

ABSTRACT

The market share of electric vehicles, both in developed and developing countries like Indonesia, remains relatively small. This study aims to identify the priority factors influencing consumer purchase intention for battery electric vehicles in Indonesia by exploring public perceptions.

The research employs a quantitative approach with a deductive method and a causal nature. The study population includes consumers who have purchased or are planning to purchase electric vehicles in the DKI Jakarta area, with the sample size determined using specific parameters. Data analysis is conducted using Structural Equation Modeling (SEM) with the assistance of AMOS software.

The findings reveal that the combinations of the Theory of Planned Behavior (TPB), UTAUT-3, and Norm Activation Model (NAM) provides deep insights into consumer intentions to buy battery electric vehicles. Positive attitudes and perceived behavioral control significantly contribute to purchase intention, while subjective norms show a negative yet significant influence. In the UTAUT-3 model, social influence and facilitating conditions have substantial contributions, highlighting the importance of social support and infrastructure. Perceived value also plays a significant role, indicating that the economic value of electric vehicles affects purchasing decisions. Although awareness of consequences and ascription of responsibility in the NAM model positively influence purchase intention, personal norms do not show a significant impact. These findings imply that marketing strategies should include education on the benefits of electric vehicles, reinforcement of social norms, enhancement of infrastructure, and raising awareness of the economic and environmental values associated with electric vehicles.

Keyword: *Norm Activation Model, Purchase Intention, Theory Planned Behaviour, Unified Theory Of Acceptance And Use Of Technology-3*