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The Effect of Promotion and Price of Electrifying Vehicle PLN on Consumer Decisions to use Electric Vehicles and its Impact on Consumer Satisfaction (Study at PT. PLN (Persero) UP3 North Banten)

Ruslan Saripudin[1*], Alimuddin Rizal[2]
[1]Stikubank University Semarang, Central Java, Indonesia, ruslansaripudin7055@mhs.unisbank.ac.id
[2]Stikubank University Semarang, Central Java, Indonesia, ariri@edu.unisbank.ac.id

[*]Corresponding Author: ruslansaripudin7055@mhs.unisbank.ac.id[1]

Abstract: The title of this research is The Influence of PLN's Electrifying Vehicle Promotion and Price on Consumer Decisions to Use Electric Vehicles and Its Impact on Consumer Satisfaction; A Study at PT. PLN (Persero) UP3 North Banten. The purpose of this research is to analyze the promotion and perception of PLN's electrifying vehicle price influence on consumer decisions to use electric vehicles and impact on consumer satisfaction. The research method used is a quantitative method with a type of relationship that explains the relationship between independent, intervening and dependent variables. Data analysis with correlation analysis, determination analysis and regression analysis, where the data source is the respondents' answers to the questionnaire they received, with a sample size of 96. The results of the research show that the promotion and perception of PLN's electrifying vehicle price influence consumer decisions to use electric vehicles and impact on consumer satisfaction which is derived into seven research hypotheses. The main suggestion of the research is that the Management of PT. PLN (Persero) UP3 North Banten must be able to campaign for the transition of vehicles with fossil fuels to electric fuels, because it is relatively more environmentally friendly and cheaper.

Keywords: Consumer Decision, Consumer Satisfaction, Electrifying Vehicle, Promotion, Price Perception.

INTRODUCTION

The development of electric vehicles (EVs) in Indonesia is crucial for several reasons, particularly those focused on energy security, environmental sustainability, and economic competitiveness. As a net oil importer since 2004, Indonesia's transition to electric vehicles is crucial to reducing dependence on fossil fuels and improving energy security (Maghfiroh, Pandyaswargo, and Onoda 2021). The Indonesian government has recognized this need and has implemented policies to accelerate the adoption of battery-based EVs, which are essential for decarbonizing the transportation sector (Maghfiroh, Pandyaswargo, and Onoda 2021).

Furthermore, vehicle electrification is a strategic step to address the severe environmental challenges posed by air pollution and greenhouse gas emissions (Witjaksana et al., 2024). For example, the Balinese government prioritizes EV policies to maintain the sustainability of the tourism sector by reducing emissions and air pollution, which is crucial for preserving the natural environment that attracts tourists (Rizki et al. 2021).

This initiative not only supports the local EV industry but also positions Indonesia as a key player in the regional supply chain. Furthermore, EV adoption aligns with the global trend toward clean energy and sustainable transportation, contributing to the achievement of sustainable development goals (Singh, Paul, and Pandey 2023). The integration of emerging technologies such as thevehicle-to-gridfurther enhances the potential of EVs to function as dynamic energy vectors, interacting with the electricity grid and supporting renewable energy integration (Dik, Omer, and Boukhanouf 2022). Collectively, these factors highlight the importance of electric vehicle development in Indonesia, encompassing energy, environmental, and economic dimensions.

The role of PLN (State Electricity Company) in providing electric vehicle infrastructure and programs is diverse, involving strategic planning, integration with the electricity grid, and the adoption of advanced technologies (Munirah et al., 2024). PLN's involvement is crucial in the deployment of static and dynamic charging infrastructure, which is essential to support the growing number of electric vehicles (EVs) and their integration into the transportation and electricity networks. Charging infrastructure deployment must consider the interdependence between transportation and the electricity grid to minimize social costs and optimize network performance (Sun, Chen, and Yin 2020).

In the context of grid integration, PLN must address the challenges posed by increased electricity demand due to EV charging, which can impact grid stability. Smart charging strategies, such asGrid-to-Vehicle(G2V) andVehicle-to-Grid(V2G), it is crucial to manage these challenges by enabling EVs to act as flexible grid resources, providing additional services, and optimizing charging schedules to reduce peak demand and infrastructure costs (Deb, Pihlatie, and Al-Saadi 2022) (Borozan, Giannelos, and Strbac 2022).

Promotion and pricing are crucial factors in driving electric vehicle (EV) adoption due to their influence on consumer perception and economic feasibility. The high cost of purchasing EVs remains a significant barrier, making pricing strategies and financial incentives crucial to increasing market penetration (Gerber Machado et al. 2023). Government subsidies, such as direct consumer subsidies and station subsidies, play a crucial role in reducing consumer financial burdens and addressing charging infrastructure challenges, thus driving EV adoption (Shi, Sethi, and Çakanyıldırım 2022).

Research by Wu et al. found that consumer decisions are one of the determining factors in competitiveness. Dissatisfied consumers will likely leave the company and become customers of competitors. This will result in losses for the company. Under these circumstances, company pricing policies and intensive promotions will directly influence consumer decisions to purchase electric vehicles and indirectly impact customer satisfaction (Wu, Ock, and Su 2023).

Consumer behavior towards the decision to choose electric vehicles to meet their transportation needs can affect the overall performance of the company (Karampatsas et al. 2023). The level of consumer satisfaction highlighted by Fan et al., which shows that consumer behavior in the decision to choose electric vehicle products has become a determining factor in the opportunity to win the market and sales competition for types of electric vehicle products which are now a new competitive arena in the automotive world and the intense promotion and price perception offered by companies, in addition to the existence of policies in the form of subsidies by the government (Fan, Radhakrishnan, and Zhang 2021).

The problem formulation of this research is: What is the relationship between promotion and price perception?electrifying vehicleDoes PLN influence consumers' decisions to use electric vehicles and impact consumer satisfaction? The aim of the research is to analyze promotion and price perceptions.electrifying vehiclePLN influences consumers' decisions to use electric vehicles and impacts consumer satisfaction.

METHODS

According to Sugiyono (2021), a population is a generalized area consisting of objects or subjects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study was the community in the work area of PT. PLN (Persero) UP3 North Banten who had purchased electric vehicles.

Because the population is not precisely known, the sample size is determined using the Lemeshow Formula. where n is the sample size, Z is the Z score at the 95% confidence level (1.96), P is the maximum estimated proportion (0.5), and d is the sampling error rate (10% or 0.10). Using this formula, the sample size for the study is n = 96.04.≈96 respondents. In terms of promotion and price perceptionelectrifying vehiclePLN is positioned as the independent variable, consumer decisions as the intervening variable, and consumer satisfaction as the dependent variable. The following table shows the operationalization of the research variables.

Based on the theoretical description and research context that has been described previously, this study was designed to test several hypotheses related to promotion and price perceptions on consumer decisions and satisfaction in using electric vehicles through the program.Electrifying Vehiclewhich was launched by PT. PLN (Persero) UP3 North Banten. The first hypothesis (H1) states that the promotionElectrifying VehiclePLN's promotions have a positive influence on consumers' decisions to use electric vehicles. This means that the more intensive and effective the promotions, the greater the likelihood that consumers will be interested and decide to switch to electric vehicles.

Next, the second hypothesis (H2) focuses on price perception. It is stated that price perception towardsElectrifying VehiclePLN also has a positive influence on consumer decisions regarding electric vehicle use. In this case, if consumers perceive the price of electric vehicles offered by PLN to be affordable and commensurate with the benefits, this will encourage them to make a purchase decision. The third hypothesis (H3) examines the effect of promotions on consumer satisfaction. It is expected that promotions not only attract initial interest but also provide information and experiences that contribute to increased consumer satisfaction after using the service. Furthermore, the fourth hypothesis (H4) states that price perception has a positive influence on consumer satisfaction. In other words, consumers who perceive the price of electric vehicles offered as reasonable and in line with the value received are likely to be more satisfied with their decision.

The fifth hypothesis (H5) examines the relationship between consumers' decisions to use electric vehicles and their level of satisfaction with PLN services. In this case, an appropriate decision that aligns with consumer expectations will provide a positive experience, which ultimately impacts overall satisfaction levels. This study not only considers the direct relationship, but also considers the indirect effects of promotions and price perceptions on consumer satisfaction through the decision to use electric vehicles. The sixth hypothesis (H6) states that promotions have an indirect effect on consumer satisfaction, with the decision to use electric vehicles as an intermediary variable. A similar finding applies to the seventh hypothesis (H7), where price perceptions are assumed to have an indirect effect on consumer satisfaction through the decision to use electric vehicles.

To collect research data, a research questionnaire was used based on the guidelines from the variable operationalization table and distributed to 96 respondents to be filled in as the basis for data analysis. To analyze the data obtained from respondents' answers to the questionnaire

they received, the analysis techniques used consisted of: 1) correlation coefficient analysis, 2) determination coefficient analysis, and 3) linear regression analysis.The framework of thought in research can be illustrated as seen in the following image.

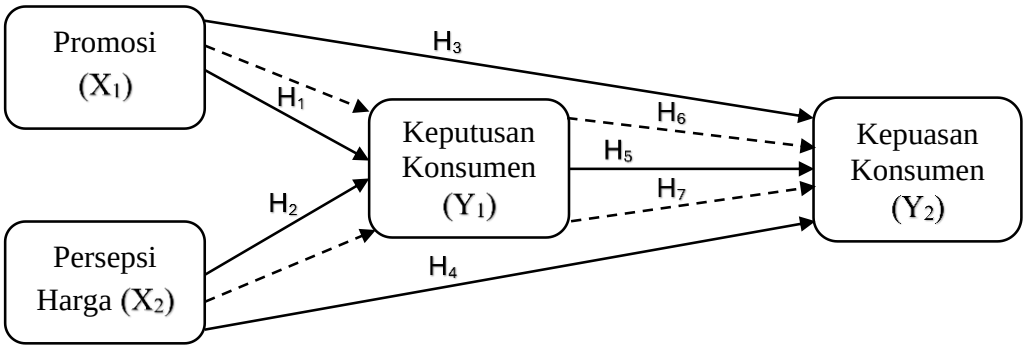


Figure 1. Framework Diagram

RESULTS AND DISCUSSION

Results of Descriptive Statistical Analysis of Research Variables

The results of the descriptive analysis of the variables are the results of the analysis of respondents' answers for each variable. This research is built on four variables, namely PromotionElectrifying Vehicle, Promotion Electrifying Vehicle, Consumer Decisions and Consumer Satisfaction, where the test results can be explained as follows:

Table 1. Results of Descriptive Statistical Analysis of Variables Statistics

Uji parameter		Promotion	Price Perception	Consumer Decisions	Consumer Satisfaction
N	Valid	96	96	96	96
	Missing	0	0	0	0
Mean		57.61	44.64	58.17	46.97
Median		58.00	45.00	59.00	47.00
Mode		57[a]	45[a]	59	50
Std. Deviation		6.027	5.571	5.023	4.164
Variance		36.324	31.034	25.235	17.336
Range		29	27	27	18
Minimum		40	27	42	38
Maximum		69	54	69	56
Sum		5531	4285	5584	4509

a. Multiple modes exist. The smallest value is shown
b. Data Processing Results, 2025 Research

The results of descriptive statistical tests indicate that all variables in this study were measured based on the responses of 96 respondents. The lowest minimum score for all four variables was 27, while the highest was 42.The lowest maximum value of the four variables is 54 while the highest is 69. All variables have minimum and maximum values that tend to be high on a scale of 1–7, which indicates that respondents' perceptions of each construct tend to be positive.modus(frequently occurring values) of the promotion variableelectrifying vehicleby 57, promotionelectrifying vehicleof 45, consumer decision of 59, and consumer satisfaction of 50. Meanwhile, for the valuemedian(the mean value) of each variable is a promotion variableelectrifying vehicleby 58, promotionelectrifying vehicleof 45, consumer decision of 59, and consumer satisfaction of 47. As for the valuemean(average value) of each variable is the promotion variableelectrifying vehicleamounting to 57.61, promotionelectrifying vehicleof 44.64, consumer decision of 58.17 and consumer satisfaction of 46.97. Meanwhile, the valuestandard deviationand the variance of each variable is the

promotion variableelectrifying vehicleamounting to 6,027 and 36,324, promotionelectrifying vehicleof 5.571 and 31.034, consumer decisions of 5.023 and 25.235, and consumer satisfaction of 4.164 and 17.336. All variables between the mode and median values are almost the same, so that the respondent's answer data for each variable is not far from the average value.

Data Analysis Requirements Test Results

To ensure the validity and reliability of the data used in this study, a series of prerequisite tests were conducted for data analysis. Four types of tests were conducted: validity, reliability, normality, and linearity. The results of these four tests indicated that the data obtained met the criteria required for further analysis. First, a validity test was conducted to assess the extent to which each question item in the research instrument measured the intended variable. The test results showed that all questions for the four research variables had correlation values exceeding the critical value of 0.300. Therefore, it can be concluded that all items in the instrument used are valid, as they have a strong and significant relationship with the constructs of the variables being measured.

Second, the reliability test aims to assess the internal consistency of each item in the measurement instrument. The reliability test results showed that the Cronbach's Alpha values for all variables were above the threshold of 0.600. This value indicates that each item in the questionnaire provided consistent and reliable results. Therefore, all items were deemed reliable and suitable for further analysis. Next, a normality test was performed to determine whether the data distribution for each variable followed a normal distribution pattern. This test was performed by analyzing the skewness and kurtosis values for each variable. The results showed that the data had a near-normal distribution, thus fulfilling one of the important assumptions in parametric statistical analysis. Finally, a linearity test was conducted to ensure that the relationship between the independent, dependent, and intervening variables was linear. The test results showed that all combinations of relationships between variables exhibited linearity significance values below 1% (0.01). This indicates a strong linear relationship between the analyzed variables, allowing for hypothesis testing using appropriate statistical methods.

Hypothesis Testing Results

The path model examining the influence of promotion and price perception on consumer decisions showed significant results and aligned with the hypothesized direction of the relationship. The data in the table shows that both independent variables positively contribute to consumer decision-making regarding electric vehicle use.

Table 2. First Path Model Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	20.588	2.857		7.162	<.001
	Promotion.X1	.376	.103	.452	3.664	<.001
	Price_Perception.X2	.356	.111	.395	3.202	.002

a. Dependent Variable: Consumer_Decision.Y1

Source: Data Processing Results, 2025 Research

Based on the results of the analysis above, it can be seen that the significance value of the promotion variableelectrifying vehicleon consumer decisions is 0.000 < 0.050, so it can be concluded that H1(First hypothesis) H0rejected and H1accepted PromotionElectrifying VehiclePLN has a positive influence on consumer decisions to use electric vehicles with a valueconstant on Standardized Coefficients employee work motivation of 0.452. This value also explains thatpromotion electrifying vehicleable to influence consumer decisions to use electric vehicles by 20.43% of the calculated 100% value scale. The analysis table also interprets that the relationship between promotional variableselectrifying vehiclewith consumer decisions being positive, which means the greater the promotional valueelectrifying vehiclewill be able to increase consumer decisions to use electric vehicles by 0.376 units which follows the equation Y = 20.588 + 0.376X1.

The analysis results table shows that the significance value of the price perception variableelectrifying vehicleof 0.000 < 0.050, so it can be concluded that H2(Second hypothesis) H0rejected and H2accepted, namely there is a price perceptionelectrifying vehiclePLN has a positive influence on consumer decisions to use electric vehicles with a valueconstant on Standardized Coefficientsprice perceptionelectrifying vehicleof 0.395.This value also explains thatprice perceptionelectrifying vehicleable to influence consumer decisions to use electric vehicles by 15.60% of the 100% scale. The analysis table also interprets that the relationship between the price perception variableelectrifying vehicleby influencing consumer decisions is positive, which means that the greater the price valueelectrifying vehiclewill be able to increase the influence of consumer decisions to use electric vehicles by 0.356 units which follows the equation Y = 20.588 + 0.356X2.

A path model examining the influence of promotion and price perception on consumer satisfaction revealed a positive and significant relationship. The test results table shows that both promotion and price perception significantly contribute to increasing consumer satisfaction with PLN's Electrifying Vehicle service.

Table 3. Second Path Model Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	15.331	2.245		6.829	<.001
	Promotion.X1	.283	.0808	.410	3.526	<.001
	Price_Perception.X2	.344	.087	.460	3.957	<.001

a. Dependent Variable: Consumer Satisfaction.Y2

Source: Data Processing Results, 2025 Research

Based on the results of the analysis above, it can be seen that the significance value of the promotion variableelectrifying vehicleon consumer satisfaction is 0.000 < 0.050, so it can be concluded that H3(Third hypothesis) H0rejected and H1accepted PromotionElectrifying VehiclePLN has a positive influence on consumer satisfaction using electric vehicles with a value ofconstant on Standardized Coefficients promotion electrifying vehicleof 0.410. This value also explains thatpromotion electrifying vehicleable to influence consumer satisfaction using electric vehicles by 16.81% of the calculated 100% value scale. The analysis table also interprets that the relationship between promotional variableselectrifying vehiclewith consumer decisions being positive, which means the greater the promotional valueelectrifying vehiclewill be able to increase consumer satisfaction using electric vehicles by 0.283 units which follows the equation Y = 15.331 + 0.283X1.

From the analysis results table, it can be seen that the significance value of the price perception variableelectrifying vehicleof 0.000 < 0.050, so it can be concluded that H4(Fourth Hypothesis) H0rejected and H4accepted, namely there is a price perceptionelectrifying vehiclePLN has a positive influence on consumer satisfaction using electric vehicles with a valueconstant on Standardized Coefficientsprice perceptionelectrifying vehicleof 0.460.This value also explains thatprice electrifying vehicleable to influence consumer satisfaction using electric vehicles by 21.16% on a scale of 100%. The analysis table also interprets that the relationship between the price perception variableelectrifying vehicleby influencing consumer satisfaction is positive, which means the greater the perceived value of priceelectrifying vehiclewill be able to increase the influence of consumer satisfaction in using electric vehicles by 0.344 units which follows the equation Y = 15.331 + 0.344X2.

Consumer Decision Path Model and Consumer Satisfaction

The results of the third path model analysis can be seen briefly in the table below:

Table 4. Third Path Model Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Say.
1	(Constant)	7.966	2.934		2.715	.008
	Consumer Decisions	.671	.050	.809	13.344	<.001

a. Dependent Variable: Consumer Satisfaction

Source: Data Processing Results, 2025 Research

Based on the results of the analysis above, it can be seen that the significance value of the consumer decision variable on consumer satisfaction is 0.000 < 0.050, so it can be concluded that H5(Fifth Hypothesis) H0rejected and H5accepted Consumer Decisions have a positive influence on Consumer Satisfaction using electric vehicles with a valueconstant on Standardized Coefficientsconsumer decisions of 0.809.This value also explains thatConsumer decisions are able to influence consumer satisfaction in using electric vehicles by 65.45% of the calculated 100% value scale.. The analysis table also interprets that the relationship between consumer satisfaction variables and consumer decisions is positive, which means that the greater the value of consumer decisions will be able to increase consumer satisfaction in using electric vehicles by 0.671 units which follows the equation Y = 15.331 + 0.671Z.

Promotion Channel Model, Consumer Decisions and Consumer Satisfaction

The results of the fourth path model analysis can be seen briefly in the table below:

Table 5. Fourth Path Model Analysis

Bootstrap Specifications

Sampling Method	Stratified
Number of Samples	1000
Confidence Interval Level	95.0%
Confidence Interval Type	Percentile
Strata Variables	Consumer Decisions

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Say.
1	(Constant)	14.631	2.406		6.080	<.001

	Promotion	.561	.042	.812	13.511	<.001

a. Dependent Variable: Consumer Satisfaction

Source: Data Processing Results, 2025 Research

Based on the results of the analysis above, it can be seen that the significance value of the promotion variableelectrifying vehicleon consumer satisfaction mediated by the decision variable is 0.000 < 0.050, so it can be concluded that H6 (Sixth Hypothesis) H0 rejected and H6accepted, Promotion Electrifying VehiclePLN has an indirect influence on consumer decisions to use electric vehicles and its implications for consumer satisfaction at PT. PLN (Persero) UP3 North Banten` with a valueconstant on Standardized Coefficients promotion electrifying vehicleof 0.812.This value also explains thatpromotion electrifying vehicleon consumer satisfaction mediated by the consumer decision variable to use electric vehicles amounting to 65.93% of the calculated 100% value scale.

Price Channel Model, Consumer Decisions and Consumer Satisfaction

The results of the fourth path model analysis can be seen briefly in the table below:

Table 6. Fifth Path Model Analysis

Bootstrap Specifications

Sampling Method	Stratified
Number of Samples	1000
Confidence Interval Level	95.0%
Confidence Interval Type	Percentile
Strata Variables	Consumer Decisions

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Say.
1	(Constant)	19.658	1.991		9.872	<.001
	EV Price	.612	.044	.819	13.821	<.001

a. Dependent Variable: Consumer Satisfaction

Source: Data Processing Results, 2025 Research

Based on the results of the analysis above, it can be seen that the significance value of the price perception variableelectrifying vehicleon consumer satisfaction mediated by the decision variable is 0.000 < 0.050, so it can be concluded that H7 (Seventh Hypothesis) H0rejected and H7 accepted, Price Perception Electrifying VehiclePLN has an indirect influence on consumer decisions to use electric vehicles and its implications for consumer satisfaction at PT. PLN (Persero) UP3 North Banten` with a valueconstant on Standardized Coefficients promotion electrifying vehicleof 0.819.This value also explains thatpromotion electrifying vehicleon consumer satisfaction mediated by the consumer decision variable to use electric vehicles amounting to 67.08% of the calculated 100% value scale.

From the analysis path model 1 to 5, it can be explained that all the proposed research hypotheses (H1until H7) can be accepted and reject all H0. An illustration of the hypothesis test value can be seen in the following image.

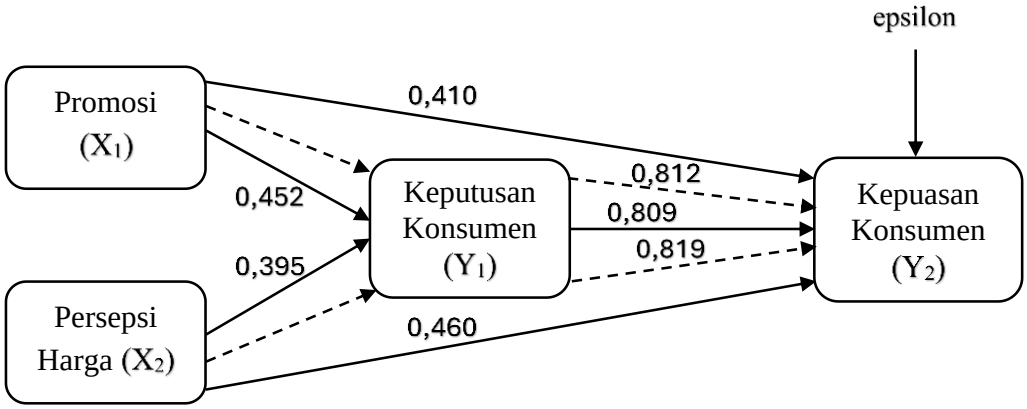


Figure 2.Path Model of the Relationship Between Price and Price Perception*Electrifying Vehicle*on Consumer Satisfaction Mediated by Consumer Decisions

Discussion

From the analysis path model 1 to 5, it can be explained that all proposed research hypotheses (H1 to H7) can be accepted and all H0s can be rejected.

The explanation of the path analysis model for the influence of Electrifying Vehicle Promotion and Perception of Electrifying Vehicle Price on Consumer Satisfaction through Consumer Decisions is as follows:

The first hypothesis states that PLN's Electrifying Vehicle Promotion has a positive effect on Consumer Decisions to Use Electric Vehicles, with a value of 0.452, and the conclusion is accepted at a significance level of 0.001. PLN's Electrifying Vehicle Promotion has the ability to influence Consumer Decisions to Use Electric Vehicles by 20.43%.

The second hypothesis states that PLN's Electrifying Vehicle Price Perception has a positive effect on Consumer Decisions to Use Electric Vehicles, with a value of 0.395, and the conclusion is accepted at a significance level of 0.001. PLN's Electrifying Vehicle Price Perception has the ability to influence Consumer Decisions to Use Electric Vehicles by 15.60%.

The third hypothesis states that PLN's Electrifying Vehicle Promotion has a positive effect on Consumer Satisfaction at PT. PLN (Persero) UP3 North Banten with a value of 0.410 and the conclusion can be accepted with a significance level of 0.001. Where the Perception of PLN's Electrifying Vehicle Price has the ability to influence Consumer Satisfaction in using electric vehicles by 16.81%.

The fourth hypothesis states that PLN's Electrifying Vehicle Price Perception has a positive effect on Consumer Satisfaction in using electric vehicles, with a value of 0.460, and the conclusion is accepted at a significance level of 0.001. Perception of PLN's Electrifying Vehicle Price has the ability to influence Consumer Satisfaction in using electric vehicles by 21.16%.

The fifth hypothesis states that Consumer Decision has a positive effect on Consumer Satisfaction in using electric vehicles, with a value of 0.809, and the conclusion is accepted at a significance level of 0.001. Consumer Decision has the ability to influence Consumer Satisfaction in using electric vehicles by 65.45%.

The sixth hypothesis states that PLN's Electrifying Vehicle Promotion has an indirect effect on Consumer Decision to use electric vehicles and its implications for Consumer Satisfaction at PT. PLN (Persero) UP3 North Banten with a value of 0.812 and the conclusion is acceptable with a significance level of 0.001. Where the Promotion of Electrifying Vehicles has the ability to influence Consumer Satisfaction mediated by Consumer Decisions to use electric vehicles by 65.93%.

The seventh hypothesis explains that the Perception of the Price of PLN Electrifying Vehicles has an indirect effect on Consumer Decisions to use electric vehicles and its implications for Consumer Satisfaction at PT. PLN (Persero) UP3 North Banten with a value of 0.819 and the conclusion is acceptable with a significance level of 0.001. Where the Perception of the Price of Electrifying Vehicles has the ability to influence Consumer Satisfaction mediated by Consumer Decisions to use electric vehicles by 67.08%.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that promotion and price perceptionElectrifying VehiclePLN has a significant and positive influence on consumer decisions to use electric vehicles. Furthermore, these two variables have been shown to positively impact consumer satisfaction levels at PT. PLN (Persero) UP3 North Banten. This study also shows that consumer decisions in choosing electric vehicles directly influence their satisfaction with PLN's services. Furthermore, promotion and price perception have also been shown to have an indirect influence on consumer satisfaction through the decision to use electric vehicles as intermediary variables.

Based on these findings, the author recommends that the management of PT. PLN (Persero) UP3 North Banten increase the intensity and quality of promotions, as promotions have been proven to drive consumer decisions and satisfaction, ultimately leading to increased electricity usage (KWH). Furthermore, prices currently perceived as affordable by consumers need to be maintained to maintain public interest and satisfaction. PLN is also advised to more actively promote the use of electric vehicles as an environmentally friendly and economical alternative to fossil-fueled vehicles. Finally, with increasing public interest, PLN management needs to ensure the availability of supporting infrastructure such as charging stations in various public locations to ensure the comfort and accessibility of electric vehicle users. These efforts will strengthen PLN's position as a pioneer in the clean energy transition in Indonesia.

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