Research Article

The Influence of Product Quality, Income, and Price on The Purchase Intention of Electric Vehicles in Denpasar City

Putu Risma Yuliana ¹*, Surya Dewi Rustariyuni ²

1   Ekonomi Pembangunan, Fakultas Ekonomi dan Bisnis, Universitas Udayana, Denpasar, Indonesia; email: rismayuliana333@gmail.com
2   Ekonomi Pembangunan, Fakultas Ekonomi dan Bisnis, Universitas Udayana, Denpasar, Indonesia; email: dewirustariyuni@unud.ac.id

*   Corresponding Author : Putu Risma Yuliana

Abstract: Global warming triggers various environmental issues such as rising sea levels and extreme weather pattern changes. Fuel-powered vehicles are considered the main contributors to global warming and air pollution. The government's commitment to sustainable development is evident through the promotion of electric vehicles and the development of charging station infrastructure as regulated by Presidential Regulation (Perpres) Number 55 of 2019. This study aims to examine the simultaneous and partial effects of product quality, income, and price variables on the purchase intention of electric vehicles in Denpasar City. The sample determination used a non-probability sampling technique with purposive sampling method involving 100 respondents. Data collected were analyzed using multiple linear regression analysis. The results indicate that product quality has a positive and significant effect on purchase intention, income has a positive and significant effect on purchase intention, and price has a negative and significant effect on purchase intention.

Keywords: income, price, product quality, purchase intention

1. INTRODUCTION

Climate change is currently a major issue that is being seriously discussed by many countries. The most apparent consequences include environmental degradation, extreme weather events, and natural disasters. To address this issue, it is necessary to reduce greenhouse gas emissions (Riyadi et al., 2021). Data from 2022 show that the transportation sector ranked third as the largest contributor to greenhouse gas emissions in Indonesia, accounting for approximately 22.5 percent of emissions produced from fossil fuel combustion (International Energy Agency, 2022). As a result, the International Energy Agency suggested that fuel efficiency improvements in vehicles could significantly enhance energy efficiency and reduce carbon emissions (Firmansyah & Hartini, 2022).

Global warming occurs when the concentration of certain gases—known as greenhouse gases—in the atmosphere increases due to human activities (Febriani & Gusmira, 2024). The greenhouse effect is a natural process in which gases in the atmosphere trap the sun's heat. This process is essential for maintaining the Earth's temperature. However, increased concentrations of greenhouse gases resulting from human activities lead to global warming.

This global warming triggers various environmental issues, such as rising sea levels and changes in extreme weather patterns (Febriani & Gusmira, 2023). In 2016, global greenhouse gas (GHG) emissions reached 49.3 gigatons (GT), 72 percent of which came from CO_2 emissions generated by motor vehicles (Glazener et al., 2021).

Indonesia currently ranks as the fourth most populous country in the world. According to the Central Bureau of Statistics (Badan Pusat Statistik, BPS) data from 2023, Indonesia's population reached 278.2 million people (Yusuf, 2022). The continuous population growth each year has also led to an increased demand for transportation. Table 1 shows that the number of vehicles in Indonesia in 2018 was 126,508,776 units, and this figure has continued to grow, reaching 148,261,817 units in 2022. This increase parallels the country's rising population (Badan Pusat Statistik, 2024).

Table 1.Development of the Number of Motor Vehicles by Type (Unit)

Types of Motor Vehicles	2018	2019	2020	2021	2022
Passenger Car	14,830,698	15,592,419	15,797,746	16,413,348	17,168,862
Bus Car	222,872	231,569	233,261	237,566	243,450
Cargo Truck	4,797,254	5,021,888	5,083,405	5,299,361	5,544,173
Motorcycle	106,657,952	112,771,136	115.023.039	120,042,298	125,305,332
Amount	**126,508,776**	**133,617,012**	**136.137.451**	**141,992,573**	**148,261,817**

Source: Central Statistics Agency (BPS) processed, 2024

The negative impact of the increasing number of motor vehicles has led to a rise in greenhouse gas emissions in Indonesia each year. This situation has the potential to cause air pollution and other environmental problems. The threat of climate change, environmental degradation, and resource scarcity has made sustainable development a pressing global issue. According to the website of the National Development Planning Agency (BAPENAS), one of the key aspects emphasized in the framework of sustainable development or the Sustainable Development Goals (SDGs) is the mitigation of global climate change impacts. This is reflected in Goal 13 of the SDGs, which emphasizes the importance of addressing climate change and its effects. The Indonesian government's implementation of sustainable development is evident in its efforts to promote the development of electric vehicles and charging station infrastructure. Various regulatory supports have been issued by the government to realize this project, including Presidential Regulation (Perpres) No. 55 of 2019 concerning the Acceleration of the Battery Electric Vehicle Program for Road Transportation (Utami et al., 2022). Data from Bapenda (2025) show that the number of electric vehicles in Bali Province has continuously increased over the past four years. In 2021, the total number of electric vehicles in the province was 1,302 units, and this number continued to grow, reaching 3,403,262 units by 2024.

Table 2. Comparison of the Number of Electric and Conventional Vehicles in Bali Province (Units)

DISTRICT/ CITY	2021		2022		2023		2024	
	ELECTRIC ITY	NON ELECTRI CAL	ELECTRIC ITY	NON ELECTRI CAL	ELECTRIC ITY	NON ELECTRI CAL	ELECTRIC ITY	NON ELECTRI CAL
Denpasar	675	866,821	1,562	907,390	3.196	981,280	4.322	1,050,639
Badung	456	575,299	1,086	611,037	2.114	675,801	2,660	732,449
Klungkung	12	91,316	44	96,091	114	105,986	145	115,454
Gianyar	62	298.105	262	312,619	610	343,020	764	373,624
Tabanan	39	262,332	153	273,749	358	295,392	460	317,827
Bangli	6	78,374	18	82,129	49	89,184	87	96,192
Karangasem	16	155,180	55	163,526	126	180,628	158	198,510

Jembrana	9	130,588	26	137,445	70	148,462	117	159,622
Buleleng	27	284,342	73	299,825	211	329,638	282	358,945
TOTAL BALI	**1.302**	**2,742,357**	**3.279**	**2,883,811**	**6,848**	**3,149,391**	**8.995**	**3,403,262**

Source: Bapenda processed, 2025

Table 2 shows that Denpasar City is the area with the highest number of vehicles in Bali Province, consisting of both electric and conventional vehicles. Data from Bapenda (2025) indicate that the number of electric vehicles in Denpasar City has continuously increased each year. This suggests that public interest in using electric vehicles tends to rise. However, Table 2 also shows that conventional vehicles still dominate in number compared to electric vehicles.

The majority of consumers still perceive electric vehicles as less advantageous compared to conventional vehicles because their understanding of environmentally friendly electric vehicle technology is insufficient to encourage adoption (Yang et al., 2020). The barriers for electric vehicles to enter the market are higher than for conventional vehicles due to various issues such as high prices, limited charging infrastructure, and the relatively long charging times, which raise concerns among users (Ju et al., 2021).

To achieve electric vehicle sales targets, the role of the government and electric vehicle industry players is crucial to increase acceptance and consumer purchase interest in electric vehicles. Increasing purchase interest is important because it correlates with and can predict future sales (Aryanto et al., 2022). Product quality will be an important consideration in purchasing decisions. Product quality is the ability of a good to deliver results or performance that meets or even exceeds customer expectations (Kotler and Keller, 2012).

Ulitama & Prastyani (2023) found that product quality has a positive and significant effect on purchase intention. However, other research has indicated that product quality does not have a significant influence on consumer purchase intention (Halim & Iskandar, 2019). While many acknowledge that electric vehicles offer better environmental benefits, market acceptance or adoption remains relatively low. Electric vehicles are considered difficult to replace conventional fuel-powered vehicles. The main reason for consumers' low interest in purchasing electric vehicles is the perceived high purchase price (Fanani et al., 2021).

Research by Ediyanto & Minullah (2024) found that price has a positive influence on the purchase intention of electric motorcycles. Conversely, Fahmi (2023) showed that price has a negative and significant effect on consumer interest in purchasing electric bicycles. This means that the higher the price offered, the lower the consumer interest in switching to electric vehicles. Another factor influencing purchase intention is income.

Generally, individuals with higher incomes tend to have greater financial capability to purchase electric vehicles, which often have higher prices than conventional vehicles. Azhar et al., (2024) found that income positively and significantly influences the purchase intention of electric cars. However, Putri et al., (2023) reported that consumer income partially did not affect the purchase intention of Nmax motorcycles at Yamaha Lautan Teduh Kedaton.

Based on the data and phenomena described above and previous studies, this research aims to examine and confirm the influence of product quality, price, and income on the public's purchase intention toward electric vehicles in Denpasar City. The study seeks to determine whether product quality and economic factors, namely price and income, affect consumers' interest in adopting electric vehicles in Denpasar. Through this research, it is expected to provide a significant contribution to understanding consumer behavior related to

sustainable mobility, which can support the achievement of Sustainable Development Goals (SDGs) Goal 7 (Affordable and Clean Energy) and Goal 13 (Climate Action).

2. METHOD

In this study, the research object includes purchase intention (Y) toward electric vehicles, with three independent variables: product quality (X1), income (X2), and price (X3). Each variable has indicators adopted from previous literature and will be measured using a Likert scale. Purchase intention reflects a person's tendency to buy, recommend, or seek information about electric vehicles. Meanwhile, product quality is measured by durability, reliability, suitability, and product performance. Income is assessed by the ability to meet needs up to purchasing a vehicle, and price is viewed from affordability and competitiveness.

The population in this study consists of all residents of Denpasar City, totaling 962,900 people according to BPS (Statistics Indonesia) data in 2020. The sample consists of 100 respondents determined using Slovin's formula and purposive sampling technique. The respondent criteria include residents domiciled in Denpasar, aged 17–64 years, and having at least a senior high school education. This age range was chosen because it reflects the productive age group with the potential to purchase vehicles and who are legally eligible to hold a driving license (SIM). Population data shows this age group comprises more than half of Denpasar City's population, approximately 543,100 people.

This research uses a quantitative associative approach to statistically examine the influence between independent and dependent variables. Data collection in this study was conducted through non-participant observation, where the researcher did not directly participate but only acted as a free observer. Data were obtained from the Central Bureau of Statistics (BPS) as well as various literatures related to this study. Additionally, data were collected through questionnaires.

The questionnaires were distributed online via the Google Forms platform to reach all sub-districts in Denpasar City. The sampling technique used was non-probability sampling, specifically purposive sampling. This technique was chosen with the aim of selecting respondents based on certain criteria or characteristics deemed most appropriate for this study. The collected data were then analyzed using multiple linear regression analysis to measure the simultaneous and partial effects of each independent variable on purchase intention. Data analysis was conducted with the assistance of the Statistical Package for the Social Sciences (SPSS) software.

Before conducting the regression analysis, validity and reliability tests were performed to determine whether the indicators used in the questionnaire were valid and accurate. Subsequently, classical assumption tests including normality, multicollinearity, and heteroscedasticity tests were conducted to ensure the data met the requirements for regression analysis. The analysis results were then tested using the F-test to determine simultaneous influence and the t-test to determine partial influence.

3. RESULTS AND DISCUSSION

Results of Analysis of Research Data

Validity Test Results

Table 3. Validity Test Results

Variables	Indicator	Pearson Correlation	Information
Product Quality	Durability	0.839	Valid
	Reliability	0.850	Valid
	Product conformity	0.857	Valid
	Product performance	0.829	Valid
Income	Budget	0.865	Valid
	Daily needs are met	0.936	Valid
	Ability to purchase a vehicle	0.889	Valid
Price	Affordability	0.882	Valid
	Price competitiveness	0.941	Valid
	Price affects consumer purchasing power	0.877	Valid
Purchase Interest	Transactional interest	0.880	Valid
	Referential interest	0.878	Valid
	Preferential interest	0.862	Valid
	Explorative interest	0.877	Valid

Source: Processed primary data, 2025

Based on Table 3, it can be seen that all indicators in variables X1, X2, X3, and Y have valuesPearson Correlationgreater than 0.1946. This shows that all indicators have a strong relationship with the construct they represent and meet the validity requirements, namely r count > r table (0.1638) at N = 100 and a significance level of 5%. Thus, all indicators in each variable can be declared valid for use in measuring the variables in this study.

Reliability Test Results

Table 4. Reliability Test Results

	Cronbach's Alpha	Information
Product Quality (X1)	0.864	Reliable
Income (X2)	0.877	Reliable
Price (X3)	0.883	Reliable
Purchase Interest (Y)	0.897	Reliable

Source: Processed primary data, 2025

Based on Table 4, it can be seen that the results of the reliability test using Cronbach's Alpha show that all variables have values above 0.70, namely Product Quality of 0.864, Income of 0.877, Price of 0.883, and Purchase Interest of 0.897. Thus, these values are in the reliable category, which means that the questionnaire instrument used in this study has a good level of internal consistency and can be trusted to measure each construct in question.

Classical Assumption Test Results

a) **Normality Test**

Table 5. Normality Test Results

	Unstandardized Residual

N		100
Monte Carlo Sig. (2-tailed)		0.116

Source: Processed primary data, 2025

Based on Table 5, it can be seen that the residual data is normally distributed. This means that the assumption of normality is met, so that regression analysis can be carried out using parametric methods without significant problems related to the distribution of residuals.

b) Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
1 **(Constant)**	**1.221**	**0.546**		**2.237**	**0.028**
Product Quality (X1)	**-0.006**	**0.052**	**-0.021**	**-0.121**	**0.904**
Income (X2)	**-0.034**	**0.068**	**-0.083**	**-0.496**	**0.621**
Price (X3)	**0.007**	**0.030**	**0.025**	**0.241**	**0.810**

Source: Processed primary data, 2025

Based on Table 6, it can be seen that all significance values on the independent variables are greater than 0.05. This indicates that there is no indication of heteroscedasticity in the regression model. Thus, the regression model in this study does not show symptoms of heteroscedasticity.

c) Multicollinearity Test

Table 7. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	**VIF**
1	Product Quality (X1)	0.355	2,815
	Income (X2)	0.367	2,725
	Price (X3)	0.948	1,055

Source: Processed primary data, 2025

Based on Table 7, it can be seen that the tolerance value for variable X1 is 0.355, variable X2 is 0.367, and variable X3 is 0.948. Thus, because all variables have tolerance values above 0.10 and VIF below 10. So, it can be concluded that there are no symptoms of multicollinearity between independent variables in this regression model.

Results of the Determination Coefficient Test (R2)

Table 8. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.888	0.788	0.781	1,044

Source: Processed primary data, 2025

BerdBased on the results of the analysis of Table 8, it can be concluded that the independent variables, namely product quality, income, and price, explain 78.1 percent of the dependent variable, namely purchasing interest, and the remaining 21.9 percent is explained by other factors outside the calculation.

Simultaneous Regression Coefficient Significance Test (F Test)

Table 9. Results of Simultaneous Regression Coefficient Significance Test (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	388,282	3	129,427	118,755	0,000

Residual	104,628	96	1,090
Total	492,910	99	

Source: Processed primary data, 2025

Based on the analysis in Table 9, the F-statistic value is 118.755 with a significance level of 0.000. Therefore, it can be concluded that the model used meets the requirements, namely the significance value of F is less than 0.05, indicating that the regression model in this study is feasible or fits the data well. This result also leads to the conclusion that all independent variables, consisting of product quality, income, and price, simultaneously influence the dependent variable.

Partial Regression Coefficient Significance Test (t-statistic test)

Table 10. Results of Partial Regression Coefficient Significance Test (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,292	0.819		4.018	0,000
Product Quality (X1)	0.398	0.078	0.402	5,089	0,000
Income (X2)	0.702	0.102	0.532	6,857	0,000
Price (X3)	-0.257	0.045	-0.279	-5,767	0,000

a. Dependent Variable: Y

Source: Processed primary data, 2025

Based on Table 10, the multiple linear regression equation formed is as follows:

$$\hat{Y} = 3.292 + 0.398X_1 + 0.702X_2 - 0.257X_3$$

From the above regression equation, the interpretations are as follows:

Effect of Product Quality on Purchase Intention of Electric Vehicles in Denpasar City:

Based on the t-test results in this study, product quality has a positive and significant effect on purchase intention. This indicates that an increase in product quality will lead to an increase in consumers' purchase intention. This finding means that the purchase intention of the people in Denpasar City toward electric vehicles can be observed through product quality indicators such as durability, reliability, product suitability, and performance. This result supports Alfred Marshall's demand theory, where product quality is one of the non-price factors influencing consumer demand. It is also consistent with Jeffrey Sachs' sustainable development theory, where the good quality of electric vehicles reflects the manufacturers' commitment to energy efficiency, clean technology, and environmental sustainability.

This study's findings align with previous research by Ulitama & Prastyani (2023), which found that product quality positively and significantly affects purchase intention mediated by brand image. Furthermore, the study by Sisrika & Prasojo (2024) on the effect of product quality on the purchase intention of sustainable products (electric motorcycles in Yogyakarta) also showed positive and significant results. Similarly, Ediyanto & Minullah (2024) reported a positive and significant effect of product quality on purchase intention for electric motorcycles at the CV Jaya Terang dealership in Situbondo.

Effect of Income on Purchase Intention of Electric Vehicles in Denpasar City:

The t-test results also show that income has a positive and significant effect on purchase intention. This implies that the higher the income, the higher the tendency to increase purchase

intention. This finding indicates that the purchase intention of Denpasar residents toward electric vehicles can be seen from income indicators such as budget allocation, fulfillment of daily needs, and the ability to afford a vehicle. This result is consistent with demand theory, which states that demand for a product tends to increase as consumers' purchasing power rises. Additionally, this supports the sustainable development theory where economic, social, and environmental aspects must be aligned. Consumers' choice to switch to electric vehicles reflects awareness of the importance of mobility that is not only economically efficient but also environmentally responsible.

This finding is consistent with previous studies such as Azhar et al. (2024), who reported a positive and significant effect of income on purchase intention of electric vehicles in Indonesia. Other research by Anggraeni & Mudiarti (2022) also found a positive and significant influence of income on the purchase intention of four-wheeled motor vehicles in Indonesia. Similarly, Adiputri & Jati (2018) found a positive and significant effect of income on consumers' purchasing power for four-wheeled vehicles.

Effect of Price on Purchase Intention of Electric Vehicles in Denpasar City:

The t-test results indicate that price has a negative and significant effect on purchase intention. This suggests that the higher the price of a product, the lower the purchase intention. The purchase intention of Denpasar residents toward electric vehicles can be evaluated through price indicators such as price affordability, price competitiveness, and how price affects consumers' purchasing power. Consumers' decision-making in selecting products or services is greatly influenced by price. This finding is in line with Alfred Marshall's demand theory, which states that when the price of a good decreases, demand for the good tends to increase, assuming other factors remain constant (ceteris paribus). This result also aligns with sustainable development theory, where a decrease in price and increased competitiveness will broaden access for the public to participate in the transition toward sustainable transportation.

This finding is consistent with previous research by Fahmi (2023), who reported a negative and significant effect of price on the purchase intention of electric bicycles. Other studies with consistent results include Suharto et al. (2016), which found a negative and significant effect of price on consumer purchase intention at PT. Remaja Jaya Mobilindo Manado. Similarly, Viola et al. (2023) found that price negatively and significantly influenced the purchase intention of Honda cars at PT. Istana Deli Kejayaan (IDK2) Medan.

4. CONCLUSION AND SUGGESTIONS

Based on the research findings presented earlier, several conclusions can be drawn as follows:

1. Product quality, income, and price simultaneously influence the purchase intention of electric vehicles in Denpasar City.
2. Product quality and income partially have a positive and significant effect, while price partially has a negative and significant effect on the purchase intention of electric vehicles in Denpasar City.

Based on the conclusions described previously, several recommendations can be considered through this study:

1. The government is expected to review and maximize community income so that the purchasing power for electric vehicles increases. In addition, the subsidy scheme for electric vehicle purchases needs to be strengthened to make prices more affordable for the general public, in line with Presidential Regulation (Perpres) Number 55 of 2019 concerning the acceleration of the battery-based electric motor vehicle program for road transportation. This regulation can also help middle-income communities to own electric vehicles. Furthermore, support for the expansion of Public Electric Vehicle Charging Stations (SPKLU) should be reinforced, in accordance with the Ministry of Energy and Mineral Resources Regulation No. 13 of 2020, and should continue to be expanded, especially in areas outside major cities to increase purchase interest.

2. Electric vehicle manufacturers and distributors should consider setting prices that align with the purchasing power of the community in Denpasar City. Establishing more affordable, competitive prices tailored to local economic conditions is expected to encourage the community to shift from conventional vehicles to electric vehicles, while simultaneously supporting the government's program to accelerate sustainable energy transition.

3. The community is expected to actively participate in supporting sustainable development through environmentally friendly transportation choices, such as electric vehicles. By switching to electric vehicles, the community contributes to reducing greenhouse gas emissions, air pollution, and dependence on fossil fuels. Community support in terms of usage interest, purchase intention, and the dissemination of positive information will be one of the driving factors for the success of the transition toward a sustainable transportation system in the future.

4. Future researchers are advised to broaden the variables studied by including other factors such as electric vehicle purchase subsidies, fuel subsidies, the impact of PPnBM policy, environmental awareness, green lifestyle, and others that potentially affect the purchase intention of electric vehicles. Additionally, future studies should consider comparative analyses between regions, especially between urban areas and areas with different income levels, so that the influence of socio-economic contexts can be analyzed more comprehensively.

References

[1] Adiputri, N. K. A. G. S., & Jati, I. K. (2018). Pengaruh PKB Tarif Progresif dan Pendapatan WP Terhadap Daya Beli Konsumen Kendaraan Bermotor Roda Empat. E-Jurnal Akuntansi, 24, 1632. https://ojs.unud.ac.id/index.php/Akuntansi/article/view/38685

[2] Anggraeni, D., & Mudiarti, H. (2022). Pengaruh Regulasi PPN dan PPnBM serta Pendapatan terhadap Minat Beli Kendaraan Bermotor Roda Empat (Mobil) di Indonesia. Jurnal Akuntansi Integratif, 8, 63–75.

[3] Aryanto, A., Tj, H. W., & Tecoalu, M. (2022). Perception of Electric Car Products on Purchase Intention Mediated By Trust in Jabodetabek Area. Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT), 2(3), 148–154.

[4]   Azhar, F., Lukita, C., & Sujaya, F. A. (2024a). Pengaruh PPN, PPNBM, PKB Serta Pendapatan Terhadap Minat Beli Kendaraan Listrik Di Indonsia. Journal of Economic, Bussines and Accounting (COSTING), 7(2), 3881–3893. https://doi.org/10.31539/costing.v7i3.7660

[5]   Azhar, F., Lukita, C., & Sujaya, F. A. (2024b). The Effect of VAT, PPnBM, PKB, and Income on Interest in Buying Electric Vehicles in Indonesia. Journal of Economic, Business and Accounting, 7(3), 3881–3893.

[6]   Badan Pusat Statistik. (2024). Perkembangan Jumlah Kendaraan Bermotor Menurut Jenis (Unit), 2021-2022. 29 Februari 2024. https://www.bps.go.id/id/statistics-table/2/NTcjMg==/perkembangan-jumlah-kendaraan-bermotor-menurut-jenis--unit-.html

[7]   Ediyanto, E., & Minullah, M. (2024). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Harga Terhadap Minat Beli Sepeda Motor Listrik Pada Dealer Cv Jaya Terang Di Situbondo. Growth, 21(2), 473. https://doi.org/10.36841/growth-journal.v21i2.3976

[8]   Fahmi, S. (2023). Pengaruh Promosi, Harga dan Daya Tarik Produk terhadap Minat Konsumen untuk Beralih menggunakan Sepeda Listrik. JAMIN : Jurnal Aplikasi Manajemen Dan Inovasi Bisnis, 6(1), 92. https://doi.org/10.47201/jamin.v6i1.199

[9]   Fanani, E. W. A., Bugis, H., Pambudi, N. A., & Biddinika, M. K. (2021). Pengaruh Jenis Kelamin, Pendidikan, dan Pendapatan Masyarakat terhadap Kesediaan Membayar atau Willingness To Pay (WTP) Mobil Listrik di Surakarta. NOZEL Jurnal Pendidikan Teknik Mesin, 3(1), 20. https://doi.org/10.20961/nozel.v3i1.63325

[10] Febriani, M., & Gusmira, E. (2023). Evaluasi Kebijakan Lingkungan terhadap Emisi Gas Rumah Kaca di Indonesia. Jurnal Kolaborasi Sains Dan Ilmu Terapan, 2(1), 12–18. https://doi.org/10.69688/juksit.v2i1.26

[11] Febriani, M., & Gusmira, E. (2024). Tingginya Kenaikan Suhu Akibat Peningkatan Emisi Gas Rumah Kaca Di Indonesia. JSSIT: Jurnal Sains Dan Sains Terapan, 2(1), 26–32. https://doi.org/10.30631/jssit.v2i1.49

[12] Firmansyah & Hartini. (2022). Predicting Electric Car Purchase Intentions Among Indonesia ' S Millennials. Jurnal Ekonomi, 11(02), 775–794. http://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/411

[13] Glazener, A., Sanchez, K., Ramani, T., Zietsman, J., Nieuwenhuijsen, M. J., Mindell, J. S., Fox, M., & Khreis, H. (2021). Fourteen pathways between urban transportation and health: A conceptual model and literature review. Journal of Transport and Health, 21(February), 101070. https://doi.org/10.1016/j.jth.2021.101070

[14] Halim, N. R., & Iskandar, D. A. (2019). Pengaruh Kualitas Produk, Harga dan Strategi Promosi Terhadap Minat Beli. Jurnal Ilmu Dan Riset …, 4(3), 415–424. http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/2605

[15] International Energy Agency. (2022). CO2 emissions by sector. International Energy Agency. https://www.iea.org/countries/indonesia/emissions

[16] Ju, N., Lee, K. H., & Kim, S. H. (2021). Factors affecting consumer awareness and the purchase of eco-friendly vehicles: A textual analysis in Korea. Sustainability (Switzerland), 13(10). https://doi.org/10.3390/su13105566

[17] Putri, V. A., Anwar, A., & Cn, Y. (2023). Pengaruh Event Marketing, Harga Dan Pendapatan Konsumen Terhadap Minat Beli Motor Nmax Pada Yamaha Lautan Teduh Kedaton. Seminar Nasional-Universitas Borobudur, 2(1), 334–342.

[18] Riyadi, A. F., Rahman, F. R., Nofa Pratama, M. A., Khafidli, M. K., & Patria, H. (2021). Pengukuran Sentimen Sosial Terhadap Teknologi Kendaraan Listrik: Bukti Empiris di Indonesia. EXPERT: Jurnal Manajemen Sistem Informasi Dan Teknologi, 11(2), 141. https://doi.org/10.36448/expert.v11i2.2171

[19] Sisrika, & Prasojo, E. (2024). Pengaruh Kualitas Produk, Pengetahuan Lingkungan, Sikap Lingkungan, dan Kesadaran Lingkungan Terhadap Minat Beli Produk Berkelanjutan (Produk Sepeda Motor Listrik di Kota Yogyakarta). 8(2).

[20] Suharto, C. A. A., Tumbel, A. L., & Trang, I. (2016). Analisis Pengaruh Citra Merek, Harga, Dan Daya Tarik Iklan Terhadap Minat Beli Konsumen Pada PT. Remaja Jaya Mobilindo Manado Analysis the effect of brand image, price and appeal of advertising on consumer buying interest in PT. Remaja Jaya Mobilindo Mana. Analisis Pengaruh Citra… 209 Jurnal EMBA, 4(3), 209–221. https://ejournal.unsrat.ac.id/index.php/emba/article/view/13670

[21] Ulitama, Z. B., & Prastyani, D. (2023). Pengaruh Persepsi Harga, Kualitas Produk, Promosi Dan Citra Merek Terhadap Minat Beli. Publikasi Ilmu Manajemen (JUPIMAN), 2(4).

[22] Utami, I., Yoesgiantoro, D., & Sasongko, N. A. (2022). Implentasi Kebijakan Kendaraan Listrik Indonesia untuk Mendukung Ketahanan Energi Nasional. Juni.

[23] Viola, Margery, E., & Seri. (2023). Pengaruh harga, promosi, dan word of mouth terhadap minat pembelian konsumen mobil honda PT. Istana Deli Kejayaan (IDK2) Medan. Jurnal Bisnis Dan Manajemen, 1(2), 135–145. https://doi.org/10.51622/jbm.v1i2.1991

[24] Yang, C., Tu, J. C., & Jiang, Q. (2020). The influential factors of consumers- sustainable consumption: A case on electric vehicles in China. Sustainability (Switzerland), 12(8). https://doi.org/10.3390/SU12083496

[25] Yusuf, M. (2022). Pengaruh Promosi, Gaya Hidup, dan Persepsi Risiko terhadap Niat Beli Motor Listrik menggunakan Metode SEM - PLS. G-Tech: Jurnal Teknologi Terapan, 6(2), 241–248. https://doi.org/10.33379/gtech.v6i2.1685