Factors Influencing the Intention to Purchase Electric Cars in Jabodetabek

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ABSTRACT

Background. Electric cars are considered a strategic solution to reduce dependence on fossil fuels and mitigate carbon emissions. Although Indonesia has significant automotive market potential, the adoption rate of electric cars remains relatively low, particularly in the Greater Jakarta (Jabodetabek) area.

Purpose. This study aimed to examine the key determinants influencing consumers' purchase intention toward electric cars by analyzing psychological, social, and structural factors within the Indonesian context.

Method. A quantitative approach was employed using a structured questionnaire distributed to 350 respondents residing in Greater Jakarta. The collected data were analyzed using Structural Equation Modeling (SEM) with Lisrel 8.80 and supported by SPSS Statistics 27 to test both direct and indirect relationships among variables.

Results. The findings indicate that subjective norm, green purchasing attitude, perceived behavioral control, government support, environmental concern, and hedonic motives have significant direct effects on purchase intention. In contrast, the charging point network does not show a significant direct effect. Regarding indirect effects, government support, environmental concern, and charging point network demonstrate significant relationships, while subjective norm, green purchasing attitude, and perceived behavioral control do not show significant indirect influences.

Conclusion. These results highlight the importance of psychological and policy-related factors in encouraging electric car adoption in Indonesia. The study provides empirical insights for automotive manufacturers, policymakers, and related stakeholders to formulate effective marketing strategies and supportive policies aimed at accelerating the transition to electric vehicles.

KEYWORDS
Electric Cars, Purchase Intention, Government Support, Environmental Concern, Green Purchasing Attitude

INTRODUCTION

Global warming has become an international issue that demands that every country seek solutions to reduce emissions, including Indonesia. Under the 2015 Paris Agreement, Indonesia is committed to reducing greenhouse gas (GHG) emissions with a target of 314 million tons of CO2e by 2030 and achieving net-zero emissions (NZE) by 2060 (Cabinet Secretariat, 2016; Coordinating Ministry for Maritime Affairs and Investment, 2023). One strategic step is decarbonizing the land transportation sector, which has been the largest contributor to pollution due to the use of fossil fuels (HEESI ESDM, 2023; SEKI BI, 2023).

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The government has issued a policy through Presidential Regulation No. 55 of 2019, revised by Presidential Regulation No. 79 of 2023, concerning the acceleration of the Battery-Based Electric Motor Vehicle (KBLBB) program. Support is provided in the form of fiscal incentives, such as exemptions from PPNBM (Luxury Sales Tax), VAT, BBNKB (Land Vehicle Tax), and PKB (Vehicle Sales Tax), as well as non-fiscal incentives in the form of exemptions from odd-even traffic regulations and the provision of dedicated parking spaces (Meilani, 2023; Presidential Regulation No. 79, 2023). Furthermore, the government has prepared a low-cost financing scheme, accelerated PLN green energy, and public education, for example through the use of electric cars at the G20 Summit in Bali (PLN, 2020; Ministry of State Secretariat, 2022).

Despite Indonesia's large automotive market, with a population of approximately 280 million (BPS, 2023) and a 30% contribution to car sales in ASEAN (Gaikindo, 2023), electric car adoption remains relatively low. Data shows an increase in sales from 125 units (2020) to 43,188 units (2024), with a market share of 4.98%. This figure is still far from the government's target of 400,000 units by 2025 (Gaikindo, 2024; CNN Indonesia, 2025). This indicates a gap between policy, market potential, and actual sales.

Several previous studies have highlighted factors influencing electric car purchase intention. The main variables within the Theory of Planned Behavior (TPB) framework, namely subjective norm, green purchasing attitude, and perceived behavioral control, have been shown to be influential in several studies (Chen et al., 2020; Chanda et al., 2022; Boo & Tan, 2023). Other factors such as government support (Boo & Tan, 2023), environmental concern (Samarasinghe & Kuruppu, 2023), charging point network (Miranda & Delgano, 2020), and hedonic motives (Chen et al., 2020; Chaturvedi et al., 2021; Kumaran et al., 2024) have also been investigated, but the results are often contradictory. For example, subjective norm was not significant in some studies, while others showed a positive effect, either directly or through moderation (Bernando & Ray, 2024).

Based on this gap, this study aims to deepen the analysis of the determinants of electric car purchase intention in Indonesia, particularly in the Greater Jakarta area as the largest market. The research focuses on the role of subjective norms, green purchasing attitudes, perceived behavioral control, government support, environmental concern, charging point networks, and hedonic motives, by examining both direct and indirect influences. This research is expected to provide practical contributions to the government and automotive industry in accelerating electric vehicle adoption, while also enriching the international literature with an Indonesian context.

RESEARCH METHODOLOGY

This study used a quantitative approach with a survey method. The research instrument was a five-point Likert-scale questionnaire developed from indicators of subjective norms, green purchasing attitudes, perceived behavioral control, government support, environmental concern, charging point networks, and hedonic motives to the dependent variable of purchase intention. The research was conducted from September 2024 to July 2025. The research location was the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi), which was chosen because it is the largest automotive market in Indonesia.

The study population consisted of residents of Greater Jakarta (Jabodetabek) aged 23–55 who had never purchased an electric car. Purposive sampling was used. Of the target 450 respondents, 350 were eligible for analysis. The research data consists of primary and secondary data. Primary data

was obtained through an online questionnaire (Google Form) distributed via social media (WhatsApp, email, Facebook, Instagram). Secondary data was obtained from literature, official reports (e.g., BPS, Gaikindo), and previous research. Prior to primary data collection, a pretest was conducted on 30 respondents. Reliability was assessed using Cronbach's Alpha (minimum value 0.7), while validity was tested using item-total correlation with a significance level of 0.05.

Data analysis was conducted in two stages. First, descriptive analysis by calculating the Mean Score (MS) and Overall Mean Score (OMS) to observe the tendency of respondents' responses. Second, inferential analysis using Structural Equation Modeling (SEM) with Lisrel 8.80 and SPSS Statistics 27 software. The SEM stages included classical assumption tests (normality and multicollinearity), Confirmatory Factor Analysis (CFA), and Goodness of Fit (GOF) tests. The research model consisted of eight latent variables with 33 manifest indicators.

RESULT AND DISCUSSION

Based on the results of the reliability test all variables used in this study were found to have Cronbach's Alpha (CA) values greater than 0.6, indicating that each construct met the minimum reliability criteria. Initially, a total of 46 indicators were tested, covering all eight research variables. However, during the analysis, several indicators were identified to have individual item-total correlations that were significantly higher than the overall CA value of their respective variables. To improve the internal consistency and reliability of the measurement instruments, these indicators were refined and reduced. After this refinement, the total number of indicators was reduced from 46 to 33, ensuring stronger measurement reliability for each variable. The final retained indicators include 5 items for Subjective Norm (CA = 0.891), 4 items for Green Purchase Attitude (CA = 0.920), 4 items for Perceived Behavioral Control (CA = 0.787), 6 items for Government Support (CA = 0.769), 3 items for Environmental Concern (CA = 0.912), 3 items for Charging Point Network (CA = 0.976), 5 items for Hedonic Motives (CA = 0.861), and 3 items for Purchase Intention (CA = 0.864). The reduction of items was conducted to eliminate redundancy and enhance the validity and reliability of the measurement model, ensuring that each construct accurately represents the intended latent variable. (see attached table 4.1 & 4.2).

The respondent questionnaire for the validity test was taken from 30 respondents out of a total of 58 respondents who filled out the pretest google form and then the validity test process was carried out with the support of IBM SPSS Statistic 27 software. The variables of subjective norm, green purchasing attitude, perceived behavior control, environmental concern, government support, charging point network, hedonic motives and purchase intention showed valid results after the validity pretest test / The sig value (2-tailed) is less than 0.05, to then conclude that the related indicators have validity, accuracy, precision or validity. (see attached table 4.3).

In this study, researchers used a structural equation modeling (SEM) test tool with LISREL 8.8. The number of samples used in this study was taken from Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi) with a total of 350 people, whose data were obtained using a questionnaire distributed via Google Forms. To conduct SEM with LISREL, it is necessary to conduct a classical assumption test consisting of a normality test and a multicollinearity test. This test aims to ensure that the data obtained is normal and there is no perfect correlation between variables.

The results of the normality test indicate that all indicator items have absolute skewness values less than 2 and absolute kurtosis values less than 7, meeting the criteria for a normal

distribution. This finding suggests that the data for all variables, including purchase intention, hedonic motives, subjective norm, green purchase attitude, perceived behaviour control, government support, environmental concern, and charging point network, are normally distributed. Consequently, the assumption of normality in this study is satisfied, allowing the use of the Maximum Likelihood (ML) estimation method as an appropriate approach for subsequent structural equation modelling (SEM) analysis.

The results of the multicollinearity test demonstrate that all variables have VIF (Variance Inflation Factor) values greater than 0.10 and below 5.00, indicating the absence of multicollinearity among the independent variables. Furthermore, the correlation matrix of exogenous variables shows that no correlation coefficient exceeds 0.9 or falls below -0.9, confirming that there is no strong correlation between variables such as subjective norm, green purchase attitude, perceived behavioral control, government support, environmental concern, and charging point network. These findings confirm that the data meet the multicollinearity assumption, ensuring that the relationships among the independent variables are not excessively correlated and that the model estimation results are stable and reliable for further analysis.

SEM analysis is used to test hypotheses and models. In conducting hypothesis and model testing, Confirmatory Factor Analysis (CFA) and reliability testing are necessary. These tests are conducted to determine the reliability of each research variable, using measurable indicators, against the latent variables.

A total of 350 empirical data sets were processed, and their reliability and validity were assessed. The processed data showed output related to factor loadings. Factor loadings demonstrate the closeness between the factors and the indicators studied. Factor loadings demonstrate reliability by observing a construct reliability value of at least 0.5. A factor loading greater than 0.5 indicates that the indicator has a significant influence on the latent variable. The related analysis is as follows. The results of the analysis of all loading factors from all indicators showed significant to the latent variable (see Figures 4.2 to 4.9). Therefore, the model studied is feasible. As is known, reliability shows the stability and consistency of indicators to unidimensional define a measured construct (Kerlinger & Lee, 2000). In the CFA format, reliability is indicated by two measures, namely Construct Reliability and Variance Extracted. Construct reliability can be measured using a composite / construct reliability measure (CR) and average variance extracted (AVE) (Hair et.all, 2010). A good measure of construct reliability is ≥ 0.70. While AVE ≥ 0.5.

The results of the validity and reliability analysis show that all indicators have standardized loading factors (SLF) values greater than 0.5, indicating that each indicator is valid in measuring its respective construct. Furthermore, all constructs meet the reliability criteria, with construct reliability (CR) values exceeding 0.7 and average variance extracted (AVE) values exceeding 0.5. Specifically, the overall CR value of 0.956 and AVE value of 0.879 confirm a high level of internal consistency and convergent validity. These results demonstrate that the measurement model is both valid and reliable, meaning that the indicators effectively represent the latent variables and can be used confidently for further structural equation modeling (SEM) analysis.

Discriminant validity can be assessed based on the Forner Larcker Criterion value, which is the comparison between the AVE Root and the correlation with other constructs. If the AVE Root value is greater than its correlation with another construct, it can be concluded that it is discriminately valid.

Table 1.
Validity of Disclosure

	PI	HM	SN	GPA	PBC	GS	EC	CPN
PI	0.900							
HM	0.847	0.855						
SN	0.790	0.752	0.853					
GPA	0.813	0.772	0.698	0.892				
PBC	0.791	0.726	0.735	0.678	0.810			
GS	0.788	0.784	0.674	0.703	0.706	0.888		
EC	0.827	0.806	0.756	0.822	0.697	0.698	0.923	
CPN	0.669	0.696	0.538	0.595	0.505	0.649	0.637	0.938

Source: Appendix IV

Based on the Forner Larcker Criterion analysis table, it can be ascertained that all AVE Roots are greater than their correlations with other constructs, for example, the AVE Root of the PI variable is 0.900 which is greater than its correlation with HM which is 0.847. Therefore, because all AVE Roots are greater than their correlations with other constructs, it can be concluded that all latent variables are discriminantly valid.

Structural Equation Modeling (SEM) Analysis

Table 2.
SEM LISREL Equation Structure

Structural Equations

PI = 0.193*HM + 0.168*SN + 0.181*GPA + 0.187*PBC + 0.113*GS + 0.139*EC + 0.0698*CPN, Errorvar.= 0.153 , R^2 = 0.847

Standerr	(0.0759)	(0.0507)	(0.0601)	(0.0528)	(0.0505)	(0.0644)	(0.0413)	(0.0200)
Z-values	2.537	3.310	3.016	3.548	2.242	2.162	1.690	7.648
P-values	0.011	0.001	0.003	0.000	0.025	0.031	0.091	0.000

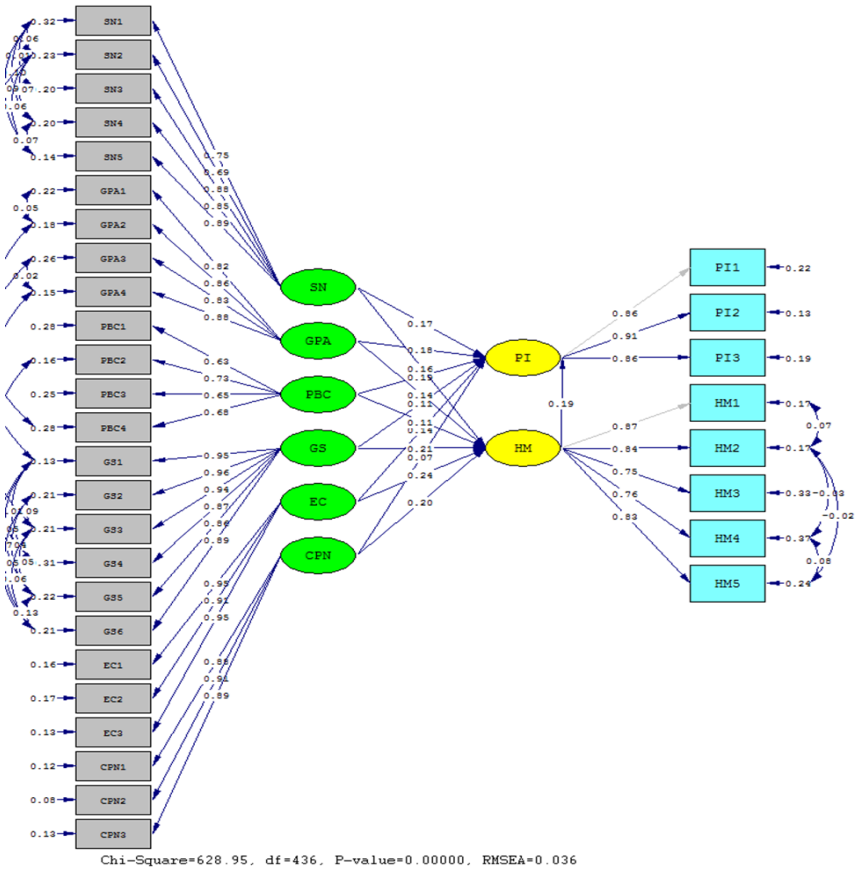
HM = 0.158*SN + 0.140*GPA + 0.106*PBC + 0.213*GS + 0.241*EC + 0.199*CPN, Errorvar.= 0.182 , R^2 = 0.818

Standerr	(0.0528)	(0.0633)	(0.0554)	(0.0522)	(0.0665)	(0.0420)	(0.0238)
Z-values	2.983	2.205	1.921	4.076	3.620	4.736	7.633
P-values	0.003	0.027	0.055	0.000	0.000	0.000	0.000

Source: Appendix IV

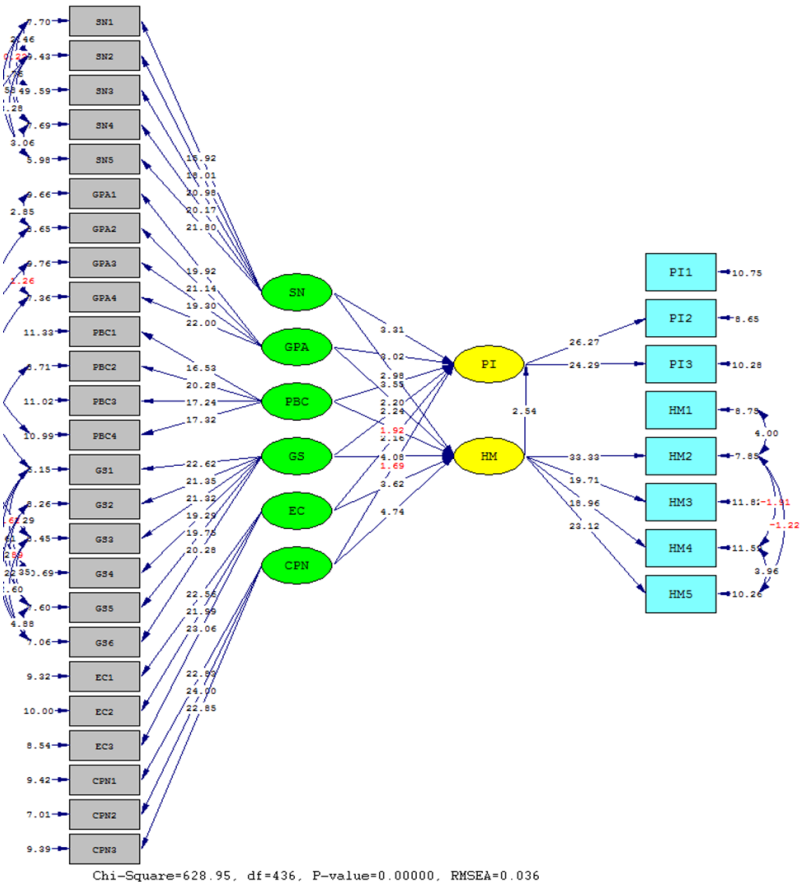
Based on the output of the Structural Equation Model (SEM), there are two structural equations formed, namely that subjective norms have a positive influence on purchase intention of 0.17, green purchasing attitude has a positive influence on purchase intention of 0.18, perceived behavioral control has a positive influence on purchase intention of 0.19, government support has a positive influence on purchase intention of 0.11, environmental concern has a positive influence on purchase intention of 0.14, charging point network has a positive influence on purchase intention of 0.07 and hedonic motives have a positive influence on purchase intention of 0.19.

Figure 1.
SEM based on Estimates



Source: Results of processing LISREL estimate data

Figure 2.
SEM Model Based on t-value



Source: Results of t-value data processing using LISREL

The results of the SEM estimate and based on the t-value formed using LISREL 8.8 show that purchase intention is more directly influenced by perceived behavioral control and hedonic motives compared to subjective norms, green purchasing attitudes, government support, environmental concerns and charging point networks. If through hedonic motives, charging point networks have the greatest influence on purchase intention compared to subjective norms, green purchasing attitudes, perceived behavioral control, government support, and environmental concerns. The SEM is used to determine the structural model of the study in accordance with the data obtained. LISREL 8.8 is a tool in assisting research in obtaining SEM seen from the model fit.

Table 3.
Summary of Goodness of Fit (GOF) Measurements

No	Parameter	Model Analysis Results	Standard Value	Model Fit Conclusion
1	RMSEA	0.0356	≤ 0.05 (0.05 to 0.08 = (Marginal Fit)	Good Fit
2	RMR	0.0239	≤ 0.05 (0.05 to 0.08 = (Marginal Fit)	Good Fit
3	SRMR	0.0258	≤ 0.05 (0.05 to 0.08 = (Marginal Fit)	Good Fit
4	P Value Chi Square	0.0000	> 0.05	Acceptable Fit
5	NFI	0.954	≥ 0.9 (0.8 to 0.9 = (Marginal Fit)	Good Fit
6	NNFI	0.982	≥ 0.9 (0.8 to 0.9 = (Marginal Fit)	Good Fit
7	PNFI	0.788	≥ 0.5 (0.4 to 0.5 = (Marginal Fit)	Good Fit
8	CFI	0.985	≥ 0.9 (0.8 to 0.9 = (Marginal Fit)	Good Fit
9	IFI	0.985	≥ 0.9 (0.8 to 0.9 = (Marginal Fit)	Good Fit
10	RFI	0.944	≥ 0.9 (0.8 to 0.9 = (Marginal Fit)	Good Fit
11	GFI	0.905	≥ 0.9 (0.8 to 0.9 = (Marginal Fit)	Good Fit
12	AGFI	0.878	≥ 0.9 (0.8 to 0.9 = (Marginal Fit)	Marginal Fit
13	PGFI	0.704	≥ 0.5 (0.4 to 0.5 = (Marginal Fit)	Good Fit
14	ECVI	Model: 2,511, Saturated: 3,206, Independence: 39,156	Closer to Saturated ECVI Than Independence ECVI	Good Fit
15	CMINDF	2	≤ 3	Good Fit

Source: Appendix IV

There are at least 13 types of analysis that determine that the model has a good fit, namely based on RMSEA, RMR, SRMR, NFI, NNFI, PNFI, CFI, IFI, RFI, GFI, PGFI, ECVI and CMINDF. In addition, there is also 1 criterion that meets marginal fit, namely: AGFI. So, in total there are 14 criteria that

indicate that this research model has met the goodness of fit (GOF) (see table 4.5), so in this study, the researcher concluded that the model has fit.

Coefficient of Determination and Regression Equation

Structural Equations

PI = 0.193*HM + 0.168*SN + 0.181*GPA + 0.187*PBC + 0.113*GS + 0.139*EC + 0.0698*CPN, Errorvar.= 0.153 , R^2 = 0.847

Standerr	(0.0759)	(0.0507)	(0.0601)	(0.0528)	(0.0505)	(0.0644)	(0.0413)	(0.0200)
Z-values	2.537	3.310	3.016	3.548	2.242	2.162	1.690	7.648
P-values	0.011	0.001	0.003	0.000	0.025	0.031	0.091	0.000

HM = 0.158*SN + 0.140*GPA + 0.106*PBC + 0.213*GS + 0.241*EC + 0.199*CPN, Errorvar.= 0.182 , R^2 = 0.818

Standerr	(0.0528)	(0.0633)	(0.0554)	(0.0522)	(0.0665)	(0.0420)	(0.0238)
Z-values	2.983	2.205	1.921	4.076	3.620	4.736	7.633
P-values	0.003	0.027	0.055	0.000	0.000	0.000	0.000

Table 4.
Model Determination Coefficient

Endogenous Variables	Exogenous Variables	R Square	>50%	Category
HM	SN, GPA, PBC, GS, EC and CPN	0.818	>50%	Strong
PI	HM, SN, GPA, PBC, GS, EC and CPN	0.847	>50%	Strong

Data Source: Appendix IV

Based on the table above and the results of the analysis, the following conclusions can be drawn:

1. Structural equation of influence on hedonic motives (HM): Coefficient of determination: The simultaneous influence of subjective norm (SN), green purchasing attitude (GPA), perceived behavioral control (PBC), government support (GS), environmental concern (EC), and charging point network (CPN) on hedonic motives (HM) is 81.8%. Because it is more than 50%, the simultaneous influence is considered strong. The equation that can be formed to predict hedonic motives (HM) is:
   Hedonic motives (HM) prediction = 0.158*SN + 0.140*GPA + 0.106*PBC + 0.213*GS + 0.241*EC + 0.199*CPN + ε.
2. Structural equation of influence on purchase intention (PI): Coefficient of determination: The simultaneous influence of hedonic motives (HM), subjective norm (SN), green purchasing attitude (GPA), perceived behavioral control (PBC), government support (GS), environmental concern (EC), and charging point network (CPN) on purchase intention (PI is 81.8%. Because it is more than 50%, the simultaneous influence is considered strong. The equation that can be formed to predict hedonic motives (HM) is:
   Predicted PI = 0.193*HM + 0.168*SN + 0.181*GPA + 0.187*PBC + 0.113*GS + 0.139*EC + 0.0698*CPN + ε.

Discussion

Table 5.
Research Hypothesis Testing Results

Hypothesis	Exogenous	Mediation	Endogenous	t-count	Result
H1	Subjective norm	-	Purchase Intention	3,310	Accepted
H2	Green Purchasing Attitude	-	Purchase Intention	3,016	Accepted

Hypothesis	Exogenous	Mediation	Endogenous	t-count	Result
H3	Perceived Behavior Control	-	Purchase Intention	3,548	Accepted
H4	Government Support	-	Purchase Intention	2,242	Accepted
H5	Environmental Concern	-	Purchase Intention	2,162	Accepted
H6	Charging Point Network	-	Purchase Intention	1.690	Rejected
H7	Subjective norm	Hedonic motives	Purchase Intention	1,927	Rejected
H8	Green Purchasing Attitude	Hedonic motives	Purchase Intention	1,684	Rejected
H9	Perceived Behavior Control	Hedonic motives	Purchase Intention	1,569	Rejected
H10	Government Support	Hedonic motives	Purchase Intention	2,121	Accepted
H11	Environmental Concern	Hedonic motives	Purchase Intention	2,070	Accepted
H12	Charging Point Network	Hedonic motives	Purchase Intention	2,244	Accepted
H13	Hedonic motives	-	Purchase Intention	2,537	Accepted

Subjective Norm → Purchase Intention Direct Relation

The results of this study indicate that subjective norms have a direct and significant influence on the intention to purchase electric cars in the Greater Jakarta (Jabodetabek) area. This suggests that individuals' purchasing behavior is strongly shaped by social expectations, peer influence, and opinions from key referent groups, including family members, colleagues, and public figures. The spread of positive narratives about electric vehicles (EVs) through social media and word-of-mouth has also encouraged individuals to align their behavior with environmentally friendly trends. This finding is consistent with the Theory of Planned Behavior (Ajzen, 1991) and is supported by Sansom (2021), who emphasizes the role of social influence in forming behavioral intentions. However, when subjective norms are mediated by hedonic motives, the influence becomes insignificant. This suggests that social expectations tend to affect the cognitive or rational aspect of decision-making rather than stimulating emotional pleasure, meaning that the desire to conform to others does not necessarily generate joy or excitement in purchasing an EV. Marketers need to build good relationships with the electric car community, hold gathering events, and encourage interaction between electric car users. Environmental and family education, as well as collaboration with educational institutions and the government, are also key steps in improving subjective norms and increasing electric car purchase intentions in greater Jakarta.

Green Purchase Attitude → Purchase Intention Direct Relation

Green purchase attitude has been found to significantly increase purchase intention for electric vehicles. Consumers who possess a positive evaluation of environmentally friendly products tend to view EVs as practical solutions that reduce air pollution, improve energy efficiency, and promote sustainable mobility. This finding aligns with Fishbein and Ajzen's (1975) attitude theory,

which explains that favorable attitudes toward a behavior enhance the likelihood of performing that behavior. Moreover, this result demonstrates that individuals with strong environmental awareness tend to act in accordance with their moral and ecological beliefs. Nevertheless, when mediated by hedonic motives, the influence of green purchase attitude weakens, indicating that such attitudes are primarily cognitive rather than effective. In other words, while consumers recognize the environmental benefits of EVs, this awareness does not necessarily translate into emotional excitement or pleasure associated with the purchase process. Marketers must highlight the environmental benefits of electric cars (zero emissions, energy efficiency, reduced air pollution, and no fossil fuel use). Green branding and messaging should be key elements in their product offerings. Companies can incorporate sustainability info their industry and business chains, such as battery recycling, considering fuel sources for green power plants, and adding feature to electric cars that support an environmentally friendly lifestyle.

Perceived Behavior Control → Purchase Intention Direct Relation

Perceived behavioral control (PBC) significantly influences purchase intention, showing that consumers' confidence in their ability to afford, access, and maintain an electric vehicle contributes to their purchase decisions. According to Ajzen (2005), PBC reflects the extent to which individuals feel capable of performing a behavior, influenced by resources, opportunities, and perceived barriers. In this study, respondents with higher perceived control such as financial stability, knowledge about EV technology, and access to dealers exhibited stronger purchase intentions. This finding supports previous evidence suggesting that consumers are more likely to buy EVs when they perceive fewer obstacles and greater convenience. However, when mediated by hedonic motives, the influence of PBC becomes insignificant, as the sense of control tends to relate more to rational decision-making than to emotional satisfaction or pleasure derived from owning an EV. Companies need to improve consumers' perceived behavior control regarding electric cars purchases. Strategies include providing easy access and information, flexible financing schemes, enhanced after sales support, education and training, and partnerships with the government and private sector.

Government Support → Purchase Intention Direct Relation

Government support, in the form of subsidies, tax incentives, and supportive regulations, has a significant impact on consumers' intention to purchase electric cars. The implementation of Presidential Regulation No. 55/2019, which encourages electric vehicle adoption, reflects the government's commitment to developing the EV ecosystem in Indonesia. Such incentives reduce financial burdens and signal the government's long-term policy direction, boosting consumer confidence. This finding supports earlier studies highlighting the importance of policy interventions and financial incentives as key market drivers. However, the effect of government support may diminish if policies fail to trigger emotional satisfaction or pride among consumers. Hence, while the instrumental value of incentives is strong, their affective influence depends on how policies resonate with consumers' sense of innovation, pride, and social identity as responsible citizens. Automotive company management should build strategic partnerships with various government agencies, such as the Ministry of Industry, the Ministry of Energy and Mineral Resources, PLN and the Regional Transportation Agency. This collaboration is necessary to optimize the benefits of various government programs, such as tax incentives, assistance in purchasing electric vehicles, the elimination of odd-even traffic regulations for electric vehicles, and the development of public electric vehicles charging station (SPKLU) infrastructure. Companies need to integrate information

about government programs and incentives into their communication and marketing strategies. Consumers need to be convinced that purchasing an electric car not only supports environmental sustainability but also provides direct economic benefits thanks to government intervention. Therefore, promotion that emphasizes ease of purchase through subsidies or tax reductions can increase the perceived value of electric vehicles. Companies also need to actively participate in priority programs and national of international events, such as the previous G-20 Summit in Bali and the ASEAN Summit.

Environmental Concern → Purchase Intention Direct Relation

Environmental concern is found to have a strong and significant effect on purchase intention. Consumers who demonstrate higher awareness and sensitivity toward environmental issues such as air pollution, global warming, and sustainable energy use tend to exhibit a stronger desire to adopt eco-friendly technologies like EVs. This finding is in line with Bailey et al. (2016), who identified environmental concern as one of the strongest predictors of green consumption behavior. Interestingly, this study also finds that environmental concern has an even greater impact when mediated by hedonic motives. Consumers who care about environmental preservation experience emotional satisfaction, pride, and moral fulfillment when purchasing electric cars, as the action symbolizes personal contribution to sustainability efforts. Thus, environmental concern not only reflects rational responsibility but also enhances emotional attachment and joy in adopting green technology. It's important for automotive companies to focus not only on product sales but also actively build and expand the electric vehicle ecosystem. This can be achieved through strategic collaborations with local governments, property developers, and shopping centers to expand supporting infrastructure such as electric vehicle charging stations (SPKLU), dedicated electric car parking spaces, and environmentally friendly vehicle service. Companies also need to strengthen relationships with local communities and social groups that support sustainable lifestyles. Related activities such as holding test drives, educational seminars, and community-based loyalty programs can create new social norms that view electric car use as positive and aspirational act. This approach will also increase the social legitimacy of the company's products. From Marketing strategy perspective, managers need to adapt communication narratives to be more contextualized to urban environmental issues such as congestion, air pollution and climate change, which are significantly felt by the people of greater Jakarta (Jabodetabek). Companies need to pay attention to the selection of distribution locations and after sales services, prioritizing areas that are more infrastructurally and socially prepared and support electric vehicles (Jabodetabek), such as modern housing, green offices, and public areas with supporting environmental facilities. Concrete forms of this could include collaboration on pilot projects in low emission areas, parling incentives for electric vehicles, or the provision of electric car based public transportations fleets.

Charging Point Network → Purchase Intention Direct Relation

The results show that the charging point network does not have a direct and significant impact on consumers' intention to purchase electric cars. Although Omazaki (2025) identifies the importance of home, commercial, and public charging stations in supporting EV adoption, the findings in Greater Jakarta (Jabodetabek) indicate that charging infrastructure has not yet become a dominant factor in purchase decisions. Many potential users rely on home charging facilities and use their vehicles primarily for short-distance urban commuting, which reduces the urgency of extensive charging networks. This suggests that the infrastructure factor may become more influential in later stages of

market maturity, once usage patterns expand beyond metropolitan areas. Companies need to partner in building charging point networks, although currently it is not an important factor, in the long term this is very necessary for consumers.

Subjective Norm → Purchase Intention via Hedonic Motives

The indirect effect of subjective norms on purchase intention through hedonic motives is not significant. Although social influence can encourage individuals to make rational choices that align with collective values, it does not necessarily evoke feelings of pleasure or excitement in purchasing an electric vehicle. Consumers tend to respond to social norms by following responsible behavior rather than seeking emotional gratification. This finding aligns with Ajzen (1991) and Babin et al. (2010), who note that social norms primarily operate within the cognitive domain, shaping perceptions of obligation rather than generating hedonic satisfaction. Therefore, while social approval motivates behavioral conformity, it lacks emotional intensity to stimulate hedonic motivation in EV purchases. Companies need to review their social campaign approach so that it is not only normative, but also can evoke pleasure pride, and positive, memorable experiences. Management needs to strengthen the product's emotional appeal directly, for example by highlighting futuristic designs, advanced technology, a quiet and comfortable driving experience, or digital entertainment features.

Green Purchase Attitude → Purchase Intention via Hedonic Motives

The mediating role of hedonic motives in the relationship between green purchase attitude and purchase intention is found to be insignificant. Consumers who possess strong pro-environmental attitudes tend to base their decisions on rational evaluation rather than emotional excitement. Although they recognize the environmental benefits of EVs, these attitudes do not necessarily translate into feelings of pleasure, pride, or enjoyment. As such, green attitudes serve as cognitive drivers that shape awareness but not affective responses. This finding highlights that emotional engagement with green consumption requires more than awareness it depends on affective stimuli such as design appeal, driving experience, or social prestige associated with EV ownership. Marketing managers need to create a pleasurable experience that stands alone, independent of environmental value. This can be achieved by emphasizing the driving comfort, advanced technology, futuristic design and premium lifestyle offered by electric cars. Rather than conveying environmental messages in a normative technical manner, companies need to package these messages as part of self-identity and lifestyle experiences. For example, purchasing an electric car is not only an environmentally friendly act, but also a symbol of modern status and personal advancement. Visual storytelling, user testimonials, and lifestyle content can be more effective in shaping hedonic motives.

Perceived Behavior Control → Purchase Intention via Hedonic Motives

Perceived behavioral control has no significant effect on purchase intention when mediated by hedonic motives. This indicates that while consumers may feel capable of purchasing or using an electric vehicle, such confidence does not evoke emotional pleasure or excitement. EV adoption is still perceived as a practical and rational choice rather than an emotionally driven decision. Consumers' focus on affordability, maintenance costs, and accessibility underscores that functional considerations outweigh affective ones. Hence, perceived behavioral control serves as a cognitive determinant that influences intention directly, not through emotional or hedonic pathways. Marketing strategies need to explicitly link capabilities (e.g., accessibility, affordability) with positive

emotional experiences, such as driving comfort, a modern lifestyle, and social status. Because perceived behavior control is not strong enough to generate hedonic motives, companies must build hedonic value through other means, such as visual storytelling, exclusive test drive events, trendy green lifestyle campaigns, or endorsements from public figures who show the pleasant experience of using an electric car. Marketers shall emphasize that buying an electric car is not only "easy and reasonable" but also "fun and proud".

Government Support → Purchase Intention via Hedonic Motives

Government support significantly affects purchase intention through hedonic motives. Policies such as subsidies, infrastructure development, and promotional campaigns not only make EVs more affordable but also instill feelings of pride, joy, and satisfaction among consumers who perceive themselves as contributing to national progress and environmental protection. This finding supports the TPB framework (Ajzen, 1991), which posits that external factors can enhance individual motivation. When government initiatives are effectively communicated and emotionally appealing, they foster a sense of belonging and excitement, amplifying consumers' hedonic motivations to purchase electric cars. A managerial strategy is needed to maximize government incentives while designing an emotional approach that strengthens hedonic motivations. The immediate managerial implications include simplifying and promoting the benefits of government policies (such as tax incentives, VAT discount, purchase subsidies, and odd-even traffic policy). This promotion should be delivered in a light and enjoyable communication format, for example, with short video content, infographics, or storytelling from consumers who have already benefited from these incentives. Managerial can create a collaboration with government to create fun promotional events for electric car promotion and its incentives. Product managers can also integrate hedonic experience into sales packages, for example by adding exclusive services, direct door prize, or access to a special lounge for electric car owners. Meanwhile, utilizing influencers or public figures who demonstrate how enjoyable the experience of buying and using electric cars is thanks to government incentives can strengthen this positive perception. By combining pro environmental government policies with fun marketing approach, companies can optimize the hedonic motivation effect to encourage the acceleration of electric car adoption.

Environmental Concern → Purchase Intention via Hedonic Motives

Environmental concern has a significant indirect effect on purchase intention through hedonic motives. Consumers who are deeply concerned about ecological degradation tend to experience emotional satisfaction, pride, and happiness when engaging in environmentally responsible behaviors, such as buying an EV. This finding supports the value-attitude-behavior model, which highlights that internalized environmental values translate into affective and behavioral responses. The emotional gratification derived from "doing the right thing" strengthens the bond between personal values and actual purchase decisions, demonstrating how moral and emotional dimensions intersect in green consumption behavior. Companies need to integrate sustainability messages with emotional elements in their communication and marketing strategies. Marketing managers can develop campaigns that portray electric cars as symbols of an environmentally conscious lifestyle that tis both premium and enjoyable. For example, campaign with slogan like "green is stylish" or "save earth, enjoy the ride" can create an emotional bond between environmental values and driving experiences. Additionally, experiential marketing approaches such

as eco-lifestyle-themed events, test drives set in natural settings or green open spaces, and environmentalist community activities can stimulate hedonic motivation and reinforcing the environmental message. Companies can also involve public figures known for their environmental concerns to strengthen the connection between ecological awareness and favorable self-image. This can help consumers position purchasing an electric car as both a responsible and personally enjoyable act.

Charging Point Network → Purchase Intention via Hedonic Motives

The charging point network exerts a significant indirect influence on purchase intention through hedonic motives. The existence of accessible charging infrastructure fosters feelings of comfort, security, and confidence, thereby enhancing consumers' emotional engagement with EV ownership. When consumers perceive sufficient charging facilities, they experience reduced range of anxiety and greater enjoyment, which collectively strengthen their intention to purchase. This finding supports Omazaki (2025), who emphasizes that convenience-related infrastructure indirectly contributes to consumer satisfaction and hedonic value by improving perceived quality of life and driving experience. Operational and marketing managers need to collaborate with infrastructure providers or relevant agencies to ensure charging stations are easily accessible, integrated into digital applications, and strategically located, such as in shopping centers, recreation areas, or offices. Furthermore, the charging experiences should be made as comfortable as possible, for example by providing wi-fi, rest areas, small cafes, or clean and comfortable air-conditioned waiting areas. Marketing managers can also develop communication strategies that showcase the practicality and fun of charging an electric car. For example, they could visualize consumers enjoying coffee or relaxing while their cars charge, accompanied by and emotionally engaging narrative such as "recharge your energy and your car, all at once". Furthermore, electric car manufacturers' digital apps could include real time charging stations search features, reservation systems, and reward points systems, adding a fun and interactive aspect of electric vehicle usage. Charging point networks are not just about technical infrastructure; they are also crucial touchpoints in shaping favorable emotional perceptions for consumers.

Hedonic Motivation → Purchase Intention

Hedonic motivation itself has a significant and positive impact on purchase intention, underscoring the role of emotional gratification in consumer decision-making. Beyond rational considerations such as price or efficiency, consumers are drawn to electric vehicles for emotional reasons such as enjoyment, pride, social prestige, and the perception of being part of an innovative and environmentally conscious community. This result aligns with Babin et al. (2010), who distinguished between hedonic and utilitarian motives in consumption behavior. It highlights that EV adoption in Jabodetabek is influenced not only by functional benefits but also by affective experiences that reinforce self-image and lifestyle aspirations associated with modern and sustainable living. Companies must design marketing and product development strategies that can activate emotional aspects in consumers' minds. Consumers need to feel that owning and using an electric car is not only a logical or environmentally friendly choice, but also provides pride, enjoyment, and a positive self – image. Marketing managers can design communication campaigns that depict the pleasurable experience of using an electric car, such as a quiet, silent ride, smooth acceleration, elegant interior design, and advanced features that pamper users. Narratives such as "an exciting future stars here" or "it's not just a car, it's a lifestyle" can strengthen the emotional appeal of electric vehicles. Furthermore, companies can provide exclusive and satisfying customer experience, for

example by offering premium test drive services, luxurious purchase packages, personalized after sales service, and integrated digital applications with entertainment and convenience features. Product managers must also pay attention to design and technology aspects that contribute to consumer emotional satisfaction, such as interactive entertainment systems, ambient lighting settings, comfortable seats, and futuristic dashboard displays.

CONCLUSION

Based on the analysis, this study concludes that subjective norm, green purchasing attitude, perceived behavioral control, government support, environmental concern, and hedonic motives have a positive and significant direct effect on electric car purchase intention, while charging point network has only a positive but insignificant effect. In the indirect effect, government support, environmental concern, and charging point network are proven to be significant through the mediation of hedonic motives, while subjective norm, green purchasing attitude, and perceived behavioral control are not significant. These findings confirm the relevance of the Theory of Planned Behavior (TPB), where attitude, subjective norm, and perceived control are core factors in forming purchase intention. Government support and environmental concern also play an important role, while hedonic motives are proven to be a key mediator that can strengthen or weaken the influence of exogenous variables, and make charging point network significant through consumer emotional drive. Thus, marketing strategies and policies need to emphasize a combination of rational, regulatory, and emotional factors to accelerate the adoption of electric cars in Greater Jakarta.

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