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The Influence of Consumer Perception on Purchase Intention of Electric Vehicle Product in JABODETABEK

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Abstract: Electric vehicles (EVs) offer potential solutions to Indonesia's pollution and reliance on fossil fuels. This study integrates the Diffusion of Innovations (DOI) model and Perceived Risk Theory to examine key factors influencing EV adoption intentions in Indonesia, using data collected from 361 respondents across Jabodetabek. Employing structural equation modeling (SEM), the study analyzes how observability, compatibility, and complexity of EVs, along with perceived financial and safety risks, affect purchase intentions while brand image moderating attitude toward use to purchase intention. Results reveal that observability and compatibility enhance purchase intention, while high perceived risks reduce it. Findings suggest that promoting EV visibility and compatibility with user needs, alongside addressing risk perceptions, can support EV adoption in Indonesia.

Keywords: Electric Vehicles, Purchase Intention, Diffusion of Innovation, Perceived Risk, Brand Image, Attitude Toward Use, Indonesia, Jabodetabek.

INTRODUCTION

The Electric Vehicles (EVs) are reshaping the global automotive landscape, with consumer perception playing a crucial role in their adoption. In Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi), Indonesia's largest urban area, EVs are becoming an attractive option due to environmental concerns, fluctuating fuel prices, and persistent traffic congestion. The Indonesian government has demonstrated strong commitment to EV adoption through regulatory measures aligned with its Enhanced Nationally Determined Contribution (ENDC) to reduce greenhouse gas emissions. This includes Peraturan Presiden (PERPRES) Nomor 79 Tahun 2023, which amends PERPRES Nomor 55 Tahun 2019 to accelerate the Battery Electric Vehicle (BEV) Program starting in December 2023 (Government of Indonesia, 2023). The regulation aims for 2 million electric cars and 13 million electric motorcycles by 2030, contributing 10% of the national vehicle fleet (Ministry of Energy and Mineral Resources, 2024).

Beyond technological advancement, EVs offer an opportunity to improve urban transportation and reduce pollution in highly affected areas like Jabodetabek. Research suggests that consumers in polluted cities are more inclined to adopt EVs due to their environmental benefits (Eswaran, 2023). According to IQAir data (2024), as of November 9th, all Jabodetabek regions except Bogor ranked among Indonesia's top six most polluted areas, underscoring the urgent need for cleaner transportation.

Government policies have fueled EV sales, with national wholesale figures reaching 23,045 units from January to August 2024—an increase of 177.32% year-on-year (Gaikindo, 2024). Analysis of EV sales from January 2022 to May 2024 reveals a strong upward trend, with a notable spike in December 2023 following the ENDC implementation and PERPRES No. 79 of 2023. However, sales stagnated from January to May 2024, suggesting a potential plateau. Despite the EV sector's growth, Indonesia's overall automotive market faces challenges, including economic constraints like fluctuating exchange rates and high-interest rates. While total vehicle sales in August 2024 saw a slight increase, they remained 14.2% lower than the previous year. However, BEV and hybrid electric vehicle (HEV) sales continued to rise by 23.91% and 23.11%, respectively (Nurdifa & Rajendra, 2024).

A PwC survey highlights key barriers to EV adoption, with 63% of car owners and 52% of motorcycle owners citing limited charging infrastructure as a major concern. Long charging times were another deterrent for 39% of car owners and 34% of motorcycle owners (PwC, 2023). Meanwhile, market competition is intensifying, with Chinese automaker BYD selling over 3,500 units since entering Indonesia in early 2024, with the BYD Seal accounting for more than half of these sales (Biondi, 2024).

This study aims to identify key factors shaping purchase intentions for EVs, offering insights that can inform policies, marketing strategies, and stakeholder decisions.

METHOD

This study investigates the moderating role of brand image in the relationship between Attitude Toward Usage (ATU) and Purchase Intention in electric vehicle (EV) adoption. The model integrates Diffusion of Innovations (DOI) theory (Perceived Relative Advantage, Compatibility, Complexity, Observability) and perceived risk theory (Physical and Time Risk).

A convenience sampling method is employed, targeting 190 respondents (JABODETABEK fuel-powered vehicle users aged ≥18) through an online survey. The questionnaire comprises 38 Likert-scale items (1="Strongly Disagree" to 5="Strongly Agree"), divided into demographics and study variables, with reverse scoring for negatively phrased questions.

The study utilizes Structural Equation Modeling (SEM) via SmartPLS, incorporating measurement and structural models. Reliability and validity are assessed using Composite Reliability (≥0.7), Average Variance Extracted (≥0.5), and Outer Loadings (≥0.7). Moderation analysis examines the impact of Brand Image on the ATU-Purchase Intention relationship, with a significance threshold of $p \leq 0.05$.

RESULTS AND DISCUSSION

Audience Demographic

Based on research conducted of the characteristics of the 361 respondents surveyed. The age distribution is predominantly among the younger demographic, with 66.20% aged 18–24 years and 31.86% aged 25–34 years. Only 1.94% fall within the 35–44 age range. The gender distribution shows a significant majority of male respondents at 91.97%, compared to 8.03% female respondents.

Regarding monthly income, 63.43% earn under IDR 5 million, while 24.10% earn between IDR 5–10 million. A smaller proportion, 4.71%, report earning over IDR 30 million

per month. In terms of occupation, private employees constitute 37.40% of the respondents, followed by students at 31.02%, and freelancers at 19.11%.

The survey also indicates that 75.07% of respondents own a vehicle, while 24.93% do not. The respondents' places of residence are varied, with 45.98% living in Jakarta, and the remaining respondents residing in Bekasi (16.34%), Bogor (12.19%), Depok (8.31%), and Tangerang (17.17%).

Outer Model

In testing structural equation models (SEM), the measurement model must satisfy theoretical standards to confirm the reliability and validity of the study's constructs. According to Hair et al. (2010), SEM relies on the use of indicators to reflect latent constructs, with outer loadings (λ) ideally exceeding 0.7.

Table 1. Validity and Reliability Test Results

Construct	CR	AVE
Attitude Toward Use	0.858	0.610
Brand Image	0.930	0.780
Perceived Compatibility	0.911	0.774
Perceived Observability	0.764	0.674
Perceived Complexity	0.824	0.655
Purchase Intention	0.880	0.665
Perceived Relative Advantage	0.790	0.694
Perceived Physical Risk	0.826	0.554
Perceived Time Risk	0.738	0.550

R-Square and Inner Model

The R^2 value of 0.525 indicates that 52.5% of the variance in Attitude Toward Use is explained by the independent variables in the model. The Adjusted R^2 of 0.517 suggests that the model maintains strong explanatory power even after accounting for the number of predictors.

The R^2 value of 0.533 suggests that 53.3% of the variance in Purchase Intention is explained by the model. The Adjusted R^2 of 0.529 is very close to R^2, which implies that the predictors included in the model contribute meaningfully to explaining purchase intention. This reinforces that the independent variables significantly impact users' likelihood of making a purchase.

Table 2. Validity and Reliability Test Results

Dependent Variable	R-Square	Adjusted R-Square
Attitude Toward Use (ATU)	0.525	0.517
Purchase Intention (PI)	0.533	0.529

Table 3. Path Coefficient

Relationship	Path Coefficient	Interpretation
Attitude Toward Use (ATU) → Purchase Intention (PI)	0.57	Strong positive influence
Brand Image (BI) → Purchase Intention (PI)	0.235	Moderate positive effect
Compatibility (PCB) → Attitude Toward Use (ATU)	0.126	Weak positive influence

Complexity (PCX) → Attitude Toward Use (ATU)	-0.128	Weak negative effect
Observability (PCO) → Attitude Toward Use (ATU)	0.378	Moderate positive impact
Physical Risk (PRR) → Attitude Toward Use (ATU)	-0.016	Negligible negative impact
Relative Advantage (PRA) → Attitude Toward Use (ATU)	0.204	Moderate positive impact
Time Risk (PTR) → Attitude Toward Use (ATU)	-0.136	Weak negative impact
Brand Image (BI) × Attitude Toward Use (ATU) → Purchase Intention (PI)	-0.004	Negligible interaction impact

Discussion

The analysis of the predictors related to the Diffusion of Innovations (DOI) model reveals important insights regarding their influence on Attitude Toward Use (ATU) of electric vehicles (EVs). Among the significant predictors, Observability (PCO) demonstrated a strong positive effect on ATU ($\beta = 0.378$, $p < 0.000$). This finding aligns with the literature suggesting that visibility of technology usage enhances consumer perceptions and encourages adoption (Yuen et al., 2021; Huang & Ge, 2020).

Relative Advantage (PRA) also positively influenced ATU, with a coefficient of ($\beta = 0.204$, $p < 0.000$). This aligns with previous research indicating that perceived benefits of electric vehicles over traditional vehicles enhance consumer attitudes (Lee, 2020; Sanayei & Bahmani, 2019).

Compatibility (PCB) exhibited a significant positive influence on ATU ($\beta = 0.126$, $p = 0.020$). This finding supports the DOI theory that emphasizes the importance of aligning new innovations with consumers' existing values and lifestyles (Venkatesh et al., 2003).

Conversely, Complexity (PCX) had a significant negative effect on ATU ($\beta = -0.128$, $p = 0.004$). This finding reflects existing literature that identifies complexity as a barrier to technology adoption (Davis, 1989; Venkatesh & Bala, 2008).

The analysis of the predictors of perceived risk reveals critical insights into their influence on Attitude Toward Use (ATU) for electric vehicles (EVs). Among the predictors, Perceived Physical Risk (PRR) demonstrated a non-significant negative effect on ATU ($\beta = -0.016$, $p = 0.688$). This finding indicates that concerns regarding physical safety associated with electric vehicles do not significantly impact consumer attitudes. This result diverges from previous studies, such as those by Hirsch (2020), which suggest that safety perceptions play a crucial role in shaping consumer attitudes.

In contrast, Perceived Time Risk (PTR) exhibited a significant negative impact on ATU ($\beta = -0.136$, $p < 0.003$). This finding indicates that consumers' concerns about the time required to learn about and adapt to electric vehicles can hinder their overall attitudes. Supporting this, research by Choudhury et al. (2018) highlights that perceived risks related to time can serve as barriers to adopting new technologies.

The relationship between Attitude Toward Use (ATU) and Purchase Intention (PI) for electric vehicles is found to be highly significant, with a strong path coefficient of 0.570 ($p < 0.000$). This result confirms that a positive attitude toward using electric vehicles directly and significantly enhances consumers' intentions to purchase them, supporting Hypothesis 1. According to the Theory of Planned Behavior (Ajzen, 1991), attitudes play a crucial role in shaping behavioral intentions, meaning that when consumers hold favorable views towards a technology, they are more likely to act on it, by purchasing an electric vehicle.

In addition to this, several predictors significantly influence ATU, helping to shape consumers' overall attitudes toward electric vehicles. Observability (PCO) stands out as one of

the strongest predictors, with a path coefficient of 0.378 ($p < 0.000$) and a T-statistic of 7.565. This finding suggests that when consumers can easily observe electric vehicles in use, it positively impacts their attitude toward adoption. This aligns with the Diffusion of Innovations (DOI) theory, which posits that observable benefits increase the likelihood of adoption, as seeing others use and benefit from a technology fosters trust and interest (Yuen et al., 2021; Huang & Ge, 2020).

On the other hand, Complexity (PCX) negatively affects ATU, with a path coefficient of -0.128 ($p = 0.004$) and a T-statistic of 2.870, suggesting that perceived difficulties in understanding or using electric vehicles hinder positive attitudes. This supports the Technology Acceptance Model (TAM), which emphasizes that simpler technologies are more readily adopted by consumers (Davis, 1989; Venkatesh & Bala, 2008).

The analysis of the moderating role of Brand Image (BI) on the relationship between Attitude Toward Use (ATU) and Purchase Intention (PI) reveals a non-significant interaction effect, with a path coefficient of 0.010 ($p = 0.380$). This finding indicates that Brand Image has a negligible and statistically insignificant relationship with Attitude Toward Use in influencing Purchase Intention. While consumers' attitudes toward using electric vehicles are critical in driving their purchase intentions, Brand Image does not play a significant role in amplifying or diminishing this relationship.

Previous research underscores the importance of Brand Image in influencing consumer behavior, particularly in the context of innovative technologies like electric vehicles. Aaker (1991) posits that a positive brand image can enhance consumer trust and facilitate adoption of new products. However, the present analysis suggests that, despite having a favorable brand image, the direct relationship between Attitude Toward Use and Purchase Intention remains unchanged.

This finding contrasts with the work of Tsiotsou (2016), which highlights the potential synergy between Brand Image and consumer attitudes, demonstrating that a strong brand image can effectively enhance purchase intentions by fostering positive attitudes. In the case of electric vehicles, however, the current results indicate that consumers' direct attitudes toward the technology may be more influential than the effects of Brand Image.

Moreover, the results show that Brand Image (BI) has a path coefficient of 0.235 ($p < 0.001$) towards Purchase Intention, but the direct impact of ATU is much stronger. This highlights that while Brand Image is important, it may not be the primary driver of purchase intentions in this context. These findings align with the research by Lee et al. (2020), which emphasizes that the functional and experiential attributes of electric vehicles play a critical role in shaping consumer purchase intentions, often surpassing the influence of brand reputation.

Table 4. Hypothesis Testing Results for the Relationships Among Perceived Risk Dimensions, DOI Dimensions, Consumer Attitudes Towards Use (ATU), and Purchase Intentions (PI)

Hypothesis	Relationship	Path Coefficient	t-Statistic	p-Value	Result
H1	ATU → PI	0.570	12.885	0.000	Supported
H2	PRA → ATU	0.235	4.602	0.000	Supported
H3	PCB → ATU	0.126	2.332	0.020	Supported
H4	PCX → ATU	-0.128	2.870	0.004	Supported
H5	PCO → ATU	0.378	7.565	0.000	Supported
H6	PRR → ATU	-0.016	0.401	0.688	Not Supported
H7	PTR → ATU	0.204	3.951	0.000	Supported
H8	BI * ATU → PI	0.010	0.307	0.380	Not Supported

Table 5. The Moderation of Brand Image to Purchase Intention

Path Coefficient	Original Sample (O)	Sample Mean (M)	Standard Deviation (StDev)
BI * ATU → PI	0.010	0.013	0.032

CONCLUSION

Based on the result, it was revealed that perceived relative advantage, compatibility with lifestyle, and observability (visibility of EV usage among peers) significantly contribute to positive consumer attitudes toward EVs. This suggests that when consumers recognize clear benefits, see EVs fitting into their daily lives, and witness others using them, they are more likely to develop favorable attitudes toward EV adoption.

The relationship between attitude toward EVs (ATU) and purchase intention (PI) is statistically significant, with positive attitudes strongly correlated with increased purchase intention. However, brand image, tested as a moderating factor, showed an insignificant effect on strengthening the link between attitude and purchase intention, suggesting that while brand perception has value, it may not be a decisive factor in the nascent EV market in Indonesia. This underscores the importance of focusing on direct product attributes, education, and infrastructure over brand reliance to accelerate EV adoption in the region.

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