

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

SKRIPSI

Oleh

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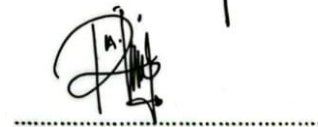
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ABSTRAK

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 probability 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.

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