

**Analysis of the Influence of Marketing Effort and
Facilitating Condition on Purchase Intention using
Customer Perceived Value Theory:
An Empirical Study in Indonesia's Electric Vehicle Market**



Thesis

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**TECHNOLOGY MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA JAKARTA
2025**

**Analysis of the Influence of Marketing Effort and
Facilitating Condition on Purchase Intention using
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Proposed to Fulfill one of the requirements to obtain the title of
Master of Technology Management

Adrian Bany Kansil 00000098712

**TECHNOLOGY MANAGEMENT STUDY PROGRAM
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FOREWORD

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Hopefully, this scientific work contributes as a source of information and inspiration for others.

Tangerang, 6 January 2025



Adrian Bany Kansil

Analysis of the Influence of Marketing Effort and Facilitating Condition on Purchase Intention using Customer Perceived Value Theory: An Empirical Study in Indonesia Electric Vehicle Market

Adrian Bany Kansil

ABSTRAK

Meskipun kendaraan listrik (EV) menawarkan solusi transportasi yang lebih berkelanjutan, pertumbuhannya di Indonesia masih terhambat, tercermin dari pangsa pasar yang kurang dari 1% pada tahun 2023. Penelitian ini mengkaji bagaimana upaya pemasaran dan dukungan infrastruktur mempengaruhi keputusan konsumen dalam mempertimbangkan pembelian EV, dengan memperhatikan persepsi mereka terhadap manfaat, risiko, dan nilai kendaraan listrik secara keseluruhan. Melalui survei mendalam terhadap 215 calon pembeli potensial dari berbagai latar belakang sosial ekonomi dan analisis menggunakan pemodelan statistik canggih, penelitian ini mengungkap bahwa strategi pemasaran yang efektif tidak hanya meningkatkan pemahaman konsumen tentang manfaat EV tetapi juga berhasil mengurangi kekhawatiran mereka, sementara ketersediaan infrastruktur pendukung seperti stasiun pengisian daya terbukti lebih efektif dalam mengurangi kekhawatiran konsumen daripada meningkatkan persepsi manfaat secara langsung. Penilaian konsumen terhadap nilai keseluruhan EV menjadi faktor kunci yang mendorong niat pembelian, menjelaskan lebih dari setengah variasi dalam keputusan konsumen. Penelitian ini memberikan wawasan baru tentang bagaimana konsumen Indonesia mengevaluasi teknologi transportasi baru yang memerlukan investasi besar, sambil menyoroti pentingnya pengembangan infrastruktur yang terkoordinasi, komunikasi pemasaran yang seimbang, dan inovasi model bisnis untuk mengatasi hambatan finansial dalam upaya mempercepat transisi menuju mobilitas yang lebih berkelanjutan di Indonesia.

Kata Kunci: *Kendaraan Listrik, Niat Pembelian, Perceived Value, Structural Equation Modeling, Perilaku Konsumen*

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Adrian Bany Kansil

ABSTRACT

Despite electric vehicles (EVs) offering a more sustainable transportation solution, their growth in Indonesia remains constrained, reflected in a market share of less than 1% in 2023. This study examines how marketing efforts and infrastructure support influence consumer decisions in considering EV purchases, taking into account their perceptions of benefits, risks, and overall value of electric vehicles. Through an in-depth survey of 215 potential buyers from various socioeconomic backgrounds and analysis using statistical modeling, this research reveals that effective marketing strategies not only enhance consumer understanding of EV benefits but also successfully reduce their concerns, while the availability of supporting infrastructure such as charging stations proves more effective in reducing consumer anxiety than directly increasing perceived benefits. Consumers' assessment of EVs' overall value emerges as the key factor driving purchase intention, explaining more than half the variation in consumer decisions. This research provides fresh insights into how Indonesian consumers evaluate new transportation technology requiring significant investment, while highlighting the importance of coordinated infrastructure development, balanced marketing communications, and business model innovations to address financial barriers in accelerating the transition toward more sustainable mobility in Indonesia.

Keywords: Electric Vehicles, Purchase Intention, Perceived Value, Structural Equation Modeling, Customer Behavior

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