer purchase intention. *Journal of Cleaner Production*, 216, 361–372.

Ibrahim, S. M. (2022, January 21). Pemerintah Terus Dorong Penggunaan Mobil Listrik. Dephub.go.id. https://dephub.go.id/post/read/pemerintah-terus-dorong-penggunaan-mobil-listrik.

IEA (2024). *Global EV Outlook 2024*. IEA. https://www.iea.org/reports/global-ev-outlook-2024.

Jaiswal, D., Kaushal, V., Kant, R., & Kumar Singh, P. (2021). Consumer adoption intention for electric vehicles: Insights and evidence from Indian sustainable transportation. *Technological Forecasting and Social Change*, 173, 121089. https://doi.org/10.1016/j.techfore.2021.121089.

Jiménez, N. H., & San Martín, S. (2010). The role of country-of-origin, ethnocentrism and animosity in promoting consumer trust. The moderating role of familiarity. *International Business Review*, 19(1), 34–45. https://doi.org/10.1016/j.ibusrev.2009.10.001.

Jiménez, N., & San-Martin, S. (2016). The central role of the reputation of country-of-origin firms in developing markets. *Journal of Business & Industrial Marketing*, 31(3), 349–364. https://doi.org/10.1108/jbim-02-2013-0045.

Jordy. (2024). *Daftar Mobil Listrik China di Indonesia, Harganya Terjangkau.* Fortuneidn.com. https://www.fortuneidn.com/tech/jordy/mobil-listrik-china-di-indonesia.

Kang, M., & Yang, S.-U. (2010). Comparing Effects of Country Reputation and the Overall Corporate Reputations of a Country on International Consumers' Product Attitudes and Purchase Intentions. Corporate Reputation Review, 13(1), 52–62. https://doi.org/10.1057/crr.2010.1.

Kim, L., Pattarawadee Maijan, Teerasak Jindabot, & Sook Fern Yeo. (2024). How country of origin, perceived quality, and trust influence intention to purchase sars covid medications. Social Sciences & Humanities Open, 10, 101116–101116. https://doi.org/10.1016/j.ssaho.2024.101116.

Kothari, S. (2024). *BYD's Quality Problems Hit International Markets: Report.* InsideEVs. https://insideevs.com/news/712148/byd-quality-problems-hit-international-markets/.

Krisdamarjati, Y. A. (2024). *Impor Mobil Listrik Meningkat 347 Persen, China Dominasi Pangsa Pasar Indonesia*. Kompas.id. https://www.kompas.id/artikel/regulasi-indonesia-membuka-peluang-dominasi-mobil-listrik-dari-china.

Li, J. (2020). Charging Chinese future: the roadmap of China's policy for new energy automotive industry. International Journal of Hydrogen Energy, 45(20), 11409–11423. https://doi.org/10.1016/j.ijhydene.2020.02.075.

Li, W., Long, R., Chen, H., & Geng, J. (2017). A review of factors influencing consumer intentions to adopt battery electric vehicles. *Renewable and Sustainable Energy Reviews*, 78(1), 318–328. https://doi.org/10.1016/j.rser.2017.04.076.

Liao, Y. (2021). Intention of consumers to adopt electric vehicle in the post-subsidy era: evidence from China. *International Journal of Sustainable Transportation*, 1–24. https://doi.org/10.1080/15568318.2021.1918297.

Maher, A. A., & Carter, L. L. (2011). The affective and cognitive components of country image. *International Marketing Review*, 28(6), 559–580. https://doi.org/10.1108/02651331111181411.

Mitchell, V-W. (1992). Understanding Consumers' Behaviour: Can Perceived Risk Theory Help? *Management Decision*, 30(3). https://doi.org/10.1108/00251749210013050.

Mohamed, M., Higgins, C., Ferguson, M., & Kanaroglou, P. (2016). Identifying and characterizing potential electric vehicle adopters in Canada: A two-stage modelling approach. *Transport Policy*, 52, 100–112. https://doi.org/10.1016/j.tranpol.2016.07.006.

Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20–38. https://doi.org/10.1177/002224299405800302.

Moriuchi, E. (2021). An empirical study of consumers' intention to use biometric facial recognition as a payment method. *Psychology & Marketing*, 38(10). https://doi.org/10.1002/mar.21495.

Nienhaus, A., & Brandt, F. (2023, March 22). How cities can encourage EV adoption. World Economic Forum. https://www.weforum.org/agenda/2023/03/how-cities-can-encourage-ev-adoption/.

Opletal, J. (2023). *Chinese EV dropped the whole battery pack while driving*. CarNewsChina.com. https://carnewschina.com/2023/06/30/chinese-ev-dropped-the-whole-battery-pack-while-driving-video/.

Pitardi, V., & Marriott, H. R. (2021). Alexa, she's not human but… Unveiling the drivers of consumers' trust in voice-based artificial intelligence. *Psychology & Marketing*, 38(4), 626–642. https://doi.org/10.1002/mar.21457.

PLN. (2023, February 25). *Home Charging Produk Layanan PLN untuk Kebutuhan Pengisian Baterai Kendaraan Listrik di Rumah* [Press release]. https://web.pln.co.id/cms/media/siaran-pers/2023/02/home-charging-produk-layanan-pln-untuk-kebutuhan-pengisian-baterai-kendaraan-listrik-di-rumah/.

Priyanto, W. (2023). *Daftar Motor dan Mobil yang Dapat Insentif Kendaraan Listrik*. Tempo. https://otomotif.tempo.co/read/1699316/daftar-motor-dan-mobil-yang-dapat-insentif-kendaraan-listrik.

PwC Indonesia. (2023). *Indonesia Electric Vehicle Consumer Survey 2023*. PwC Indonesia. https://www.pwc.com/id/en/pwc-publications/industries-publications/consumer-and-industrial-products-and-services/automotive-survey-report-2023.html.

Ramachandaramurthy, V. K., Ajmal, A. M., Kasinathan, P., Tan, K. M., Yong, J. Y., & Vinoth, R. (2023b). Social Acceptance and Preference of EV Users—A Review. *IEEE Access*, 11, 11956–11972. https://doi.org/10.1109/access.2023.3241636.

Rayanti, D. (2024). *Ini Dia Mobil yang Paling Banyak Diimpor ke Indonesia*. Detikoto; detikcom. https://oto.detik.com/mobil/d-7540804/ini-dia-mobil-yang-paling-banyak-diimpor-ke-indonesia.

Sandi, F. (2023). *Resmi Berlaku! Beli Mobil Listrik Cuma Kena PPN 1%*. CNBC Indonesia. https://www.cnbcindonesia.com/news/20230403113205-4-426796/resmi-berlaku-beli-mobil-listrik-cuma-kena-ppn-1.

Saputra, D. (2023). *Segini Biaya Pasang Charger Mobil Listrik di Rumah*. Detikproperti; detikcom. https://www.detik.com/properti/berita/d-6972282/segini-biaya-pasang-charger-mobil-listrik-di-rumah.

Setiawan, V. N. (2024). *PLN Kasih Diskon Besar-besaran, Tambah Daya Buat Charger EV di Rumah*. CNBC Indonesia; cnbcindonesia.com. https://www.cnbcindonesia.com/news/20241203134624-4-592992/pln-kasih-diskon-besar-besaran-tambah-daya-buat-charger-ev-di-rumah.

Shalender, K., & Sharma, N. (2020). Using extended theory of planned behaviour (TPB) to predict adoption intention of electric vehicles in India. *Environment, Development and Sustainability*, 23. https://doi.org/10.1007/s10668-020-00602-7.

Shih, H., Lai, K., & Cheng, T. C. E. (2013). Informational and Relational Influences on Electronic Word of Mouth: An Empirical Study of an Online Consumer Discussion Forum. *International Journal of Electronic Commerce*, 17(4), 137–166. https://doi.org/10.2753/jec1086-4415170405.

Shin, S., Lee, S., Aiken, K. D., & Chaiy, S. (2012). "Made in" versus "Shipped from": Country-of-Delivery-Origin Effects and the Role of Perceived Risk. *Journal of Internet Commerce*, 11(3), 187–207. https://doi.org/10.1080/15332861.2012.729462.

Simsekoglu, Ö., & Nayum, A. (2019). Predictors of intention to buy a battery electric vehicle among conventional car drivers. *Transportation Research Part F: Traffic Psychology and Behaviour*, 60, 1–10. https://doi.org/10.1016/j.trf.2018.10.001.

Taylor, J. W. (1974). The Role of Risk in Consumer Behavior. *Journal of Marketing*, 38(2), 54–60. https://doi.org/10.1177/002224297403800211.

Thanasuta, K., Patoomsuwan, T., Chaimahawong, V., & Chiaravutthi, Y. (2009). Brand and country of origin valuations of automobiles. *Asia Pacific Journal of Marketing and Logistics*, 21(3), 355–375. https://doi.org/10.1108/13555850910973847.

Vainilavicius, J. (2024). *Xiaomi electric car breaks down after just 24 miles.* Cybernews. https://cybernews.com/news/xiaomi-electric-car-breaks-down/.

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425–478. JStor. https://doi.org/10.2307/30036540.

Vero, & WeBridge. (2024). *The Road to Southeast Asia: A Study of Consumer Perceptions and Market Opportunities for Chinese Automotive Brands*. Vero. https://vero-asean.com/whitepaper/chinese-automotive-in-southeast-asia/.

Veza, I., Abas, M. A., Djamari, D. W., Tamaldin, N., Endrasari, F., Budiman, B. A., Idris, M., Opia, A. C., Juangsa, F. B., & Aziz, M. (2022). Electric Vehicles in Malaysia and Indonesia: Opportunities and Challenges. *Energies*, 15(7), 2564. https://doi.org/10.3390/en15072564.

Veza, I., Said, M. F. M., Riyadi, T. W. B., Djamari, D. W., Abas, M. A., Latiff, Z. A., & Said, M. (2021). Cause and Effect of the Emerging Chinese Car in the Indonesian Automotive Industry. *Journal of Advanced Vehicle System*, 12(2), 21–30. https://akademiabaru.com/submit/index.php/javs/article/view/4407.

Wang, S., Wang, J., Li, J., Wang, J., & Liang, L. (2018). Policy implications for promoting the adoption of electric vehicles: Do consumer's knowledge, perceived risk and financial

incentive policy matter? *Transportation Research Part A: Policy and Practice*, 117, 58–69. https://doi.org/10.1016/j.tra.2018.08.014.

World Bank. (2019). *Aspiring Indonesia: Expanding the Middle Class*. World Bank.

Wuling Tech Team. (2022). *Kendaraan Listrik Wuling Pertama di Indonesia, Air ev, Resmi Diproduksi di Cikarang.* Wuling; Wuling Motors. https://wuling.id/id/blog/press-release/kendaraan-listrik-wuling-pertama-di-indonesia-air-ev-resmi-diproduksi-di-cikarang.

Xinhua. (2024). *Mengapa mobil listrik China tuai popularitas di Indonesia?* ANTARA. https://otomotif.antaranews.com/berita/3931569/mengapa-mobil-listrik-china-tuai-popularitas-di-indonesia.

Yuen, K. F., Huyen, D. T. K., Wang, X., & Qi, G. (2020). Factors Influencing the Adoption of Shared Autonomous Vehicles. *International Journal of Environmental Research and Public Health*, 17(13), 4868. https://doi.org/10.3390/ijerph17134868.