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.v6i6

I Important Indicators in Increasing Buying Interest Electric Vehicles

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Abstract: Electric vehicles are now a promising transportation alternative amidst environmental issues and the threat of fossil fuel scarcity. The government is trying to increase the adoption of electric vehicles through various incentives, but the reality in Bali Province shows that adoption is not in line with expectations. Despite the target of reducing carbon emissions by 41 thousand tons by 2026, with the planned use of 140 thousand motorcycles and 5,719 electric cars, only around 7,752 electric vehicles were registered by August 2024. This study aims to analyze the effect of product quality, price, and after-sales service on the intention to purchase electric vehicles in Bali with brand image as a mediating variable. Using a quantitative approach and purposive sampling, data were collected from 260 respondents who did not yet own an electric vehicle. The analysis was conducted using Microsoft Excel and SmartPLS. The results showed that (1) product quality, price, and after-sales service have a positive and significant effect on brand image; (2) product quality, after-sales service, and brand image have a positive and significant effect on purchase intention, while price has a positive but insignificant effect; and (3) brand image mediates the influence of product quality, price, and after-sales service on interest in purchasing electric vehicles. This conclusion emphasizes the importance of strategic steps by manufacturers and the government to accelerate the adoption of electric vehicles in Bali Province.

Keywords: Electric vehicles, product quality, price, after-sales service, brand image, purchasing interest.

INTRODUCTION

The automotive industry worldwide, including Indonesia, is showing rapid and sustained growth. Public demand for comfortable and efficient transportation is a key driver of this growth. This is evident in the increasingly dense traffic in major cities, filled with various types of motorized vehicles, both two-wheeled and four-wheeled. The emergence of motorized vehicle manufacturers competing in the Indonesian market adds to the dynamics of this industry, as they strive to attract consumers. With a population expected to reach 283.49 million by 2024, Indonesia will rank as the fourth most populous country in the world

(databoks.katadata.co.id, 2025). This significant opportunity presents automotive entrepreneurs with a chance to attract motorized vehicle consumers.

The majority of people who use motorized vehicles still depend on fuel oil (BBM) as an energy source. This dependence makes fuel a basic necessity for the automotive industry (Muthmainnah, 2020). However, with increasing fuel consumption year after year, the global scarcity of oil resources is increasingly apparent, causing price fluctuations that can impact the economy. Many countries, including Indonesia, do not have sufficient oil resources to meet domestic demand. This dependence has prompted the government to import petroleum and allocate subsidies to stabilize fuel prices, in order to ease the burden on the public (Suryadi, 2021).

Since the monetary crisis in 1998, global oil prices have continued to rise, compounded by OPEC's oil production cut policy. Data from the Deputy Minister of Finance shows that the largest fuel subsidy expenditure in 2024 will reach IDR 89.7 trillion for diesel and IDR 56.1 trillion for Pertalite (ekonomi.bisnis.com, 2025). With rising fuel prices, the government has begun offering electric vehicles as a more sustainable alternative. The policy of subsidizing electric vehicle purchases is expected to help the public adapt to this change.

The transition to electric vehicles not only reduces the burden of fuel subsidies but also has the potential to reduce carbon emissions from motor vehicles. This contributes positively to the environment. The Ministry of Industry targets production of four-wheeled electric vehicles to reach 400,000 units by 2025, or approximately 25% of the total projected motor vehicle production of 1.6 million units (Tempo.co, 2022). Support from PT PLN (Persero) and electric vehicle manufacturers, as well as collaboration in infrastructure development such as Public Electric Vehicle Charging Stations (SPKLU), is a strategic step in realizing an electric vehicle ecosystem in Indonesia (Liputan6.com, 2022).

However, the adoption of electric vehicles faces several challenges, primarily related to a lack of public information. A survey conducted at the 2024 GAIKINDO Indonesia International Auto Show (GIIAS) showed that 54.9% of respondents were not interested in purchasing an electric vehicle. Only 19.3% were interested in purchasing an electric car, and 5.5% were interested in purchasing an electric motorcycle. The survey also noted that 63.5% of respondents were unaware of the government's subsidy program for electric vehicles (Kompas.id, 2024). The current market share of electric cars is still around 2.7% of total national car sales, and the market share of electric motorcycles is only around 1.5% (Kompas.id, 2024).

A similar situation occurs in Bali Province. Although the government has set a target of reducing carbon emissions by 41,000 tons by 2026, with plans to use 140,000 electric motorcycles and 5,719 electric cars, only around 7,752 electric vehicles were registered as of August 2024 (Balipost.com, 2024; Detik.com, 2023). This reflects the low interest in purchasing electric vehicles in Bali compared to fuel-powered vehicles. Research on electric vehicles in Bali is crucial to understanding the factors influencing adoption, including product quality, price, after-sales service, and brand image.

Purchase intention reflects a consumer's desire to purchase a particular product. According to Kotler and Keller (2009), purchase intention arises in response to objects that indicate a consumer's desire to make a purchase. Learning and thought processes that generate positive perceptions of a product or brand contribute to the formation of purchase intention. Various factors, such as product quality, price, and brand image, influence consumer purchasing decisions (Siregar, 2019).

Product quality refers to a product's ability to meet or exceed consumer expectations, including aspects of performance, reliability, and durability (Kotler & Keller, 2016). Research by Dewi and Telagawathi (2024) shows that product quality has a positive and significant influence on purchase intention. Conversely, a study by Kasman et al. (2023) found that

product quality does not always have a significant influence on purchase intention. These findings indicate the need for a deeper understanding of the factors influencing purchase intention for electric vehicles.

Price, as a crucial element in marketing strategy, determines a product's exchange value (Kotler & Armstrong, 2016). Research by Ayumi and Budiatmo (2021) shows that price has a positive effect on purchase intention. However, Cindy and Yahya (2025) found that price can have a negative effect. This diverse research demonstrates that consumer perceptions of product value and pricing strategies significantly influence purchase intention.

After-sales service also plays a crucial role in building consumer trust. This service includes warranties, spare parts, and repairs (Decree of the Minister of Industry and Trade of the Republic of Indonesia No. 634/MPP/Kep/9/2002). Research by Edyansyah et al. (2022) found that after-sales service significantly influences purchase intention. However, a study by Ihwan and Anggela (2022) showed that after-sales service is not always a determining factor. This suggests that while after-sales service is important, other factors need to be comprehensively considered.

Brand image plays a vital role in influencing purchase intention for electric vehicles. According to Joshua et al. (2023), brand image is a consumer's perception of a brand formed through associations in their minds. A positive brand image can increase consumer trust and drive purchase intention. Research by Ahmad et al. (2020) shows that brand image positively influences purchase intention. This finding suggests that companies should focus on building a strong and positive brand image.

This study aims to analyze the factors influencing brand image and purchase intention of electric vehicles, focusing on product quality, price, and after-sales service. By understanding the relationship between these variables, it is hoped that this research can significantly contribute to the development of electric vehicle marketing strategies in Indonesia, particularly in Bali Province, to increase purchase intention among the public.

Based on this background, this study will identify and analyze important indicators that can increase interest in purchasing electric vehicles, as well as provide recommendations for manufacturers and stakeholders to maximize the potential of the Bali Province Electric Vehicle market.

Based on the description above, the hypothesis proposed is:

H_1: Product quality, price, and after-sales service have a positive and significant effect on the brand image of electric vehicles in Bali Province.

H_2: Product quality, price, after-sales service, and brand image have a positive and significant influence on the interest in purchasing electric vehicles in Bali Province.

H_3: Brand image mediates the influence of product quality, price, and after-sales service on interest in purchasing electric vehicles in Bali Province.

METHOD

The design in this study is a quantitative study with an associative problem formulation to analyze the influence of product quality, price, after-sales service, brand image and purchase interest variables of Electric vehicles in Bali Province. Bali Province was chosen as the research location because this region faces real challenges in realizing the transition to the use of environmentally friendly vehicles amidst the strong commitment of the local government to the agenda of reducing carbon emissions and accelerating the adoption of electric vehicles.

The research data was obtained primarily through the distribution of structured questionnaires to respondents. The demographics of this study consisted of all owners of fuel-powered motor vehicles with an unknown population size. In this study, the sampling method was carried out using a non-probability sampling approach because the population studied was not known with certainty. Therefore, the determination of the number of samples refers to the

method proposed by Hair et al., (2021), which suggests that an adequate sample size can be calculated by multiplying the number of indicators in the study by 5 to 10. Thus, if this study has 26 indicators, then the number of samples used is 10 × 26 = 260 respondents. Based on the calculation above, the number of samples in this study was 260. The criteria for respondents studied included: (1) Respondents had an age range of 17-50 years for men and women; (2) Respondents already owned fuel-powered motor vehicles; and (3) Respondents did not yet own electric vehicles.

The research instrument was constructed using a Likert scale of 1–10, where a score of 1 represents "strongly disagree" and a score of 10 represents "strongly agree." The research variables consisted of exogenous variables (product quality, price, after-sales service), mediating variables (brand image), and endogenous variables (purchase intention).

The data analysis technique in this study began with instrument validity and reliability testing to ensure the quality of the measuring instrument used. After the instrument was proven valid and reliable, descriptive analysis was used to describe the characteristics of respondents and their perceptions of the research variable indicators through averages and frequency distributions. Inferential analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the help of Smart PLS 4.0, because this method is able to handle complex, multidimensional research models and involves latent variables reflected by a number of indicators. SEM-PLS was chosen because it is flexible, able to analyze hierarchical causal relationships, and overcomes the limitations of traditional regression in multidimensional research. With this approach, the study can test and explain the direct and indirect influences between variables, resulting in more comprehensive findings that are able to answer research questions in depth and are relevant to empirical phenomena occurring in the field.

RESULTS AND DISCUSSION

Validity Test Results

Validity testing is a test to measure the extent to which a measurement instrument is accurate and precise in carrying out its measurement function so that the data obtained is relevant/in accordance with the purpose of the measurement. Validity testing uses a one-sided test (on the right side) with a significance level of 0.05. The results of *Pearson's bivariate analysis* show that the correlation of all indicator items with the total score item is significant (<0.05), so it can be concluded that the research instrument is valid. This means that all statement items are valid for measuring all variables. On this basis, all statement items are included in the subsequent analysis.

Reliability Test Results

Reliability testing is used to determine the extent to which measurement results can be trusted and if measurements are carried out at different times on the same group of subjects, relatively similar results are obtained as long as the aspects measured in the subject have not changed. Reliability testing in SPSS with Cronbach's Alpha analysis, data is said to be reliable if *Cronbach's Alpha* > 0.7 and is still tolerable if > 0.6. The results of data processing describe the magnitude of *the Cronbach's Alpha coefficient* > 0.70 in each variable. This can mean that the list of statements from all variables is reliable.

Structural Equation Model

Overall, the full research model of important indicators in increasing interest in purchasing electric vehicles is presented in Figure.

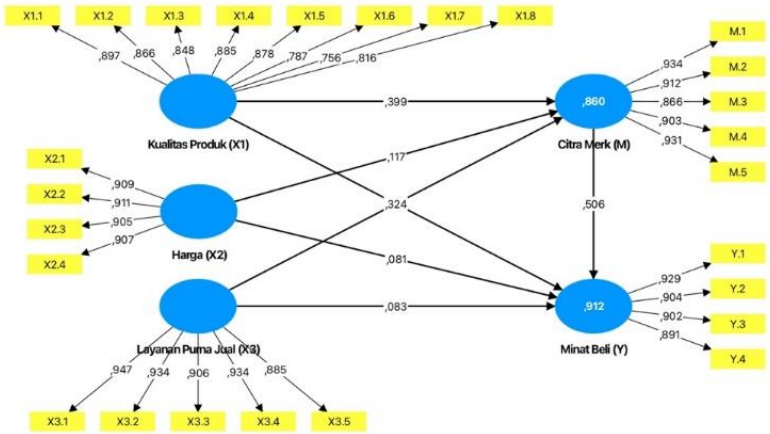

Figure PLS Analysis Result Model

Hypothesis Testing

Hypothesis testing aims to answer the problem formulation and achieve the research objectives. This analysis aims to determine the influence between variables or constructs, the magnitude of which is indicated by the path coefficient value, while its significance is at the 0.05 level with a P value <0.05, indicated by a t-statistic value > t-table = 1.97. Table 3 presents the results of the hypothesis testing in this study.

Table Hypothesis Test Results

	Original Sample	*Standard Deviation*	*T Statistics*	*P Values*	Significance
$X_1 \rightarrow M$	0,401	0,070	5,711	0,000	Significant
$X_2 \rightarrow M$	0,103	0,043	2,373	0,018	Significant
$X_3 \rightarrow M$	0,459	0,073	6,285	0,000	Significant
$X_1 \rightarrow Y$	0,321	0,057	5,582	0,000	Significant
$X_2 \rightarrow Y$	0,092	0,049	1,900	0,058	Not Significant
$X_3 \rightarrow Y$	0,112	0,055	2,058	0,040	Significant
$M \rightarrow Y$	0,468	0,060	7,789	0,000	Significant
$X_1 \rightarrow M \rightarrow Y$	0,188	0,046	4,114	0,000	Significant
$X_2 \rightarrow M \rightarrow Y$	0,048	0,022	2,219	0,027	Significant
$X_3 \rightarrow M \rightarrow Y$	0,214	0,038	5,690	0,000	Significant

Source: processed data, 2025

Information:
X_1 = product quality; X_2 = price; X_3 = after-sales service; M = brand image; and Y = purchase interest

(X_1) directly has a positive and significant effect on Brand Image (M). The $_{\text{calculated t value}}$ of Product Quality (X_1) on Brand Image (M) is greater than the t_{table} (5.711 > 1.97) and the *P value* is less than 0.05 (0.000 <0.05), so it can be concluded that Product Quality directly has a positive and significant effect on Brand Image. This means that the increasing value of Product Quality, the Brand Image value also increases. The Price variable (X_2) directly has a positive and significant effect on the Brand Image variable (M). The $_{\text{calculated t value}}$ of Price (X_2) on Brand Image (M) is greater than the t_{table} (2.373 > 1.97) and the *P value* is less than 0.05 (0.018 <0.05), so it can be concluded that Price directly has a positive and significant effect on Brand Image. This means that the increasing value of Price, the value of Brand Image also increases. The After Sales Service variable (X_3) directly has a positive and significant effect on the Brand Image variable (M). The $_{\text{calculated t value}}$ of After Sales Service (X_3) on Brand Image

(M) is greater than the t_{table} (6.285 > 1.97) and the *P value* is less than 0.05 (0.000 <0.05), so it can be concluded that After Sales Service directly has a positive and significant effect on Brand Image. This means that the increasing value of After Sales Service, the value of Brand Image also increases.

The Product Quality variable (X_1) has a direct positive and significant effect on Purchase Intention (Y). The $t_{calculated}$ value from the test of the effect of Product Quality (X_1) on Purchase Intention (Y) is greater than the t_{table} (5.582 > 1.97) and the *P value* is less than 0.05 (0.000 <0.05), so it can be concluded that Product Quality has a direct positive and significant effect on Purchase Intention. This means that as the value of Product Quality increases, the value of Purchase Intention also increases. The Price variable (X_2) has a direct positive but not significant effect on the Purchase Intention variable (Y). The $t_{calculated}$ value of Price (X_2) on Purchase Intention (Y) is smaller than the t_{table} (1.900<1.97) and the P value is greater than 0.05 (0.058>0.05), so it can be concluded that Price has a direct positive but not significant effect on Purchase Intention. This means that an increase in the Price value does not cause an increase in the Purchase Interest value. The After Sales Service variable (X_3) directly has a positive and significant effect on the Purchase Interest variable (Y). The $t_{calculated}$ value of After Sales Service (X_3) on Purchase Interest (Y) is greater than the t_{table} (2.058>1.97) and the P value is smaller than 0.05 (0.040<0.05), so it can be concluded that After Sales Service directly has a positive and significant effect on Purchase Interest. This means that the increasing value of After Sales Service, the value of Purchase Interest also increases. The Brand Image variable (M) directly has a positive and significant effect on Purchase Interest (Y). The $t_{calculated}$ value from the test of the influence of Brand Image (M) on Purchase Interest (Y) is greater than the t_{table} (7.789 > 1.97) and the *P value* is less than 0.05 (0.000 <0.05), so it can be concluded that Brand Image has a direct positive and significant effect on Purchase Interest. This means that the increasing value of Brand Image, the value of Purchase Interest also increases.

Brand Image mediates the effect of Product Quality on Purchase Intention. The $t_{calculated}$ value from the test of the indirect effect of Product Quality (X_1) on Purchase Intention (Y) through Brand Image (M) is greater than the t_{table} (4.114 > 1.97) and the *P value* is less than 0.05 (0.000 <0.05). The $t_{calculated}$ value from the test of the indirect effect of Price (X_2) on Purchase Intention (Y) through Brand Image (M) is greater than the t_{table} (2.219 > 1.97) and the *P value* is less than 0.05 (0.027 <0.05). These results indicate that Brand Image mediates the effect of Price on Purchase Intention. The $t_{calculated}$ value from the test of the indirect influence of After Sales Service (X_3) on Purchase Interest (Y) through Brand Image (M) is greater than the t_{table} (5.690 > 1.97) and the *P value* is less than 0.05 (0.000 <0.05). These results illustrate that Brand Image mediates the influence of After Sales Service on Purchase Interest.

Discussion

The Influence of Product Quality on Electric Vehicle Brand Image

This study confirms that product quality has a positive and significant influence on the brand image of electric vehicles in Bali Province. This result aligns with the Brand Equity Theory proposed by Aaker (1996), which places *perceived quality* as a key determinant in building strong brand equity. Consumers who perceive good product quality tend to have positive associations with that brand. Good product quality not only increases consumer trust in a brand but also strengthens its competitiveness in the market.

The results of this study are also supported by Pratami (2020), who showed that product quality has a positive and significant influence on brand image. The main factor in improving brand image is the quality provided by the company that meets or exceeds consumer expectations. Optimal product quality significantly supports the creation of a strong brand image. Therefore, it is crucial for companies to improve product quality to improve the perceived brand image. This occurs because consumers tend to rely on information about

product quality to form their perceptions of brands, especially in product categories involving new technologies like electric vehicles. Good product quality gives consumers confidence that the brand is reliable and meets their needs.

While product quality has been proven to strengthen brand image, electric vehicle adoption in Bali still faces challenges. External factors such as limited charging infrastructure and perceived availability of after-sales service and spare parts can hinder purchase intention . Therefore, manufacturers need to balance product quality with improvements in other supporting aspects to ensure a truly compelling brand image.

The Influence of Price on the Brand Image of Electric Vehicles

This study found that price has a positive and significant effect on the brand image of electric vehicles in Bali Province. This finding aligns with the theory. *price-quality inference* As stated by Zeithaml (1988), consumers often use price as an indicator of product quality. Competitive prices that are proportional to product quality can strengthen consumers' positive perceptions of the brand.

This finding is supported by Achmadi et al. (2022), who stated that electric cars can support a lifestyle due to their high price. Consumers often associate higher prices with better quality, especially for products perceived as innovative and high-tech. Brands that are able to offer prices that match the value they provide tend to have a better brand image in the eyes of consumers.

However, it's important to remember that excessively high prices can also be a deterrent for some consumers. Therefore, manufacturers need to find the right balance between price and value to build a positive brand image without sacrificing consumer purchasing power. Smart pricing strategies, such as offering a variety of models at different price points or offering incentives and discounts, can help manufacturers achieve this goal.

The Influence of After-Sales Service on Electric Vehicle Brand Image

The results of this study indicate that after-sales service has a positive and significant impact on the brand image of electric vehicles in Bali Province. This finding underscores that after-sales service is not simply a complementary element in a marketing strategy but a key factor in shaping brand perception, particularly in the context of new technology products like electric vehicles.

Rahmawati (2024) found a positive influence between after-sales service and the brand image of Daihatsu Terios at PT Astra International Daihatsu Cibeureum. Similarly, research conducted by Wulandari and Astuti (2021) found that after-sales service influences the brand image of electric motorcycles, especially because consumers are still adapting to new technology and therefore require adequate after-sales guarantees. In Bali, concerns about limited after-sales service facilities are one of the factors causing low realization of electric vehicle purchases. Manufacturers and distributors need to build a broader and more accessible after-sales service ecosystem so that the positive perception that has been formed can be followed by an increase in actual purchases.

The Influence of Product Quality on Interest in Purchasing Electric Vehicles

This study demonstrates that product quality has a positive and significant impact on electric vehicle purchase intention in Bali Province. These results provide empirical evidence that the better the perceived quality of electric vehicle products, the greater their interest in purchasing them in the future. Product quality is a key factor influencing consumer decision-making, particularly when purchasing vehicles with new technology.

In line with research conducted by Tsaniya (2022). Product quality in this study has a positive and significant influence on consumer purchasing intention. Although public

perception of the quality of electric vehicles has begun to develop positively in Bali, this is not fully reflected in the low sales figures. Other supporting factors such as infrastructure, after-sales service, and pricing need to be strengthened so that purchasing intention can truly be translated into purchasing decisions.

The Influence of Price on Interest in Buying Electric Vehicles

This study shows that price has a positive, but insignificant, influence on electric vehicle purchase intention in Bali Province. This finding indicates that price is not yet a primary factor determining consumer intention to purchase an electric vehicle in Bali.

This aligns with research by Chen and Lee (2020), who found that in the case of environmentally friendly vehicles, aspects such as supporting infrastructure, availability of after-sales service, and perceptions of long-term risks and benefits have a greater influence on purchasing decisions than price alone. Similarly, research by Sari and Putra (2021) stated that relatively high prices are a barrier, but not the primary determinant, for consumers in shaping their intention to purchase electric vehicles; aspects such as environmental awareness and ease of access to services are more dominant. Although the price of electric vehicles is considered quite high by people in Bali Province, this does not significantly decrease or increase their purchase intention. Instead, purchase intention is more influenced by other factors such as the availability of charging infrastructure and trust in electric vehicle technology itself.

The Influence of After-Sales Service on Interest in Purchasing Electric Vehicles

The research results show that after-sales service has a positive and significant impact on electric vehicle purchase intention in Bali Province. This finding reinforces the view that after-sales service quality is a key factor in building consumer trust, particularly for new products still in the growth stage of the market adoption cycle.

According to Kotler and Keller (2016), good after-sales service can increase customer satisfaction, strengthen loyalty, and create a positive brand perception. In the context of electric vehicles, after-sales service is not only related to warranties and spare parts availability, but also includes the availability of authorized repair shops, charging infrastructure, and technician competence in handling electric vehicle repairs.

Previous research by Chua et al. (2021) showed that after-sales service plays a significant role in reducing consumer risk perceptions regarding electric vehicles. Consumers tend to delay purchases if they perceive after-sales service to be inadequate, particularly regarding battery life and maintenance costs . Furthermore, research by Putra and Yuliana (2021) found that reliable after-sales service significantly influences motor vehicle purchasing decisions in Indonesia. After-sales service remains a key consideration. Consumers in Bali, who largely rely on motorized vehicles for daily mobility, require assurance of easy maintenance. Without adequate after-sales service, potential purchase intention will be hampered, despite various policy supports.

The Influence of Brand Image on Interest in Purchasing Electric Vehicles

The results of this study demonstrate that brand image has a positive and significant impact on purchase intention for electric vehicles in Bali Province. These results indicate that the better the brand image perceived by the public, the higher their interest in purchasing an electric vehicle. This reinforces the importance of brand image in building consumer confidence and preference for electric vehicles.

This result is also in line with the results of research conducted by Julianty (2025) Brand image is a highly influential factor in a product, meaning that the stronger the brand image, the higher the purchasing interest. This is because when potential consumers become familiar with the product, they develop a buying interest. Rahmayanti and Widodo (2022) also found that

brand image plays a significant role in building potential consumer trust in electric vehicles, which are still relatively new products in the domestic market. Electric vehicle brands that are already well-known and have a good image tend to be more popular with the public.

The Role of Brand Image in Mediating the Influence of Product Quality on Electric Vehicle Purchase Interest

This study shows that brand image plays a significant mediating role in influencing the relationship between product quality and electric vehicle purchase intention in Bali Province. Good product quality will build a positive brand image, which in turn will increase public purchase intention for electric vehicles.

Previous research by Muhtarom (2022) demonstrated a similar finding: product quality has a direct influence on purchase intention through brand image. This study confirms that brand image acts as a bridge in building a connection between perceived quality and consumer purchase intention. This brand image is formed through quality product experiences, both in terms of comfort, technological features, and durability. This evidence demonstrates that the people of Bali Province, as increasingly selective consumers, are more confident in purchasing electric vehicles from brands with proven product quality.

The Role of Brand Image in Mediating the Effect of Price on Electric Vehicle Purchase Intention

The results of this study indicate that brand image positively and significantly mediates the influence of price on electric vehicle purchase intention in Bali Province. The perception of an appropriate or competitive price will shape a positive brand image in the public's mind. Ultimately, this positive brand image will drive increased interest in electric vehicle purchases.

Previous research by Rahmawati and Utami (2021) corroborates this finding, stating that price influences brand image perception, which ultimately shapes electric vehicle purchase intention. Consumers still perceive electric vehicles as premium products requiring strong brand justification. Consumers with positive perceptions of a particular brand are more likely to accept the price because the brand image provides assurance of quality, technological superiority, and more reliable after-sales service.

The Role of Brand Image in Mediating the Influence of After-Sales Service on Electric Vehicle Purchase Interest

The results of this study indicate that brand image positively and significantly mediates the influence of after-sales service on electric vehicle purchase intention in Bali Province. Good after-sales service will build a positive brand image, which in turn will increase public interest in electric vehicles.

Previous research by Wulandari and Astuti (2021) also showed that after-sales service influences purchase intention through brand image, particularly for new technology products like electric vehicles. Brands that guarantee better after-sales service tend to be preferred because they build a more positive brand image compared to competitors. This brand image ultimately drives the public's growing purchase interest in electric vehicles in the future.

CONCLUSION

Based on the research results above, it can be concluded as follows: (1) product quality, price, and after-sales service have a positive and significant effect on the brand image of electric vehicles in Bali Province; (2) product quality, after-sales service, and brand image have a positive and significant effect on purchasing interest, while price has a positive but insignificant effect on purchasing interest in electric vehicles in Bali Province; and (3) brand image mediates

the effect of product quality, price, and after-sales service on purchasing interest in electric vehicles in Bali Province.

Suggestion

In the context of the transformation of the automotive industry towards electric vehicles in Indonesia, especially in Bali Province, it is important for manufacturers and the government to take strategic steps that can accelerate the adoption of electric vehicles. Based on the findings that product quality, price, and after-sales service have a significant influence on the brand image of electric vehicles, the following are suggestions that need to be considered: (1) Electric vehicle manufacturers must consistently invest in technological innovation to improve product quality; (2) Manufacturers need to design a careful pricing strategy to attract more consumers; (3) Build a comprehensive after-sales service network; (4) Carry out marketing communication strategies aimed at strengthening brand reputation by emphasizing the value of sustainability and technological innovation; and (5) increase collaboration between manufacturers and the government such as Creating more varied financing schemes, such as low installments or trade-in programs, as well as electric vehicle tax incentives. By addressing the various barriers faced by consumers, both parties can accelerate electric vehicle market penetration.

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