

## Analisis pengaruh faktor-faktor yang mendasari niat konsumen terhadap keputusan pembelian electric vehicle (EV): studi pada generasi X dan milenial = Determinants of customer purchase intention on electric vehicle (EV): case study of generation X and millennial

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### Abstrak

Isu lingkungan saat ini merupakan problematika yang menjadi perhatian masyarakat global. Dilihat dari sisi industri, perusahaan turut merespon dengan melaksanakan strategi green marketing, salah satunya langkahnya adalah memproduksi Electric Vehicle (EV). Mengacu pada tren tersebut, penelitian ini bertujuan mengetahui faktor-faktor yang mendasari niat konsumen terhadap keputusan pembelian Electric Vehicle (EV), khususnya pada Generasi X dan Milenial. Digunakan Theory of Planned Behavior (TPB) sebagai landasan studi, dengan responden Generasi X dan Milenial di wilayah Indonesia. Pengolahan data dilakukan dengan metode SEM-PLS dan MGA menggunakan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa green purchase attitude, perception of financial incentives, dan green future estimation berpengaruh positif signifikan terhadap niat pembelian Generasi X dan Milenial pada produk Electric Vehicle (EV). Lebih lanjut, secara umum generasi tidak memoderasi hubungan- hubungan yang diuji dalam penelitian ini. Terkecuali pada hubungan green awareness of price terhadap green purchase intention. Berdasarkan hasil analisis, diharapkan studi ini dapat berguna bagi perusahaan dalam memasarkan Electric Vehicle (EV).

.....The current environmental issues are a problematic concern for the global community. From an industrial perspective, companies have responded by implementing green marketing strategies, one of which is the production of Electric Vehicles (EVs). Referring to this trend, this research aims to understand the underlying factors that influence consumers' intention to purchase Electric Vehicles (EVs), particularly among Generation X and Millennials. The Theory of Planned Behavior (TPB) is used as the foundation for this study, with respondents from Generation X and Millennials in the Indonesian region. Data processing is conducted using the SEM-PLS and MGA methods with the SmartPLS application. The research findings indicate that green purchase attitude, perception of financial incentives, and green future estimation have a significant positive impact on the purchase intention of Generation X and Millennial consumers towards Electric Vehicles (EVs). Furthermore, in general, the generation does not moderate the relationships tested in this study, except for the relationship between green awareness of price and green purchase intention. Based on the analysis results, it is hoped that this study will be useful for companies in marketing Electric Vehicles (EVs).