

**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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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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Thesis

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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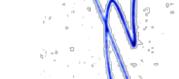
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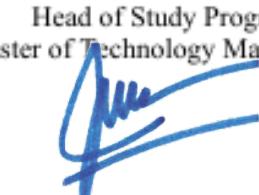
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FOREWORD

I would like to express my deepest gratitude to:

Dr. Andrey Andoko, as the Rector of Universitas Multimedia Nusantara.

Dr. Florentina Kurniasari T., S.Sos, M.B.A., as the Dean of the Faculty of Business of Universitas Multimedia Nusantara.

Dr. Prio Utomo, S.T., MPC, as the Head of the Master of Technology Management Study Program of Universitas Multimedia Nusantara.

Dr. So Yohanes Jimmy, S.T., M.M., as the first Advisor who has patiently provided guidance, detailed direction, and consistent motivation for the completion of this final project.

Dr. Ir. Krist Ade Sudiyono, M.M., as the second Advisor who has thoughtfully provided strategic guidance, valuable insight, and inspiration for the completion of this final project.

And all the lecturers and staff of MMT program of Universitas Multimedia Nusantara who have supported my academic journey with their expertise and dedication.

Their patient guidance, continuous support, and invaluable insights have shaped not only this thesis but also my academic growth.

I am deeply grateful to my beloved wife, Vity, and our precious daughters, Agatha and Hannah, for their unwavering love and understanding throughout this journey. To my brother Yefta, and my sister Amanda, thank you for your constant encouragement and prayers. Your presence has made this challenging path much easier to walk.

Special thanks to my colleagues and academic fellow who have been instrumental in this journey: Gamaliel Alexander Waney, MLA, and Dr. Nila Tristiarini, M.Si, for being wonderful colleagues and co-worker; Dr. Timotius Febry Christian W.S., M.M., M.T., and Dr. Denny Andreas, M.Th, for their academic inspiration and enlightening insight. Your friendship, intellectual discussions, and continuous motivation have been a source of inspiration and strength.

I dedicate all these efforts to the glory of God and in loving memory of my late parents, whose values and teachings continue to guide me in every step I take.

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

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

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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