# MODERASI *BRAND IMAGE* TERHADAP MINAT BELI MOBIL LISTRIK "X" DI INDONESIA

## SKRIPSI

**Oleh**

**BAGUS ABDUR RAHMAN**

**NIM: 08020321042**

**UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA**

**FAKULTAS EKONOMI DAN BISNIS ISLAM**

**PROGRAM STUDI MANAJEMEN**

**SURABAYA**

**2025**

# PERNYATAAN ORISINALITAS SKRIPSI

Saya, Bagus Abdur Rahman, 08020321042, menyatakan bahwa:

1. Skripsi saya ini adalah asli dan benar-benar hasil karya saya sendiri, dan bukan hasil peniruan atau penjiplakan (plagiarism) dari karya orang lain. Skripsi ini belum pernah diajukan untuk mendapatkan gelar akademik baik di UIN Sunan Ampel Surabaya, maupun di perguruan tinggi lainnya.
2. Di dalam skripsi ini tidak terdapat karya atau pendapat yang telah ditulis atau dipublikasikan orang lain, kecuali secara tertulis dengan jelas dicantumkan sebagai acuan dengan disebutkan nama pengarang dan dicantumkan dalam daftar pustaka.
3. Pernyataan ini saya buat dengan sebenar-benarnya, dan apabila dikemudian hari terdapat penyimpangan dan ketidakbenaran dalam pernyataan ini, maka saya bersedia menerima sanksi akademik berupa pencabutan gelar yang telah diperloleh karena karya tulis skripsi ini, serta sanksi-sanksi lainnya sesuai dengan norma dan peraturan yang berlaku di UIN Sunan Ampel Surabaya.

Surabaya, 10 Juni 2025


Bagus Abdur Rahman

NIM. 08020321042

# LEMBAR PERSETUJUAN SKRIPSI/MUNAQOSAH

Surabaya, 10 Juni 2025

**Skripsi telah selesai dan siap diuji**

Dosen Pembimbing.

Dr. Ir. Muhamad Ahsan, MM., CHRMP.
NIP. 196806212007011030

# LEMBAR PENGESAHAN

**MODERASI *BRAND IMAGE* TERHADAP MINAT BELI MOBIL LISTRIK "X" DI INDONESIA**

oleh
BAGUS ABDUR RAHMAN
NIM: 08020321042

Telah dipertahankan di depan Dewan Penguji
pada tanggal 17 Juni 2025 dan dinyatakan memenuhi syarat
untuk diterima

| Susunan Dewan Penguji: | Tanda Tangan: |
|---|---|
| 1. Dr. Ir. Muhamad Ahsan, M.M.<br>NIP. 196806212007011030<br>(Penguji 1) | ..... |
| 2. Helmina Ardyanfitri, S.M.,M.M<br>NIP. 199407282019032025<br>(Penguji 2) | ..... |
| 3. Hanafi Adi Putranto, S.Si, SE, M.Si.<br>NIP. 198209052015031002<br>(Penguji 3) | ..... |
| 4. Riska Agustin, S.Si., M.SM.<br>NIP. 199308172020122024<br>(Penguji 4) | ..... |

Surabaya, 23 Juni 2025
Dekan

Dr. Sirajul Arifin, S.Ag., S.S., M.E.I.
NIP. 197005142000031001

KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN
Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

UIN SUNAN AMPEL
S U R A B A Y A

## LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Bagus Abdur Rahman
NIM : 08020321042
Fakultas/Jurusan : Fakultas Ekonomi dan Bisnis Islam / Manajemen
E-mail address : bagus.arq07@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :
☑ Sekripsi ☐ Tesis ☐ Desertasi ☐ Lain-lain (.....)
yang berjudul :

MODERASI BRAND IMAGE TERHADAP MINAT BELI MOBIL LISTRIK "X" DI INDONESIA

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Ekslusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara ***fulltext*** untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 28 September 2023

Penulis

( Bagus Abdur Rahman )

# ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menguji berbagai faktor yang memengaruhi minat beli konsumen potensial mobil listrik merek "X" di pasar Indonesia. Secara spesifik, studi ini menguji pengaruh langsung dari subsidi pemerintah, harga pembelian, kesadaran lingkungan, serta infrastruktur pengisian daya. Selain itu, peran citra merek sebagai variabel moderasi, yang potensial memperkuat atau melemahkan hubungan antara faktor-faktor independen tersebut dengan minat beli konsumen.

Penelitian ini dilakukan dengan pendekatan kuantitatif dengan metode survei sebagai jenis penelitian. Metode survei merupakan metode untuk mengumpulkan data pada lokasi terpilih dengan cara menyebarkan kuesioner. Adapun data yang diperoleh berjumlah 389 sampel, didapat melalui penyebaran kuesioner secara *online* dengan teknik *non probabilitiy sampling*. Data tersebut diolah menggunakan SmartPLS versi 4.0 untuk analisis.

Hasil analisis data menemukan bahwa Subsidi pemerintah dan harga pembelian terbukti secara signifikan berpengaruh signifikan terhadap minat beli. Selain itu, kesadaran lingkungan serta infrastruktur pengisian daya juga memiliki pengaruh signifikan terhadap minat beli, citra merek sendiri terbukti memiliki pengaruh langsung dan signifikan pada minat beli. Lebih lanjut, analisis moderasi menunjukkan bahwa citra merek berperan penting dalam memperkuat dampak subsidi pemerintah dan ketersediaan infrastruktur pengisian daya terhadap minat beli. Namun, peran moderasi citra merek tidak signifikan pada hubungan antara harga pembelian maupun kesadaran lingkungan dengan minat beli.

Penelitian ini menyarankan untuk mengkomunikasikan secara jelas dan masif program subsidi pemerintah yang tersedia, menonjolkan nilai kompetitif dari harga produk, dan secara proaktif mengedukasi konsumen tentang infrastruktur pengisian daya yang berkembang. Selain itu, juga fokus pada pembangunan dan penguatan citra merek yang positif dan relevan, mengingat perannya sebagai pendorong minat beli dan faktor penting dalam memperkuat dampak dari inisiatif subsidi serta ketersediaan infrastruktur. Kampanye yang menyoroti aspek keberlanjutan dan kemudahan penggunaan juga akan sangat efektif untuk menarik segmen konsumen yang peduli lingkungan.

**Kata Kunci**: citra merek, minat beli, mobil listrik.

# ABSTRACT

This research aims to identify and examine various factors influencing the purchase intention of potential consumers for "X" brand electric cars in the Indonesian market. Specifically, this study investigates the direct influence of government subsidies, purchase price, environmental awareness, and charging infrastructure. Furthermore, it explores the role of brand image as a moderating variable, potentially strengthening or weakening the relationship between these independent factors and consumer purchase intention.

This research was conducted using a quantitative approach with a survey method. The survey method is used to collect data from selected locations by distributing questionnaires. A total of 389 samples were obtained through the online distribution of questionnaires using non-probability sampling techniques. The data was then processed using SmartPLS version 4.0 for analysis.

The analysis revealed that both government subsidies and purchase price have a significant effect on purchase intention. Similarly, environmental awareness and charging infrastructure were also found to significantly influence purchase intention. Moreover, brand image demonstrated a direct and significant impact on purchase intention. The moderation analysis further indicated that brand image plays a crucial role in strengthening the effect of government subsidies and the availability of charging infrastructure on purchase intention. However, brand image did not show a significant moderating effect on the relationships between purchase price or environmental awareness and purchase intention.

This study recommends the clear and widespread communication of available government subsidy programs, highlighting the competitive pricing of the product, and proactively educating consumers about the growing charging infrastructure. Additionally, it emphasizes the importance of developing and strengthening a positive and relevant brand image, considering its role as a key driver of purchase intention and its ability to enhance the impact of subsidies and infrastructure availability. Campaigns that emphasize sustainability and ease of use are also expected to be highly effective in attracting environmentally conscious consumer segments.

**Keywords**: brand image, purchase intention, electric vehicles.

# DAFTAR ISI

**PERNYATAAN ORISINALITAS SKRIPSI** ..... **iii**
**LEMBAR PERSETUJUAN SKRIPSI/MUNAQOSAH** ..... **iv**
**LEMBAR PENGESAHAN** ..... **v**
**ABSTRAK** ..... **vi**
**ABSTRACT** ..... **vii**
**KATA PENGANTAR** ..... **viii**
**DAFTAR ISI** ..... **ix**
**DAFTAR TABEL** ..... **xiii**
**BAB 1 PENDAHULUAN** ..... **1**
1.1 Latar belakang ..... 1
1.2 Rumusan Masalah ..... 6
1.3 Tujuan Penelitian ..... 7
1.4 Manfaat Penelitian ..... 8
**BAB 2 KAJIAN PUSTAKA** ..... **10**
2.1 Landasan Teori ..... 10
2.1.1 *Theory of Planned Behavior* ..... 10
2.1.2 Subsidi Pemerintah ..... 10
2.1.3 Harga Pembelian ..... 11
2.1.4 Kesadaran Lingkungan ..... 12
2.1.5 Infrastruktur Pengisian Daya ..... 13
2.1.6 *Brand Image* ..... 14
2.1.7 *Purchase Intention* ..... 15
2.2 Penelitian Terdahulu ..... 16
2.3 Kerangka Konseptual ..... 22
2.4 Hipotesis Penelitian ..... 23
**BAB 3 METODE PENELITIAN** ..... **30**
3.1 Jenis Penelitian ..... 30
3.2 Waktu dan Tempat Penelitian ..... 30
3.3 Populasi dan Sampel Penelitian ..... 30
3.3.1 Populasi Penelitian ..... 30

3.3.2 Sampel ..... 31
3.4 Variabel Penelitian ..... 31
3.4.1 Variabel Bebas (*Independent Variable*) ..... 32
3.4.2 Variabel Dependen ..... 32
3.4.3 Variabel Moderasi ..... 32
3.5 Devinisi Operasional ..... 33
3.6 Data dan Sumber Data ..... 35
3.6.1 Sumber data primer ..... 35
3.6.2 Sumber data sekuder ..... 35
3.7 Teknik Pengumpulan Data ..... 35
3.8 Teknik Analisis Data ..... 35
3.8.1 Pengujian model struktural (*Outer model*) ..... 36
3.8.1.1 Uji validitas konvergen ..... 36
3.8.1.2 Uji konstruk Reliabilitas dan Validitas diskriminan ..... 37
3.8.2 Inner model (pengujian model struktural) ..... 37
3.8.2.1 Multikolinearitas ..... 37
3.8.2.2 Uji Hipotesis ..... 38
3.8.2.3 Uji Koefisiensi Determinan (R-square) ..... 38
3.8.2.4 Uji Effect Size (F-Square) ..... 38
3.8.2.5 Uji Predictive Relevance (Q-Square) ..... 38
3.8.2.6 Uji Model FIT SRMR ..... 39
3.8.2.7 Uji PLS Predict ..... 39
3.8.2.8 Uji Importance-Performance Map Analysis (IPMA) ..... 40
3.8.2.9 Uji Linearitas ..... 41
3.8.2.10 Uji Endogeneity ..... 41
**BAB 4 HASIL DAN PEMBAHASAN ..... 43**
4.1 Deskripsi Umum Objek Penelitian ..... 43
4.1.1 Sejarah Singkat Merek "X" ..... 43
4.1.2 Visi dan Misi Merek "X" ..... 44
4.1.3 Jenis Produk Mobil Listrik "X" ..... 45
4.2 Karakteristik Responden ..... 46
4.2.1 Jenis Kelamin ..... 47

4.2.2 Usia ..... 47
4.2.3 Pekerjaan ..... 48
4.2.4 Penghasilan ..... 48
4.2.5 Domisili Responden ..... 49
4.2.6 Hasil Jawaban Responden ..... 50
4.2.6.1 Subsidi Pemerintah (X1) ..... 50
4.2.6.2 Harga Pembelian (X2) ..... 51
4.2.6.3 Kesadaran Lingkungan (X3) ..... 52
4.2.6.4 Infrastruktur Pengisian Daya (X4) ..... 53
4.2.6.5 *Brand Image* (M) ..... 53
4.2.6.6 Minat Beli (Y) ..... 54
4.3 Uji Analisis Data ..... 55
4.3.1 Model Pengukuran (*Outer Model*) ..... 55
4.3.1.1 Validitas Konvergen ..... 56
4.3.1.1.1 *Outer Loading* ..... 56
4.3.1.1.2 *Average Variance Extracted* (AVE) ..... 57
4.3.1.2 Uji Reliabilitas dan Validitas Diskriminan ..... 58
4.3.2 Model Struktural (*Inner Model*) ..... 59
4.3.2.1 Uji Collinearity Statistic (VIF) ..... 60
4.3.2.2 Uji Hipotesis ..... 61
4.3.2.3 Uji Koefisiensi Determinan (R-square) ..... 66
4.3.2.4 Uji Effect Size (F-Square) ..... 67
4.3.2.5 Uji Predictive Relevance (Q-Square) ..... 68
4.3.2.6 Uji Model FIT SRMR ..... 68
4.3.2.7 PLS Predict ..... 69
4.3.2.8 Importance-Performance Map Analysis (IPMA) ..... 71
4.3.2.9 Uji Linearitas ..... 74
4.3.2.10 Uji Endogeneitas ..... 76
4.4 Pembahasan ..... 77
4.4.1 Pengaruh Subsidi Pemerintah (X1) terhadap Minat Beli (Y) ..... 77
4.4.2 Pengaruh Harga Pembelian (X2) terhadap Minat Beli (Y) ..... 79
4.4.3 Pengaruh Kesadaran Lingkungan (X3) terhadap Minat Beli (Y) ..... 82

4.4.4 Pengaruh Infrastruktur Pengisian Daya (X4) terhadap Minat Beli (Y) ..... 85
4.4.5 Pengaruh *Brand Image* (M) terhadap Minat Beli (Y) ..... 88
4.4.6 *Brand Image* (M) memoderasi pengaruh Subsidi pemerintah (X1) terhadap Minat Beli (Y) ..... 90
4.4.7 *Brand Image* (M) memoderasi pengaruh Harga Pembelian (X2) terhadap Minat Beli (Y) ..... 91
4.4.8 *Brand Image* (M) memoderasi pengaruh Kesadaran Lingkungan (X3) terhadap Minat Beli (Y) ..... 93
4.4.9 *Brand Image* (M) memoderasi pengaruh Infrastruktur Pengisian Daya (X4) terhadap Minat Beli (Y) ..... 94
**BAB 5 KESIMPULAN DAN SARAN ..... 96**
5.1 Kesimpulan ..... 96
5.2 Saran ..... 97
**DAFTAR PUSTAKA ..... 99**
**LAMPIRAN ..... 112**
Biodata Peneliti ..... 112
Kuesioner ..... 113

# DAFTAR TABEL

*Tabel 2.1 Sumber Penelitian Terdahulu* ..... 16
*Tabel 3.1 Definisi Operasional* ..... 33
*Tabel 4.1 Jumlah Responden* ..... 46
*Tabel 4.2 Jenis Kelamin Responden* ..... 47
*Tabel 4.3 Usia Responden* ..... 47
*Tabel 4.4 Pekerjaan Responden* ..... 48
*Tabel 4.5 Penghasilan Responden* ..... 48
*Tabel 4.6 Domisili Responden* ..... 49
*Tabel 4.7 Tanggapan tehadap Konstruk Subsidi Pemerintah (X1)* ..... 51
*Tabel 4.8 Tanggapan tehadap Konstruk Harga Pembelian (X2)* ..... 51
*Tabel 4.9 Tanggapan tehadap Konstruk Kesadaran Lingkungan (X3)* ..... 52
*Tabel 4.10 Tanggapan tehadap Konstruk Infrastruktur Pengisian Daya (X4)* 53
*Tabel 4.11 Tanggapan tehadap Konstruk Brand Image (M)* ..... 53
*Tabel 4.12 Tanggapan tehadap Konstruk Minat Beli (Y)* ..... 54
*Tabel 4.13 Hasil Validitas Konvergen Berdasarkan Loading Factor* ..... 56
*Tabel 4.14 Hasil Validitas Konvergen Berdasarkan AVE* ..... 58
*Tabel 4.15 Hasil Uji Reliabilitas dan Validitas* ..... 59
*Tabel 4.16 Hasil Uji Collinearity Statistic (VIF)* ..... 60
*Tabel 4.17 Hasil Uji Hipotesis* ..... 61
*Tabel 4.18 Hasil Uji Koefisiensi Determinan R-square* ..... 66
*Tabel 4.19 Hasil Uji F Square* ..... 67
*Tabel 4.20 Hasil Uji Predictive Relevance ($Q^2$)* ..... 68
*Tabel 4.21 Hasil Uji Model FIT SRMR* ..... 69
*Tabel 4.22 Hasil Uji PLS Predict* ..... 69
*Tabel 4.23 Hasil Uji CVPAT* ..... 70
*Tabel 4.24 Hasil Uji Analisis IPMA* ..... 72
*Tabel 4.25 Hasil Uji Linearitas* ..... 75
*Tabel 4.26 Hasil Uji Endogeneitas* ..... 76

# DAFTAR GAMBAR

Gambar 1.1 BEV Whole Sales by Brand Januari-Juni 2024..... 3
Gambar 2.1 Kerangka Konseptual ..... 22
Gambar 4.1 Hasil Uji Analisis IPMA ..... 72

# DAFTAR PUSTAKA


Agbesi, P. K., Ruffino, R., & Hakovirta, M. (2024). Creating an optimal electric vehicle ecosystem: an investigation of electric vehicle stakeholders and ecosystem trends in the US. *SN Business & Economics*, *4*(3). https://doi.org/10.1007/s43546-024-00624-7

Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Aszhari, A. (2025). Harga Mobil Listrik Wuling Air EV, Termurah Rp 184 Jutaan. Diambil 2 Juni 2025, dari https://www.liputan6.com/otomotif/read/6030207/harga-mobil-listrik-wuling-air-ev-termurah-rp-184-jutaan

Boonchunone, S., Nami, M., Krommuang, A., Phonsena, A., & Suwunnamek, O. (2023). Exploring the effects of perceived values on consumer usage intention for electric vehicle in Thailand: the mediating effect of satisfaction. *Acta Logistica*, *10*(2), 151–164. https://doi.org/10.22306/al.v10i2.363

Brinkmann, D., & Bhatiasevi, V. (2023). Purchase Intention for Electric Vehicles Among Young Adults in Thailand. *Vision*, *27*(1), 110–118. https://doi.org/10.1177/09722629211001981

Chang, T. W. (2023). An indispensable role in promoting the electric vehicle Industry: An empirical test to explore the integration framework of electric vehicle charger and electric vehicle purchase behavior. *Transportation Research Part A: Policy and Practice*, *176*. https://doi.org/10.1016/j.tra.2023.103824

Chinda, T. (2023). Manufacturer and Consumer's Perceptions Towards Electric Vehicle Market in Thailand. *Journal of Industrial Integration and Management*, *9*(03), 475–496. https://doi.org/10.1142/S2424862223500100

Dixit, S. K., & Singh, A. K. (2022). Predicting Electric Vehicle (EV) Buyers in India: A Machine Learning Approach. *The Review of Socionetwork Strategies*, *16*(2), 221–238. https://doi.org/10.1007/s12626-022-00109-9

Du, G., & Tham, J. (2024). Literature review on optimizing brand image and improved customer purchase intention. *Journal of Infrastructure, Policy and Development*. EnPress Publisher, LLC. https://doi.org/10.24294/jipd.v8i7.8019

Dumortier, J., Siddiki, S., Carley, S., Cisney, J., Krause, R. M., Lane, B. W., … Graham, J. D. (2015). Effects of providing total cost of ownership information on consumers' intent to purchase a hybrid or plug-in electric vehicle. *Transportation Research Part A: Policy and Practice*, *72*, 71–86. https://doi.org/10.1016/j.tra.2014.12.005

El-Said, O. A. (2020). Impact of online reviews on hotel booking intention: The

moderating role of brand image, star category, and price. *Tourism Management Perspectives*, *33*. https://doi.org/10.1016/j.tmp.2019.100604

Fahmi, A. S., Susanti, Y., & Santoso, D. Y. A. (2023). Gambaran Tingkat Kepatuhan Terhadap Protokol Kesehatan Covid 19 Pada Remaja. *Jurnal Keperawatan* , *15*(1), 431–438. Diambil dari http://journal.stikeskendal.ac.id/index.php/Keperawatan

Franzò, S., Nasca, A., & Chiesa, V. (2022). Factors affecting cost competitiveness of electric vehicles against alternative powertrains: A total cost of ownership-based assessment in the Italian market. *Journal of Cleaner Production*, *363*. https://doi.org/10.1016/j.jclepro.2022.132559

Ghosh, N., Mothilal Bhagavathy, S., & Thakur, J. (2022). Accelerating electric vehicle adoption: techno-economic assessment to modify existing fuel stations with fast charging infrastructure. *Clean Technologies and Environmental Policy*, *24*(10), 3033–3046. https://doi.org/10.1007/s10098-022-02406-x

Gupta, A., & Garg, A. (2024). Modelling the enablers for adoption of electric vehicles in India. *International Journal of System Assurance Engineering and Management*, *15*(2), 635–645. https://doi.org/10.1007/s13198-022-01687-1

Gustina, N. Z., Badri, I. A., & Putri, Y. D. (2023). Relationship Between Peer Support With Anxiety Level of Student in Last Term in Batam. *Jurnal Riset Kesehatan Nasional*, *7*(2), 150–155. https://doi.org/10.37294/jrkn.v7i2.515

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hair, J. J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd Editio). Thousand Oaks: Sage.

Hair, Tomas, G., Hult, M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd Editio). Thousand Oaks, CA.: Sage Publications Inc.

Han, L., Wang, S., Zhao, D., & Li, J. (2017). The intention to adopt electric vehicles: Driven by functional and non-functional values. *Transportation Research Part A: Policy and Practice*, *103*, 185–197. https://doi.org/10.1016/j.tra.2017.05.033

He, W., & Hao, X. (2023). Competition and welfare effects of introducing new products into the new energy vehicle market: Empirical evidence from Tesla's entry into the Chinese market. *Transportation Research Part A: Policy and Practice*, *174*. https://doi.org/10.1016/j.tra.2023.103730

Huang, X., & Ge, J. (2019). Electric vehicle development in Beijing: An analysis of consumer purchase intention. *Journal of Cleaner Production*, *216*, 361–372. https://doi.org/10.1016/j.jclepro.2019.01.231

J., H., Y., A. R., S., P., & L., A. K. (2024). Electric vehicle adoption toward

sustainable transportation solution: key drivers and implications. *International Journal of Energy Sector Management*. https://doi.org/10.1108/IJESM-04-2024-0015

Jaržemskis, A., & Jaržemskiene, I. (2022). European Green Deal Implications on Country Level Energy Consumption. *Folia Oeconomica Stetinensia*, *22*(2), 97–122. https://doi.org/10.2478/foli-2022-0021

Kissinger, D. (2024). Tesla PESTEL/PESTLE Analysis & Recommendations. Diambil 10 September 2024, dari https://panmore.com/tesla-motors-inc-pestel-pestle-analysis-recommendations

Konewka, T., Bednarz, J., & Czuba, T. (2021). Building a competitive advantage for Indonesia in the development of the regional EV battery chain. *Energies*, *14*(21). https://doi.org/10.3390/en14217332

Krejcie, R. V, & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, *30*(3), 607–610.

Kurniawan, R., & Kurniawan, A. (2024). Pasar Prospektif, Simak Daftar Mobil Listrik Terlaris di Indonesia. Diambil 2 Februari 2025, dari https://otomotif.kompas.com/read/2024/07/21/070200015/pasar-prospektif-simak-daftar-mobil-listrik-terlaris-di-indonesia

Kurniawan, S. A., St, M. M., Piter Tiong, S. E., Lely Afiati, S. E., SE, N. N. A., Sari, R. D., … Hayati, M. (2025). *Perilaku Konsumen*. Mega Press Nusantara.

Li, S., Zhu, X., Ma, Y., Zhang, F., & Zhou, H. (2022). The Role of Government in the Market for Electric Vehicles: Evidence from China. *Journal of Policy Analysis and Management*, *41*(2), 450–485. https://doi.org/10.1002/pam.22362

Liu, Y., Zhao, X., Lu, D., & Li, X. (2023). Impact of policy incentives on the adoption of electric vehicle in China. *Transportation Research Part A: Policy and Practice*, *176*. https://doi.org/10.1016/j.tra.2023.103801

Liu, Z., Li, Y., Xu, J., & Bai, D. (2024). Multi-Compartment Electric Vehicle Routing Problem for Perishable Products. *International Journal of Crowd Science*, *8*(1), 38–48. https://doi.org/10.26599/IJCS.2023.9100017

Maqin, A. (2014). Pengaruh Kondisi infrastruktur terhadap pertumbuhan ekonomi di jawa barat. *Trikonomika Journal*, *10*(1), 10–18.

Mukesh, & Narwal, M. (2023). Predicting consumer purchase intention on electric cars in India: Mediating role of attitude. *Business Strategy and Development*, *6*(4), 942 – 956. https://doi.org/10.1002/bsd2.289

Murugan, M., & Marisamynathan, S. (2024). Policy analysis for sustainable EV charging facility adoption using SEM-ANN approach. *Transportation Research Part A: Policy and Practice*, *182*. https://doi.org/10.1016/j.tra.2024.104036

Mustafa, S., Shi, Y., Adan, D. e., Luo, W., & Al Humdan, E. (2024). Role of

environmental awareness & self-identification expressiveness in electric-vehicle adoption. *Transportation*, 1–25. https://doi.org/10.1007/s11116-024-10515-3

Narwal, M. (2023). Predicting consumer purchase intention on electric cars in India: Mediating role of attitude. *Business Strategy and Development*, *6*(4), 942–956. https://doi.org/10.1002/bsd2.289

Neubauer, J., & Wood, E. (2014). The impact of range anxiety and home, workplace, and public charging infrastructure on simulated battery electric vehicle lifetime utility. *Journal of Power Sources*, *257*, 12–20. https://doi.org/10.1016/j.jpowsour.2014.01.075

Ngian, E. T., Tie, M. S. Y., Sim, C. Y., Chiu, G. H. M., Chin, C. H., & Lau, Y. X. (2023). Smartphones Purchase Intention: Testing the Moderating Effect of Brand Image among Youths. *Malaysian Journal of Consumer and Family Economics*, *31*, 460–481. https://doi.org/10.60016/majcafe.v31.17

Nguyen-Viet, B., Tran, C. T., & Ngo, H. T. K. (2024). Corporate social responsibility and behavioral intentions in an emerging market: The mediating roles of green brand image and green trust. *Cleaner and Responsible Consumption*, *12*. https://doi.org/10.1016/j.clrc.2024.100170

Nurhuda, F. S. (2023). Ada "Subsidi" Mobil Listrik, Penjualan Wuling Air ev Langsung Meroket. Diambil 2 Juni 2025, dari https://oto.detik.com/mobil/d-6718830/ada-subsidi-mobil-listrik-penjualan-wuling-air-ev-langsung-meroket

Ottesen, A., Banna, S., Alzougool, B., & Simović, V. (2022). Driving Factors for Women's Switch to Electric Vehicles in Conservative Kuwait. *Journal Women's Entrepreneurship and Education*, (3–4), 46–67. https://doi.org/10.28934/jwee22.34.pp46-67

Patel, A. K., Singh, A., & Parayitam, S. (2023). Risk-taking and WOM as moderators in the relationship between status consumption, brand image and purchase intention of counterfeit brand shoes. *Journal of Advances in Management Research*, *20*(2), 161–187. https://doi.org/10.1108/JAMR-05-2022-0095

Pirmana, V., Alisjahbana, A. S., Yusuf, A. A., Hoekstra, R., & Tukker, A. (2023). Economic and environmental impact of electric vehicles production in Indonesia. *Clean Technologies and Environmental Policy*, *25*(6), 1871–1885. https://doi.org/10.1007/s10098-023-02475-6

Ramachandaran, S. D., Ng, H., Rajermani, R., & Raman, A. (2023). Factor Influencing Consumer's Adoption of Electric Car in Malaysia. *TEM Journal*, *12*(4), 2603–2612. https://doi.org/10.18421/TEM124-72

Rathore, B., Kumar, V., Gupta, R., Verma, P., Bag, S., & Tagarakis, K. P. (2024). Demystifying the barriers for electric vehicle acceptance: Multiple stakeholders' perspective. *Research in Transportation Business and Management*, *53*. https://doi.org/10.1016/j.rtbm.2023.101090

Ringle, C. M., & Sarstedt, M. (2016). Gain more insight from your PLS-SEM results: The importance-performance map analysis. *Industrial management & data systems*, *116*(9), 1865–1886.

Salehzadeh, R., Sayedan, M., Mirmehdi, S. M., & Heidari Aqagoli, P. (2023). Elucidating green branding among Muslim consumers: the nexus of green brand love, image, trust and attitude. *Journal of Islamic Marketing*, *14*(1), 250–272. https://doi.org/10.1108/JIMA-08-2019-0169

Sang, Y. N., & Bekhet, H. A. (2015). Modelling electric vehicle usage intentions: An empirical study in Malaysia. *Journal of Cleaner Production*, *92*, 75–83. https://doi.org/10.1016/j.jclepro.2014.12.045

Sarstedt, M., Ringle, C. M., Cheah, J. H., Ting, H., Moisescu, O. I., & Radomir, L. (2020). Structural model robustness checks in PLS-SEM. *Tourism Economics*, *26*(4), 531–554. https://doi.org/10.1177/1354816618823921

Sharma, A, Singh, D., & Misra, R. (2024). Examining Resistance of Adoption to Innovation in Emerging Markets: A Study on Electric Cars in India. *FIIB Business Review*. https://doi.org/10.1177/23197145231223058

Sharma, Abhinav, Singh, D., & Misra, R. (2024). The Role of Positive Anticipated Emotions in Influencing Purchase Intentions of Battery Electric Cars in Emerging Markets. *Journal of International Consumer Marketing*, *36*(2), 132–150. https://doi.org/10.1080/08961530.2023.2215464

Sheldon, T. L., & Dua, R. (2024). The dynamic role of subsidies in promoting global electric vehicle sales. *Transportation Research Part A: Policy and Practice*, *187*. https://doi.org/10.1016/j.tra.2024.104173

Shieh, J. I., & Wu, H. H. (2020). A framework of importance-performance analysis based on the multiple determination coefficient. *IAENG International Journal of Computer Science*, *47*(3), 463–467.

Sierzchula, W., Bakker, S., Maat, K., & Van Wee, B. (2014). The influence of financial incentives and other socio-economic factors on electric vehicle adoption. *Energy Policy*, *68*, 183–194. https://doi.org/10.1016/j.enpol.2014.01.043

Smeritschnig, F., Muellner, J., Nell, P. C., & Weiss, M. (2021). Intra-industry diversification effects under firm-specific contingencies on the demand side. *Long Range Planning*, *54*(1). https://doi.org/10.1016/j.lrp.2020.101992

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV. Alfabeta.

Sukma. (2022). Mau Dikasih Subsidi, Ini Pertumbuhan dan Pangsa Pasar Mobil Listrik di Indonesia. Diambil 15 September 2024, dari https://otomotif.bisnis.com/read/20221221/46/1610627/mau-dikasih-subsidi-ini-pertumbuhan-dan-pangsa-pasar-mobil-listrik-di-indonesia

Sunarsi, D. (2023). Strategi pemasaran berbasis digital, *3*(2), 2.

Tamimi, Y. A. (2025). Analisis Peran Ibu Dalam Pengambilan Keputusan Keuangan Syariah di Rumah Tangga: Sebuah Review Literature Syariah. *Jurnal Ekonomi, Manajemen, Akuntansi dan Keuangan*, *6*(3), 19.

Tang, X., Feng, J., Feng, B., Mao, X., & Wei, X. Z. (2024). Policy analysis on the promotion of new energy vehicles in China considering consumers' car purchasing choices in the "post-subsidy era": based on the study of a three-party evolutionary game. *Environment, Development and Sustainability*. https://doi.org/10.1007/s10668-024-04774-4

Tarver, E., Clarke, C., & Kvilhaug, S. (2024, Juli 25). Brand Identity: What It Is and How To Build One. Diambil 15 September 2024, dari https://www.investopedia.com/terms/b/brand-identity.asp

Vimal, K. E. K., Goel, P., Sharma, N., Mathiyazhagan, K., & Luthra, S. (2024). Where there is a will there is a way: A strategy analysis for electric vehicles sales in India. *Transportation Research Part E: Logistics and Transportation Review*, *185*. https://doi.org/10.1016/j.tre.2024.103506

Virmani, N., Agarwal, V., Karuppiah, K., Agarwal, S., Raut, R. D., & Paul, S. K. (2023). Mitigating barriers to adopting electric vehicles in an emerging economy context. *Journal of Cleaner Production*, *414*. https://doi.org/10.1016/j.jclepro.2023.137557

Wang, D., Ozden, M., & Tsang, Y. P. (2023). The impact of facilitating conditions on electric vehicle adoption intention in China: An integrated unified theory of acceptance and use of technology model. *International Journal of Engineering Business Management*, *15*. https://doi.org/10.1177/18479790231224715

Wang, P., Yu, X. H., & Zhang, Q. (2023). The Effect of Retailer' Social Responsibility and Government Subsidy on the Performance of Low-Carbon Supply Chain. *Journal of the Operations Research Society of China*. https://doi.org/10.1007/s40305-023-00479-z

Wang, S., & Kim, H. K. (2023). The Impacts of Carbon-neutral Renewable Energy Characteristics on Purchase Intention: Focusing on Chinese Electric Vehicles. *Journal of Logistics, Informatics and Service Science*, *10*(1), 203–220. https://doi.org/10.33168/JLISS.2023.0111

Xu, D., Wang, J., Zhao, W., & Zhang, X. (2023). Pricing policies for green energy-saving product adoption and government subsidy. *Annals of Operations Research*. https://doi.org/10.1007/s10479-023-05414-2

Yakin, I. H. (2023). *Metodologi Penelitian (Kuantitatif & Kualitatif)*. Garut: CV. Aksara Global Akademia.

Yang, X., Wei, L., & Su, Q. (2020). How is climate change knowledge distributed among the population in Singapore? A demographic analysis of actual knowledge and illusory knowledge. *Sustainability (Switzerland)*, *12*(9). https://doi.org/10.3390/su12093782

Zheng, X., Menezes, F., Zheng, X., & Wu, C. (2022). An empirical assessment of the impact of subsidies on EV adoption in China: A difference-in-differences approach. *Transportation Research Part A: Policy and Practice*, *162*, 121–136. https://doi.org/10.1016/j.tra.2022.05.020

Zheng, Y., Keith, D. R., Wang, S., Diao, M., & Zhao, J. (2024). Effects of electric vehicle charging stations on the economic vitality of local businesses. *Nature Communications*, *15*(1), 7437. https://doi.org/10.1038/s41467-024-51554-9

Agbesi, P. K., Ruffino, R., & Hakovirta, M. (2024). Creating an optimal electric vehicle ecosystem: an investigation of electric vehicle stakeholders and ecosystem trends in the US. *SN Business & Economics*, *4*(3). https://doi.org/10.1007/s43546-024-00624-7

Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Aszhari, A. (2025). Harga Mobil Listrik Wuling Air EV, Termurah Rp 184 Jutaan. Diambil 2 Juni 2025, dari https://www.liputan6.com/otomotif/read/6030207/harga-mobil-listrik-wuling-air-ev-termurah-rp-184-jutaan

Boonchunone, S., Nami, M., Krommuang, A., Phonsena, A., & Suwunnamek, O. (2023). Exploring the effects of perceived values on consumer usage intention for electric vehicle in Thailand: the mediating effect of satisfaction. *Acta Logistica*, *10*(2), 151–164. https://doi.org/10.22306/al.v10i2.363

Brinkmann, D., & Bhatiasevi, V. (2023). Purchase Intention for Electric Vehicles Among Young Adults in Thailand. *Vision*, *27*(1), 110–118. https://doi.org/10.1177/09722629211001981

Chang, T. W. (2023). An indispensable role in promoting the electric vehicle Industry: An empirical test to explore the integration framework of electric vehicle charger and electric vehicle purchase behavior. *Transportation Research Part A: Policy and Practice*, *176*. https://doi.org/10.1016/j.tra.2023.103824

Chinda, T. (2023). Manufacturer and Consumer's Perceptions Towards Electric Vehicle Market in Thailand. *Journal of Industrial Integration and Management*, *9*(03), 475–496. https://doi.org/10.1142/S2424862223500100

Dixit, S. K., & Singh, A. K. (2022). Predicting Electric Vehicle (EV) Buyers in India: A Machine Learning Approach. *The Review of Socionetwork Strategies*, *16*(2), 221–238. https://doi.org/10.1007/s12626-022-00109-9

Du, G., & Tham, J. (2024). Literature review on optimizing brand image and improved customer purchase intention. *Journal of Infrastructure, Policy and Development*. EnPress Publisher, LLC. https://doi.org/10.24294/jipd.v8i7.8019

Dumortier, J., Siddiki, S., Carley, S., Cisney, J., Krause, R. M., Lane, B. W., …

Graham, J. D. (2015). Effects of providing total cost of ownership information on consumers' intent to purchase a hybrid or plug-in electric vehicle. *Transportation Research Part A: Policy and Practice*, *72*, 71–86. https://doi.org/10.1016/j.tra.2014.12.005

El-Said, O. A. (2020). Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price. *Tourism Management Perspectives*, *33*. https://doi.org/10.1016/j.tmp.2019.100604

Fahmi, A. S., Susanti, Y., & Santoso, D. Y. A. (2023). Gambaran Tingkat Kepatuhan Terhadap Protokol Kesehatan Covid 19 Pada Remaja. *Jurnal Keperawatan* , *15*(1), 431–438. Diambil dari http://journal.stikeskendal.ac.id/index.php/Keperawatan

Franzò, S., Nasca, A., & Chiesa, V. (2022). Factors affecting cost competitiveness of electric vehicles against alternative powertrains: A total cost of ownership-based assessment in the Italian market. *Journal of Cleaner Production*, *363*. https://doi.org/10.1016/j.jclepro.2022.132559

Ghosh, N., Mothilal Bhagavathy, S., & Thakur, J. (2022). Accelerating electric vehicle adoption: techno-economic assessment to modify existing fuel stations with fast charging infrastructure. *Clean Technologies and Environmental Policy*, *24*(10), 3033–3046. https://doi.org/10.1007/s10098-022-02406-x

Gupta, A., & Garg, A. (2024). Modelling the enablers for adoption of electric vehicles in India. *International Journal of System Assurance Engineering and Management*, *15*(2), 635–645. https://doi.org/10.1007/s13198-022-01687-1

Gustina, N. Z., Badri, I. A., & Putri, Y. D. (2023). Relationship Between Peer Support With Anxiety Level of Student in Last Term in Batam. *Jurnal Riset Kesehatan Nasional*, *7*(2), 150–155. https://doi.org/10.37294/jrkn.v7i2.515

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hair, J. J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd Editio). Thousand Oaks: Sage.

Hair, Tomas, G., Hult, M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd Editio). Thousand Oaks, CA.: Sage Publications Inc.

Han, L., Wang, S., Zhao, D., & Li, J. (2017). The intention to adopt electric vehicles: Driven by functional and non-functional values. *Transportation Research Part A: Policy and Practice*, *103*, 185–197. https://doi.org/10.1016/j.tra.2017.05.033

He, W., & Hao, X. (2023). Competition and welfare effects of introducing new products into the new energy vehicle market: Empirical evidence from Tesla's entry into the Chinese market. *Transportation Research Part A: Policy and*

*Practice*, *174*. https://doi.org/10.1016/j.tra.2023.103730

Huang, X., & Ge, J. (2019). Electric vehicle development in Beijing: An analysis of consumer purchase intention. *Journal of Cleaner Production*, *216*, 361–372. https://doi.org/10.1016/j.jclepro.2019.01.231

J., H., Y., A. R., S., P., & L., A. K. (2024). Electric vehicle adoption toward sustainable transportation solution: key drivers and implications. *International Journal of Energy Sector Management*. https://doi.org/10.1108/IJESM-04-2024-0015

Jaržemskis, A., & Jaržemskiene, I. (2022). European Green Deal Implications on Country Level Energy Consumption. *Folia Oeconomica Stetinensia*, *22*(2), 97–122. https://doi.org/10.2478/foli-2022-0021

Kissinger, D. (2024). Tesla PESTEL/PESTLE Analysis & Recommendations. Diambil 10 September 2024, dari https://panmore.com/tesla-motors-inc-pestel-pestle-analysis-recommendations

Konewka, T., Bednarz, J., & Czuba, T. (2021). Building a competitive advantage for Indonesia in the development of the regional EV battery chain. *Energies*, *14*(21). https://doi.org/10.3390/en14217332

Krejcie, R. V, & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, *30*(3), 607–610.

Kurniawan, R., & Kurniawan, A. (2024). Pasar Prospektif, Simak Daftar Mobil Listrik Terlaris di Indonesia. Diambil 2 Februari 2025, dari https://otomotif.kompas.com/read/2024/07/21/070200015/pasar-prospektif-simak-daftar-mobil-listrik-terlaris-di-indonesia

Kurniawan, S. A., St, M. M., Piter Tiong, S. E., Lely Afiati, S. E., SE, N. N. A., Sari, R. D., … Hayati, M. (2025). *Perilaku Konsumen*. Mega Press Nusantara.

Li, S., Zhu, X., Ma, Y., Zhang, F., & Zhou, H. (2022). The Role of Government in the Market for Electric Vehicles: Evidence from China. *Journal of Policy Analysis and Management*, *41*(2), 450–485. https://doi.org/10.1002/pam.22362

Liu, Y., Zhao, X., Lu, D., & Li, X. (2023). Impact of policy incentives on the adoption of electric vehicle in China. *Transportation Research Part A: Policy and Practice*, *176*. https://doi.org/10.1016/j.tra.2023.103801

Liu, Z., Li, Y., Xu, J., & Bai, D. (2024). Multi-Compartment Electric Vehicle Routing Problem for Perishable Products. *International Journal of Crowd Science*, *8*(1), 38–48. https://doi.org/10.26599/IJCS.2023.9100017

Maqin, A. (2014). Pengaruh Kondisi infrastruktur terhadap pertumbuhan ekonomi di jawa barat. *Trikonomika Journal*, *10*(1), 10–18.

Mukesh, & Narwal, M. (2023). Predicting consumer purchase intention on electric cars in India: Mediating role of attitude. *Business Strategy and Development*, *6*(4), 942 – 956. https://doi.org/10.1002/bsd2.289

Murugan, M., & Marisamynathan, S. (2024). Policy analysis for sustainable EV charging facility adoption using SEM-ANN approach. *Transportation Research Part A: Policy and Practice*, *182*. https://doi.org/10.1016/j.tra.2024.104036

Mustafa, S., Shi, Y., Adan, D. e., Luo, W., & Al Humdan, E. (2024). Role of environmental awareness & self-identification expressiveness in electric-vehicle adoption. *Transportation*, 1–25. https://doi.org/10.1007/s11116-024-10515-3

Narwal, M. (2023). Predicting consumer purchase intention on electric cars in India: Mediating role of attitude. *Business Strategy and Development*, *6*(4), 942–956. https://doi.org/10.1002/bsd2.289

Neubauer, J., & Wood, E. (2014). The impact of range anxiety and home, workplace, and public charging infrastructure on simulated battery electric vehicle lifetime utility. *Journal of Power Sources*, *257*, 12–20. https://doi.org/10.1016/j.jpowsour.2014.01.075

Ngian, E. T., Tie, M. S. Y., Sim, C. Y., Chiu, G. H. M., Chin, C. H., & Lau, Y. X. (2023). Smartphones Purchase Intention: Testing the Moderating Effect of Brand Image among Youths. *Malaysian Journal of Consumer and Family Economics*, *31*, 460–481. https://doi.org/10.60016/majcafe.v31.17

Nguyen-Viet, B., Tran, C. T., & Ngo, H. T. K. (2024). Corporate social responsibility and behavioral intentions in an emerging market: The mediating roles of green brand image and green trust. *Cleaner and Responsible Consumption*, *12*. https://doi.org/10.1016/j.clrc.2024.100170

Nurhuda, F. S. (2023). Ada "Subsidi" Mobil Listrik, Penjualan Wuling Air ev Langsung Meroket. Diambil 2 Juni 2025, dari https://oto.detik.com/mobil/d-6718830/ada-subsidi-mobil-listrik-penjualan-wuling-air-ev-langsung-meroket

Ottesen, A., Banna, S., Alzougool, B., & Simović, V. (2022). Driving Factors for Women's Switch to Electric Vehicles in Conservative Kuwait. *Journal Women's Entrepreneurship and Education*, (3–4), 46–67. https://doi.org/10.28934/jwee22.34.pp46-67

Patel, A. K., Singh, A., & Parayitam, S. (2023). Risk-taking and WOM as moderators in the relationship between status consumption, brand image and purchase intention of counterfeit brand shoes. *Journal of Advances in Management Research*, *20*(2), 161–187. https://doi.org/10.1108/JAMR-05-2022-0095

Pirmana, V., Alisjahbana, A. S., Yusuf, A. A., Hoekstra, R., & Tukker, A. (2023). Economic and environmental impact of electric vehicles production in Indonesia. *Clean Technologies and Environmental Policy*, *25*(6), 1871–1885. https://doi.org/10.1007/s10098-023-02475-6

Ramachandaran, S. D., Ng, H., Rajermani, R., & Raman, A. (2023). Factor Influencing Consumer's Adoption of Electric Car in Malaysia. *TEM Journal*,

*12*(4), 2603–2612. https://doi.org/10.18421/TEM124-72

Rathore, B., Kumar, V., Gupta, R., Verma, P., Bag, S., & Tagarakis, K. P. (2024). Demystifying the barriers for electric vehicle acceptance: Multiple stakeholders' perspective. *Research in Transportation Business and Management*, *53*. https://doi.org/10.1016/j.rtbm.2023.101090

Ringle, C. M., & Sarstedt, M. (2016). Gain more insight from your PLS-SEM results: The importance-performance map analysis. *Industrial management & data systems*, *116*(9), 1865–1886.

Salehzadeh, R., Sayedan, M., Mirmehdi, S. M., & Heidari Aqagoli, P. (2023). Elucidating green branding among Muslim consumers: the nexus of green brand love, image, trust and attitude. *Journal of Islamic Marketing*, *14*(1), 250–272. https://doi.org/10.1108/JIMA-08-2019-0169

Sang, Y. N., & Bekhet, H. A. (2015). Modelling electric vehicle usage intentions: An empirical study in Malaysia. *Journal of Cleaner Production*, *92*, 75–83. https://doi.org/10.1016/j.jclepro.2014.12.045

Sarstedt, M., Ringle, C. M., Cheah, J. H., Ting, H., Moisescu, O. I., & Radomir, L. (2020). Structural model robustness checks in PLS-SEM. *Tourism Economics*, *26*(4), 531–554. https://doi.org/10.1177/1354816618823921

Sharma, A, Singh, D., & Misra, R. (2024). Examining Resistance of Adoption to Innovation in Emerging Markets: A Study on Electric Cars in India. *FIIB Business Review*. https://doi.org/10.1177/23197145231223058

Sharma, Abhinav, Singh, D., & Misra, R. (2024). The Role of Positive Anticipated Emotions in Influencing Purchase Intentions of Battery Electric Cars in Emerging Markets. *Journal of International Consumer Marketing*, *36*(2), 132–150. https://doi.org/10.1080/08961530.2023.2215464

Sheldon, T. L., & Dua, R. (2024). The dynamic role of subsidies in promoting global electric vehicle sales. *Transportation Research Part A: Policy and Practice*, *187*. https://doi.org/10.1016/j.tra.2024.104173

Shieh, J. I., & Wu, H. H. (2020). A framework of importance-performance analysis based on the multiple determination coefficient. *IAENG International Journal of Computer Science*, *47*(3), 463–467.

Sierzchula, W., Bakker, S., Maat, K., & Van Wee, B. (2014). The influence of financial incentives and other socio-economic factors on electric vehicle adoption. *Energy Policy*, *68*, 183–194. https://doi.org/10.1016/j.enpol.2014.01.043

Smeritschnig, F., Muellner, J., Nell, P. C., & Weiss, M. (2021). Intra-industry diversification effects under firm-specific contingencies on the demand side. *Long Range Planning*, *54*(1). https://doi.org/10.1016/j.lrp.2020.101992

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV. Alfabeta.

Sukma. (2022). Mau Dikasih Subsidi, Ini Pertumbuhan dan Pangsa Pasar Mobil Listrik di Indonesia. Diambil 15 September 2024, dari https://otomotif.bisnis.com/read/20221221/46/1610627/mau-dikasih-subsidi-ini-pertumbuhan-dan-pangsa-pasar-mobil-listrik-di-indonesia

Sunarsi, D. (2023). Strategi pemasaran berbasis digital, *3*(2), 2.

Tamimi, Y. A. (2025). Analisis Peran Ibu Dalam Pengambilan Keputusan Keuangan Syariah di Rumah Tangga: Sebuah Review Literature Syariah. *Jurnal Ekonomi, Manajemen, Akuntansi dan Keuangan*, *6*(3), 19.

Tang, X., Feng, J., Feng, B., Mao, X., & Wei, X. Z. (2024). Policy analysis on the promotion of new energy vehicles in China considering consumers' car purchasing choices in the "post-subsidy era": based on the study of a three-party evolutionary game. *Environment, Development and Sustainability*. https://doi.org/10.1007/s10668-024-04774-4

Tarver, E., Clarke, C., & Kvilhaug, S. (2024, Juli 25). Brand Identity: What It Is and How To Build One. Diambil 15 September 2024, dari https://www.investopedia.com/terms/b/brand-identity.asp

Vimal, K. E. K., Goel, P., Sharma, N., Mathiyazhagan, K., & Luthra, S. (2024). Where there is a will there is a way: A strategy analysis for electric vehicles sales in India. *Transportation Research Part E: Logistics and Transportation Review*, *185*. https://doi.org/10.1016/j.tre.2024.103506

Virmani, N., Agarwal, V., Karuppiah, K., Agarwal, S., Raut, R. D., & Paul, S. K. (2023). Mitigating barriers to adopting electric vehicles in an emerging economy context. *Journal of Cleaner Production*, *414*. https://doi.org/10.1016/j.jclepro.2023.137557

Wang, D., Ozden, M., & Tsang, Y. P. (2023). The impact of facilitating conditions on electric vehicle adoption intention in China: An integrated unified theory of acceptance and use of technology model. *International Journal of Engineering Business Management*, *15*. https://doi.org/10.1177/18479790231224715

Wang, P., Yu, X. H., & Zhang, Q. (2023). The Effect of Retailer' Social Responsibility and Government Subsidy on the Performance of Low-Carbon Supply Chain. *Journal of the Operations Research Society of China*. https://doi.org/10.1007/s40305-023-00479-z

Wang, S., & Kim, H. K. (2023). The Impacts of Carbon-neutral Renewable Energy Characteristics on Purchase Intention: Focusing on Chinese Electric Vehicles. *Journal of Logistics, Informatics and Service Science*, *10*(1), 203–220. https://doi.org/10.33168/JLISS.2023.0111

Xu, D., Wang, J., Zhao, W., & Zhang, X. (2023). Pricing policies for green energy-saving product adoption and government subsidy. *Annals of Operations Research*. https://doi.org/10.1007/s10479-023-05414-2

Yakin, I. H. (2023). *Metodologi Penelitian (Kuantitatif & Kualitatif)*. Garut: CV.

Aksara Global Akademia.

Yang, X., Wei, L., & Su, Q. (2020). How is climate change knowledge distributed among the population in Singapore? A demographic analysis of actual knowledge and illusory knowledge. *Sustainability (Switzerland)*, *12*(9). https://doi.org/10.3390/su12093782

Zheng, X., Menezes, F., Zheng, X., & Wu, C. (2022). An empirical assessment of the impact of subsidies on EV adoption in China: A difference-in-differences approach. *Transportation Research Part A: Policy and Practice*, *162*, 121–136. https://doi.org/10.1016/j.tra.2022.05.020

Zheng, Y., Keith, D. R., Wang, S., Diao, M., & Zhao, J. (2024). Effects of electric vehicle charging stations on the economic vitality of local businesses. *Nature Communications*, *15*(1), 7437. https://doi.org/10.1038/s41467-024-51554-9