

ABSTRACT

The world of transportation is one of the important parts of this modern era, and progress and innovation in improving the performance of the vehicles we use every day can be useful for increasing the value of activities that depend on the transportation aspect. Indonesia has started the transition in adopting electric vehicles, one of which is electric cars. Currently, Indonesia has 71,378 electric cars operating on the streets of Indonesia, but this number is still very small when compared to the target of the Indonesian government which is targeting 2 million electric cars by 2030. The government has also facilitated this adoption with the help of VAT discounts for electric cars, but it is still not enough to increase the development of electric cars in Indonesia to pursue the target that will come in the next 5 years.

This study aims to determine the effect of Perceived Value or can be interpreted as the Value captured by Indonesian consumers that influences the intention to buy electric cars and to find out whether information overload affects the relationship between perceived value and purchase intention.

The data collection technique is by distributing questionnaires online with 350 respondents in Indonesia and will be analyzed using the Partial Least Square Structure Equation (PLS-SEM) model.

The results of this study indicate that perceived value has a positive effect on purchase intention through consideration of value in the benefits and risks of EVs. In addition, information overload has a negative effect on the results of perceived value on purchase intention for EV cars.

In order to increase purchase intention through assessment of benefits and risks, consumers need to understand to focus on aspects that consumers are interested in such as affordable prices, adequate facilities, and support for spare parts and services for EV products.

Keywords: *Electric Vehicle, Information Overload, Perceived Benefits, Perceived Risk, Purchase Intention*