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Driving Toward Sustainability: Understanding the Intention to Purchase Electric Vehicles in Jakarta

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Abstract
The transportation sector is one of the largest contributors to greenhouse gas emissions in the world. This condition has prompted various countries, including Indonesia, to accelerate the adoption of electric vehicles in order to reduce emissions and create a more sustainable transportation system. This study aims to analyze the influence of attitude, perceived behavioral control, subjective norm, environmental concern, green trust, hedonic motives, perceived benefit, and perceived risk on the purchase intention of electric vehicles in Jakarta. There were 275 respondents residing in Jakarta, aged over 18 years, and interested in purchasing gasoline or electric cars. Sampling was conducted using the judgmental sampling method through an online questionnaire, while data analysis used Partial Least Square–Structural Equation Modeling (PLS-SEM) through SmartPLS 4. The results showed that attitude, perceived behavioral control, subjective norm, hedonic motives, perceived benefit, and perceived risk had a significant effect on purchase intention, while environmental concern and green trust had no significant effect. These findings recommend that electric car companies enhance positive consumer experiences, strengthen their social image, and provide more enjoyable and informative features to reduce consumer concerns.

Keywords: attitude, perceived behavioral control, perceived benefit, perceived risk, purchase intention.

1. Introduction

1.1 Introducing the Problem

Global warming is one of the major issues facing the world today. In recent years, global public awareness of climate change and environmental issues has increased, with around 61% of consumers claiming to be increasingly concerned about these issues (Blasberg et al., 2024). This is due to human activities that produce greenhouse gases such as carbon dioxide (CO2), methane (CH4), and nitrous oxide (N2O).

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The transportation sector is one of the largest contributors to greenhouse gas emissions in the world. According to data from Gitnux (2025), 24% of total carbon dioxide emissions worldwide are contributed by the transportation sector. In Indonesia, especially in the Jakarta area, this problem is very apparent. Based on the latest data from IQAir in September 2025, Jakarta is one of the cities with the worst air quality in the world, ranking 9th. This is due to the high level of activity of gasoline-powered vehicles. Based on research results from Systemiq in collaboration with ITB and the ClimateWorks Foundation (2025), 60% of air pollution in Jakarta is contributed by the transportation sector. This figure is certainly very worrying. To overcome this condition, a shift to a more environmentally friendly transportation system is needed, one of which is through the adoption of electric vehicles.

Electric vehicles are vehicles powered by electrical energy stored in batteries as a source of energy for operation. The advantages of electric vehicles lie in their ecological benefits, eliminating CO2 emissions, reducing noise, improving energy efficiency, and increasing energy supply security by reducing oil imports in the future (Sanguesa et al. 2021).

1.2 Explore the Importance of the Problem

Although the government has provided support in the form of various incentives for the use and development of electric vehicles, the level of electric vehicle use in Indonesia is still relatively low compared to the use of gasoline-powered vehicles. One of the problems in this industry is the use of electric cars. Based on data from Gaikindo (2025), electric car sales only reached 42,889 units out of total car sales in 2024. This figure is significantly lower than gasoline-powered car sales, which reached 762,495 units.

This proves that there is a problem related to people's purchase intention towards electric cars. Purchase intention is a consumption attitude that is part of behavioral components (Shobur et al., 2023). Purchase intention describes what consumers think about what they will buy (Blackwell et al., 2001). Purchase intention is usually related to consumer attitudes, perceptions, and behavior (Mirabi et al., 2015). Several factors that can drive consumer purchase intention in buying electric cars are attitude, subjective norm, perceived behavioral control, environmental concern, and green trust (Yegin & Ikram, 2022), hedonic motives (Chaturvedi et al., 2022), perceived benefit, and perceived risk (Featherman et al., 2021).

This study was conducted in an effort to address the evidence gap (Miles, 2017) with other studies. Ham et al. (2015) and Fuadi et al. (2022) found in their research that subjective norms have a positive and significant effect on purchase intention. In addition, research conducted by Wasaya et al. (2021) and Amin and Tarun (2021) found that green trust has a positive and significant effect on purchase intention. However, there are studies that contradict these findings. In other studies, subjective norm was found to have a positive but insignificant effect on purchase intention (Prakash et al., 2023; Wiwoho & Riptino, 2022), and green trust was found to have a positive but insignificant effect on purchase intention (Lee, 2020; Musfar et al., 2024).
Another gap was found in the perceived risk variable. The results of studies conducted by Featherman et al. (2021) and Hein (2022) state that perceived risk has a negative and significant

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effect on purchase intention. However, these results differ from several other studies which state that perceived risk has a negative but insignificant effect on purchase intention (Chen et al., 2012; Zang et al., 2022).

1.3 Literature Review and State Hypothesis

Theory of Planned Behavior

The main theoretical basis for this study is the Theory of Planned Behavior (TPB) introduced by Ajzen (1991), which was developed from the Theory of Reasoned Action (TRA). As in the TRA, the main factor in the TPB is an individual's intention to perform a behavior. Intention describes the stimulus that motivates a person to act, describing how much effort and commitment they are willing to devote to performing an action. Overall, the higher an individual's intention to perform a certain behavior, the greater the likelihood that the behavior will occur (Ajzen, 1991). An individual's intention to perform an action is influenced by three main components, namely attitude toward the behavior, subjective norm, and perceived behavioral control (Ajzen, 1991).

Attitude

The construct of attitude, as defined by Ajzen (1991); Ruslim et al. (2022); Noor et al. (2020), refers to individual's psychological tendency that is reflected in favorable or unfavorable evaluations or assessments of a behavior, demonstrated through direct responses, both implicit and explicit, to stimuli. Attitude refers to an individual's favorable or unfavorable evaluation of a particular behavior formed through observation, experience, research, and other sources and reflects their tendency to perform the behavior (Ajzen, 1991). The purchase of environmentally friendly products reflects a positive attitude toward environmental preservation, which leads to a higher purchase intention (Vania & Ruslim, 2023). Studies conducted by Yegin and Ikram (2022), Shimul et al. (2021), Suki (2016), and Ruslim et al. (2022) state that the attitude of potential consumers significantly influences the adoption of new technologies such as electric vehicles. Based on the discussion above, the following hypothesis is proposed:

H1: Attitude has a positive effect on purchase intention.

Perceived Behavioral Control

According to Mafabi et al. (2017); Tjokrosaputro dan Indrawan (2025); Yegin dan Ikram (2022), perceived behavioral control represents psychological condition that reflects an individual's belief in their ability to manage obstacles, influenced by internal and external factors, and shows the extent to which intentions and the environment influence a person's behavior. Perceived behavioral control refers to an individual's capacity to manage barriers and facilitating factors such as time and opportunities based on prior experience when performing a behavior (Tjokrosaputo & Indrawan, 2025). Studies conducted by Shin (2016), Chanda et al. (2023), Lahap et al. (2024), and Hasan and Suciarto (2020) state that respondents have positive adoption intentions due to their strong perception of control over vehicles. Thus, this study proposes the following hypothesis:

H2: Perceived behavioral control has a positive effect on purchase intention.

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Subjective Norm

Subjective norm is also one of the factors that play a role in shaping a person's purchase intention. The construct of subjective norm as explained by Gayatri et al. (2013); Mamun et al. (2020); and Ajzen (1991), describes an individual's perception of social environment expectations, which includes family, reference groups, and culture, as well as the urge to conform to these expectations. Prior studies generally suggest that subjective norm plays an important role in shaping purchase intention as individuals tend to consider social approval before making purchasing decisions (Ham et al., 2015; Fuadi et al., 2022).

However, empirical findings on the influence of subjective norm on electric vehicle purchase intention remain inconsistent, with several studies reporting non-significant effects, indicating that social influence may vary across cultural contexts and market conditions (Prakash et al., 2023; Wiwoho & Riptino, 2022). Therefore, this study further examines the role of subjective norm in influencing electric vehicle purchase intention. On this basis, the following hypothesis is presented:

H3: Subjective norm has a positive effect on purchase intention.

Environmental Concern

Environmental concern has long been recognized as a key factor influencing purchase intention. The construct of environmental concern, as defined by Dunlap & Jones (2002), Franzen & Meyer (2010), and Zimmer et al. (1994), refers to individuals' or society's awareness of and sensitivity toward environmental threats, including their willingness to contribute to solutions, their recognition of environmental degradation caused by human activities, and their overall attention to various environmental issues. Previous research states that environmental concern predominantly influences environmentally friendly purchase intention (Asadi et al., 2021). Individuals with a high level of environmental concern tend to exhibit a stronger intention to protect the environment, thereby increasing their likelihood of adopting environmentally friendly products (Hartmann & Ibanez, 2012; Malik et al., 2020; Saleki et al., 2019; Ahmed et al., 2020). Accordingly, the following hypothesis is formulated:

H4: Environmental concern has a positive effect on purchase intention.

Green Trust

Green trust is considered an important factor that can drive individuals' purchase intention toward environmentally friendly products. According to Wu and Long (2024), Chen (2010), and Handriana et al. (2024), green trust represents consumers' confidence in a product, brand, or company that is based on its environmental credibility, quality, and performance, as well as the positive beliefs and perceptions about the producer that encourage consumers to trust it. Green trust refers to a person's willingness to commit to and believe in a product based on its environmental performance (Moon, 2021). Existing literature suggests that green trust can strengthen consumers' willingness to purchase environmentally friendly products, as trust reduces uncertainty and increases perceived value (Wasaya et al., 2021; Amin & Tarun, 2021).

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Nevertheless, evidence regarding the effect of green trust on electric vehicle purchase intention remains mixed, with several studies reporting insignificant relationships (Lee, 2020; Musfar et al., 2024). This inconsistency implies that trust in green attributes may not always translate into actual purchase intention, particularly in markets where consumers are still developing familiarity with electric vehicles. Therefore, this study re-examines the influence of green trust on electric vehicle purchase intention.

H5: Green trust has a positive effect on purchase intention.

Hedonic Motives

Hedonic motives encourage and motivate consumers to engage in environmental issues by making sustainable choices that also provide emotional or experiential gratification. The construct of hedonic motives, as explained by Overby and Lee (2006), Santo and Marques (2022), and Khair et al. (2023), describes the internal drive that leads individuals to seek happiness, pleasure, entertainment, and fantasy, either through enjoyable experiences or through the fulfillment of material satisfaction as a primary goal. Prior studies by Chaturvedi et al. (2022), Soebandhi et al. (2019), Wibowo and Dewi (2024), and Aji (2019) demonstrate that hedonic motives have a significant influence on consumers' purchase intention toward environmentally friendly products. On this basis, the following hypothesis is presented:

H6: Hedonic motives have a positive effect on purchase intention.

Perceived Benefit

Perceived benefit is considered an important supporting factor that shapes an individual's purchase intention. As described by Kim et al. (2018), Bangkit et al. (2022), and Sanjaya and Efrata (2024), perceived benefit refers to consumers' perceptions of the advantages or positive outcomes gained from using a product or service, which in turn contribute to their decision-making processes and influence their behavioral responses. The greater the value or advantages consumers perceive from purchasing and using a product or service, the stronger their intention to accept or adopt it (Liang et al., 2024). Prior studies have consistently shown that perceived benefit has a positive and significant effect on purchase intention (Yang et al., 2020; Akroush et al., 2019; Krishnan & Koshy, 2021; Alviyendra & Pardede, 2024). Therefore, the following hypothesis is proposed:

H7: Perceived benefit has a positive effect on purchase intention.

Perceived Risk

Perceived risk is considered one of the key elements influencing individuals' purchase intention toward a product. The construct of perceived risk, as defined by Dowling and Staelin (1994), Forsythe and Shi (2003), and Nuzula and Wahyudi (2022), refers to consumers' subjective perceptions of uncertainty and the potential negative consequences, whether financial, social, or physical, that may arise from a purchase decision or behavior. Perceived risk usually stems from

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uncertainty (Thilina & Gunawardane, 2019). This uncertainty can influence a person's interest in purchasing.

While prior studies suggest that higher perceived risk may discourage consumers from purchasing electric vehicles (Featherman et al., 2021; Hein, 2022), empirical findings remain inconclusive, with several studies reporting non-significant effects (Chen et al., 2012; Zang et al., 2022). This indicates that the impact of perceived risk on purchase intention may vary depending on market maturity and consumers' level of familiarity with electric vehicle technology. Therefore, this study further investigates the role of perceived risk in influencing electric vehicle purchase intention.

H8: Perceived risk has a negative effect on purchase intention.
Based on the relationships among the variables discussed above, the research model is formulated as follows:

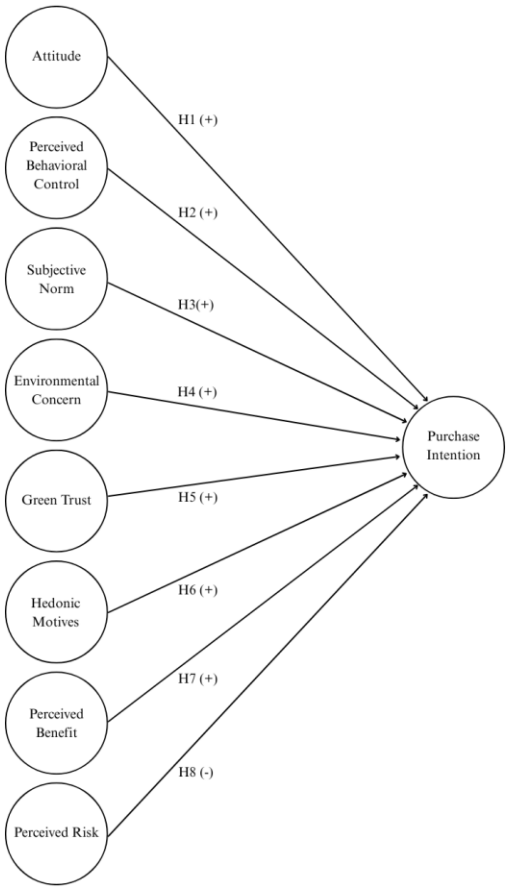

Figure 1: Research Model

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2. Method

2.1 Research Design

Research design refers to the framework used to conduct market research (Malhotra, 2020). This study employs descriptive research design. Descriptive research is a type of conclusive research whose primary objective is to provide a description of a particular phenomenon, typically related to market characteristics or functions (Malhotra, 2020). This study also adopts a cross-sectional study approach, which is a research design conducted by collecting information from a specific sample within a population at a single point in time (Malhotra, 2020).

2.2 Population and Sample

According to Sugiyono (2013), a population refers to the entire area of generalization consisting of objects or subjects with specific characteristics and attributes determined by the researcher to be studied and used as the basis for drawing conclusions. The population examined in this study consists of individuals who have an intention to purchase automobiles, including both gasoline-powered vehicles, have knowledge of electric vehicles, and electric vehicles, and who are domiciled in Jakarta.

This study employs a non-probability sampling technique, specifically judgmental sampling. This approach allows researchers to select respondents who meet predefined criteria and are considered relevant to the research objectives (Malhotra, 2020). Judgmental sampling is particularly appropriate in studies that focus on specific consumer segments with certain levels of product awareness, such as potential electric vehicle buyers. The sample criteria include individuals aged over 18 years. This research is categorized as a problem-solving research study, which requires a minimum sample size of 200 respondents (Malhotra, 2020). Therefore, the minimum number of respondents used in this study is 200.

2.3 Measurement of Variables

Each variable was operationalized through multiple indicators adapted from prior studies. The questionnaire employed a five-point Likert scale ranging from 1 (“Strongly Disagree”) to 5 (“Strongly Agree”). All constructs used in the model, along with their respective indicators, are presented in Table 1.

Table 1. Operational Variables

Variable	Item	Code	References
Attitude	Purchasing EVs is good	ATT1	Yegin & Ikram (2022); Hamzah & Tanwir (2020)
	Purchasing EVs is beneficial	ATT2	
	Purchasing EVs is worthwhile	ATT3	
	Purchasing EVs is satisfactory	ATT4	
	Purchasing EVs is valuable	ATT5	
Perceived Behavioral Control	Ability to purchase an EV	PBC1	Yegin & Ikram (2022); Hamzar & Tanwir (2020)
	Confidence in purchasing an EV	PBC2	
	Capability to purchase an EV in the future	PBC3	
	Willingness to purchase an EV	PBC4	
	Opportunities to purchase an EV	PBC5	
	Purchasing an EV is within control	PBC6	
Subjective Norm	Others would agree with the EV purchase	SN1	Yegin & Ikram (2022); Hamzar & Tanwir (2020)
	Others would appreciate the EV purchase	SN2	
	Others would find the EV purchase desirable	SN3	
	Others would support the EV purchase	SN4	
	EV purchases align with social trends	SN5	
Environmental Concern	Concern for the environment	EC1	Yegin & Ikram (2022); Hamzar & Tanwir (2020)
	Environment affects health	EC2	
	Willing to make sacrifices for the environment	EC3	
	Responsibility to protect the environment	EC4	
Green Trust	EV environmental commitments are credible	GT1	Yegin & Ikram (2022); Yadav et al. (2018)
	EV environmental performance is reliable	GT2	
	Environmental claims of EVs are credible	GT3	
	EVs deliver on environmental promises	GT4	
Hedonic Motives	Happiness and satisfaction from choosing electric vehicles	HM1	Chaturvedi et al. (2022)
	Enjoyment of using electric vehicles over gasoline vehicles	HM2	
	Feeling safe due to the performance of electric vehicles	HM3	
	Pride in engaging in using electric vehicle	HM4	
Perceived Benefit	Satisfaction from contributing to environmental improvement	PB1	Featherman et al. (2021)
	Time-saving due to reduced maintenance needs	PB2	
	Owning and driving an EV provides a new and enjoyable lifestyle	PB3	
Perceived Risk	Range anxiety	PR1	Roemer & Henseler (2022); Featherman et al. (2021)
	Difficulty finding charging stations	PR2	
	Long charging time concerns	PR3	
	Hidden costs of EV ownership	PR4	
Purchase Intention	Willing to prefer an EV	PI1	Yegin & Ikram (2022); Shalender & Sharma (2021)
	Considering choosing an EV	PI2	
	Planning to choose an EV	PI3	

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3. Results

3.1 Respondent Demographic

Out of the 303 respondents who participated in the questionnaire, only 275 met the inclusion criteria and were eligible for further analysis. The demographic characteristics and profile of the qualified respondents are presented in Table 2.

Table 2. Characteristic of Survey Respondents (N=275)

Characteristic	Category	Frecuency (n)	Percentage (%)
Gender	Male	128	46.5
	Female	147	53.5
Age	18-25 years old	97	35.3
	26–35 years old	78	28.4
	36–45 years old	39	14.2
	46–55 years old	47	17.1
	56+ years old	14	5.1
Marital Status	Married	157	57.1
	Not married	118	42.9
Occupation	Student	77	28.0
	Private employee	104	37.8
	Officer	13	4.7
	Academic personnel	19	6.9
	Teacher	10	3.6
	Small business owner	41	14.9
	Engineer	1	0.4
	Nurse	4	1.5
	Financial advisor	2	0.7
	Doctor	4	1.5
	Military officer	0	0
	Lawyer	0	0
Monthly Income	Less than Rp15,000,000	146	53.1
	Rp15,000,001 to Rp30,000,000	93	33.8
	Rp30,000,001 to Rp45,000,000	22	8
	More than Rp45,000,000	14	5.1
Education Level	High school SMA/SMK	111	40.4
	Diploma (D3)	26	9.5
	Bachelor's degree (S1)	108	39.3
	Master's degree (S2)	22	8
	Doctoral degree (S3)	6	2.2
	Others	2	0.7
Type of Car Owned	Do not own a car	99	36
	Own a gasoline-powered car	158	57.5
	Own an electric car	18	6.5
Purchase Interest in Cars	I intend to buy an electric car	217	78.9
	I do not intend to buy an electric car	46	16.7
	I already own an electric car and intend to buy another one if I need it	12	4.4

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3.2 Reliability Test

In the initial stage of the outer model assessment, the indicators PBC3, PBC6, and PR3 were removed from the model to meet the required feasibility criteria. The elimination of these indicators was conducted to improve the construct reliability (Hair et al., 2022). Reliability testing of the measurement model was then performed using outer loadings, Cronbach's alpha, composite reliability (rho_a and rho_c). The outer loadings reflect the strength of the relationship between each construct and its indicators, where indicators are considered acceptable when they demonstrate values ≥ 0.708 (Hair et al., 2022). The results show that all remaining indicators meet this threshold. Internal consistency reliability was evaluated using Cronbach's alpha and Composite Reliability (rho_a and rho_c), with values ranging from 0.60 to 0.70 deemed adequate for exploratory research (Hair et al., 2022). The results presented in Table 3 indicate that all indicators and constructs in this model demonstrate satisfactory reliability

Table 3. Reliability Result

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability(rho_c)
ATT	0.865	0.875	0.902
EC	0.820	0.844	0.878
GT	0.886	0.888	0.921
HM	0.858	0.859	0.904
PB	0.773	0.782	0.868
PBC	0.785	0.813	0.859
PI	0.886	0.887	0.929
PR	0.901	0.915	0.938
SN	0.864	0.866	0.902

3.3 Validity Test

Validity analysis was evaluated through convergent validity and discriminant validity. Convergent validity was assessed using the Average Variance Extracted (AVE), and all constructs achieved AVE values greater than 0.50 (Hair et al., 2022). The results of the convergent validity analysis are presented in Table 4.

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Table 4. Convergent Validity Result

Variable	Average Variance Extracted (AVE)
ATT	0.650
EC	0.644
GT	0.745
HM	0.702
PB	0.687
PBC	0.606
PI	0.814
PR	0.834
SN	0.650

Next, discriminant validity was assessed using cross-loadings, the Fornell–Larcker criterion, and the Heterotrait–Monotrait Ratio (HTMT). The cross-loading values were obtained by comparing the strength of each indicator's relationship with its own construct relative to other constructs, and an indicator is considered valid if it has a higher loading on its corresponding construct (Hair et al., 2022). The Fornell Larcker criterion was evaluated by comparing the square root of each construct's AVE with the correlations between constructs, where discriminant validity is established if the square root of the AVE is greater than the correlations with other constructs (Hair et al., 2022). Based on the data analysis results, both the cross-loadings and the Fornell–Larcker criterion met all required criteria. Meanwhile, the HTMT evaluation was conducted using a threshold of < 0.85 (Hair et al., 2022), and the results are presented in Table 5.

Table 5. Heterotrait-Monotrait Ratio (HTMT) Result

	ATT	EC	GT	HM	PB	PBC	PI	PR	SN
ATT									
EC	0.610								
GT	0.769	0.764							
HM	0.770	0.513	0.734						
PB	0.831	0.740	0.843	0.827					
PBC	0.818	0.572	0.631	0.684	0.720				
PI	0.778	0.580	0.684	0.735	0.788	0.676			
PR	0.234	0.283	0.298	0.103	0.240	0.097	0.274		
SN	0.798	0.642	0.798	0.812	0.830	0.650	0.761	0.284	

3.4 Inner Model

The assessment of the inner model was conducted through several stages, namely the analysis of the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and hypothesis testing.

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3.4.1 Coefficient of Determination (R^2)

The coefficient of determination is reflected by the R^2 value, which ranges between 0 and 1. A higher R^2 value indicates that the model has greater predictive accuracy and explanatory power regarding the relationships among variables (Hair et al., 2022). An R^2 value of 0.75 is categorized as substantial, 0.50 as moderate, and 0.25 as weak (Hair et al., 2019). The R^2 results of this research model are presented in Table 5.

Table 6. R-Square Result

Variable	**R-Square**
Purchase Intention	0.596

3.4.2 Effect Size (f^2)

The effect size (f^2) test is used to determine the magnitude of the influence of each exogenous variable (X) on the endogenous variable (Y) within a model. A higher f^2 value indicates a stronger effect of the variable on the model. An f^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect. Values below 0.02 indicate that the effect is not meaningfully measurable (Hair et al., 2022). The effect size (f^2) results in Table 6 show that the attitude variable has a medium effect on purchase intention. Meanwhile, the variables perceived behavioral control, subjective norm, environmental concern, hedonic motives, perceived benefit, and perceived risk fall into the small effect category. In contrast, the green trust variable does not have an effect on purchase intention.

Tabel 7. Effect Size (f^2) Result

Variabel	**f^2**
Attitude	0.037
Perceived Behavioral Control	0.019
Subjective Norm	0.026
Environmental Concern	0.005
Green Trust	0.000
Hedonic Motives	0.027
Perceived Benefit	0.021
Perceived Risk	0.016

3.4.3 Predictive Relevance (Q^2)

The predictive relevance test (Q^2) was used to assess whether the research model has good predictive capability for the endogenous variable. A Q^2 predict value greater than zero indicates that the model has predictive relevance. Additionally, the RMSE and MAE values of the PLS model are lower than those of the LM model, demonstrating that the PLS model has smaller prediction errors and better predictive performance. As presented in Table 7, the findings indicate that the research model has adequate predictive relevance.

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Table 8. Predictive Relevance Results

Indicator	Q^2 Predict	PLS		LM	
		RMSE	MAE	RMSE	MAE
PI1	0.425	0.683	0.514	0.754	0.564
PI2	0.442	0.696	0.518	0.734	0.545
PI3	0.482	0.638	0.476	0.668	0.501

3.4.4 Hypotesis Testing

Hypothesis testing in this study was conducted using path coefficient analysis and p-values. The analysis process was performed using SmartPLS 4 with the bootstrapping method, which aims to identify the relationships and effects between variables. The results of the hypothesis testing are presented in Table 8.

Variable	f^2	Path Coefficients	T-Statistics	P-Values	Result
Attitude → Purchase Intention	0.037	0.213	2.762	0.003	Supported
Perceived Behavioral Control → Purchase Intention	0.019	0.125	1.904	0.028	Supported
Subjective Norm → Purchase Intention	0.026	0.171	2.283	0.011	Supported
Environmental Concern → Purchase Intention	0.005	0.061	0.855	0.196	Not Supported
Green Trust → Purchase Intention	0.000	0.002	0.020	0.492	Not Supported
Hedonic Motives → Purchase Intention	0.027	0.170	2.637	0.004	Supported
Perceived Benefit → Purchase Intention	0.021	0.154	2.027	0.021	Supported
Perceived Risk → Purchase Intention	0.016	-0.087	1.803	0.036	Supported

4. Discussion

4.1 Attitude has a significant positive effect on purchase intention

The findings indicate that attitude has a significant influence on purchase intention. This result supports the TPB, which suggests that individuals with more favorable evaluations toward a behavior are more likely to form a stronger intention to perform it. In the context of electric vehicles, positive attitudes toward innovation, efficiency, and overall value can enhance consumers' readiness to adopt this technology. This finding is consistent with prior studies by Yegin and Ikram (2022), Shimul et al. (2021), Suki (2016), and Ruslim et al. (2022), which also reported that attitude has a positive and significant influence on purchase intention.

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4.2 Perceived behavioral control has a significant positive effect on purchase intention

The findings reveal that perceived behavioral control has a significant effect on purchase intention. In line with TPB, individuals are more likely to form purchase intentions when they feel capable of performing the behavior and perceive fewer obstacles. This finding aligns with the studies of Shin (2016), Chanda et al. (2023), Lahap et al. (2024), as well as Hasan and Suciarto (2020), all of which indicate that perceived behavioral control positively and significantly influences purchase intention.

4.3 Subjective norm has a significant positive effect on purchase intention

The results show that subjective norm significantly influences purchase intention. According to the TPB, perceived social pressure from important others can shape an individual's intention to engage in a behavior. In the case of electric vehicles, approval and support from family, peers, or social groups may encourage consumers to consider purchasing electric vehicles. This finding aligns with previous studies by Ham et al. (2015) and Fuadi et al. (2022), which report the importance of social influence in shaping purchase intention.

4.4 Environmental concern has no significant positive effect on purchase intention

The findings show that environmental concern does not have a significant influence on purchase intention. This may be due to the fact that 51.1% of respondents in this study have an income below IDR 15,000,000. Thus, although they may have a strong concern for the environment, they may not necessarily have the intention to purchase an electric vehicle, given that electric cars are considered luxury goods and are more expensive than gasoline-powered vehicles. Beyond financial considerations, cultural and market maturity factors may further explain this finding. In a collectivist context such as Indonesia, major purchase decisions are often influenced more by social norms and practical considerations than by individual environmental values.

Moreover, the electric vehicle market remains at an early stage of development, where limited infrastructure and relatively low market penetration lead consumers to prioritize feasibility and risk reduction over environmental motivations. Consequently, environmental concern may remain a general attitude that does not directly translate into purchase intention in this context. This finding is inconsistent with studies by Hartmann and Ibanez (2012), Malik et al. (2020), Saleki et al. (2019), and Ahmed et al. (2020), which state that environmental concern has a positive and significant effect on purchase intention.

4.5 Green trust has no significant positive effect on purchase intention

The results indicate that green trust does not have a significant effect on purchase intention. This may be attributed to the fact that 57.1% of the respondents are married individuals. Purchasing decisions among married individuals tend to be based on rational considerations such as durability and efficiency, rather than solely on trust in a product's green attributes. Consequently, trust in environmental claims may not be sufficient to significantly influence their purchase intention. Additionally, the lack of direct experience with environmentally friendly products and

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limited access to credible information about the performance of electric vehicles may further weaken the effect of green trust on purchase intention.

Futhermore, from a market perspective, green trust may not yet be fully formed due to information asymmetry and limited verification of environmental claims. Consumers may find it difficult to assess the actual environmental performance of electric vehicles, particularly regarding battery lifespan, recycling processes, and long-term environmental impact. In the absence of transparent and standardized information, trust in green attributes may be overshadowed by more observable factors such as vehicle reliability, maintenance costs, and technological performance, thereby reducing the influence of green trust on purchase intention. This finding aligns with studies by Lee (2020) and Musfar et al. (2024), which also report that green trust does not have a positive and significant influence on purchase intention.

4.6 Hedonic motives has a significant positive effect on purchase intention

The results indicate that hedonic motives significantly influence purchase intention. This suggests that emotional enjoyment and pleasure associated with electric vehicles play an important role in shaping consumers' intentions. Beyond functional benefits, electric vehicles may be perceived as innovative and enjoyable products, which enhances their appeal. This finding is in line with previous studies by Chaturvedi et al. (2022), Soebandhi et al. (2019), Wibowo and Dewi (2024), and Aji (2019), which state that hedonic motives have a positive and significant influence on purchase intention.

4.7 Perceived benefit has a significant positive effect on purchase intention

The findings show that perceived benefit has a significant effect on purchase intention. From a rational decision-making perspective, consumers are more inclined to purchase products that offer clear advantages and value. In the context of electric vehicles, perceived benefits such as lower operating costs, efficiency, and long-term savings may strengthen purchase intention. This result is consistent with prior studies by Yang et al. (2022), Akroush et al. (2019), Krishnan and Koshy (2021), and Alviyendra and Pardede (2024), which indicate that perceived benefit positively and significantly influences purchase intention.

4.8 Perceived risk has a significant negative effect on purchase intention

The results indicate that perceived risk significantly influences purchase intention. This suggests that concerns related to uncertainty, performance, and potential losses play an important role in consumers' decision-making processes. When perceived risks associated with electric vehicles are high, consumers may be less willing to form purchase intentions. This finding aligns with previous studies by Featherman et al. (2021) and Hein (2022), which report that perceived risk has a negative and significant influence on purchase intention.

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Conclusions

This study contributes to the literature on electric vehicle purchase intention by extending the Theory of Planned Behavior through the integration of hedonic motives, perceived benefit, and perceived risk within the context of an emerging market. The findings confirm that attitude, subjective norm, perceived behavioral control, hedonic motives, perceived benefit, and perceived risk significantly influence purchase intention, while environmental concern and green trust do not show significant effects. These results provide empirical evidence that, in the context of Jakarta, rational and experiential factors play a more prominent role than purely environmental considerations. This study therefore enriches existing research by highlighting the contextual relevance of psychological and functional factors in shaping electric vehicle adoption in developing countries.

Based on the findings, electric vehicle companies should enhance pre-purchase experiences through test-drive services and responsive customer support. Strengthening social image through educational campaigns and referral programs may further increase purchase intention. In addition, developing features that enhance consumer comfort and emotional enjoyment can address hedonic motives. Companies should also provide clear information on vehicle performance, operating costs, long-term benefits, and financing options to increase consumer confidence and perceived control. Reducing perceived risk remains essential, particularly by improving battery durability and communicating reliable driving range.

Future research is recommended to enrich the model by incorporating additional variables beyond the scope of this study, such as consumer characteristics, electric vehicle characteristics, and electric vehicle related policies, as examined by Ivanova and Moreira (2023). Expanding the research scope to multiple major cities in Indonesia may improve the generalizability of the findings. Furthermore, a longer data collection period could help obtain a larger and more diverse sample, thereby strengthening the robustness of future studies.

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