

DAFTAR PUSTAKA

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Md. Rakibul Hafiz Khan Rakib a, et al. (2022). Factors affecting young customers' smartphone *Purchase Intention* during Covid-19 pandemic 10, 1016 https://www.researchgate.net/publication/363587118_Factors_affecting_young_customers'_smartphone_purchase_intention_during_Covid-19_pandemic
- Aji, P., & Rodhiah. (2021). Pengaruh perceived quality, *Social Influences* dan perceived price terhadap *Purchase Intention* Brodo. *Jurnal Manajerial dan Kewirausahaan*, 3. https://www.researchgate.net/publication/356502130_Pengaruh_Perceived_Quality_Social_Influence_Dan_Perceived_Price_Terhadap_Purchase_Intention_Brodo
- Bala, R., Jain, S., & Kaur, P. (2023). Consumers' *Purchase Intentions* of green electric vehicles: The role of perceived price/value and financial incentives. *Sustainability*, 15(3), 2456. <https://www.mdpi.com/2071-1050/15/3/2456>
- Borrero, J. D., Yousafzai, S., & Javed, U. (2023). *Social Influences* research in consumer behavior: What we learned and what we need to learn? *Journal of Retailing and Consumer Services*, 71, 103191. <https://www.sciencedirect.com/science/article/abs/pii/S0969698922002843?via%3Dihub>
- Buhmann, A., & Criado, A. (2023). Consumers' preferences for electric vehicles: The role of status and reputation. *Transportation Research Part D: Transport and Environment*, 114, 103565. <https://www.sciencedirect.com/science/article/abs/pii/S1361920922003911?via%3Dihub>
- He, H., Wang, Y., & Chen, X. (2023). Understanding consumers' purchase intentions. *Frontiers in Psychology*, 14, 1184321. <https://journal.stiem.ac.id/index.php/jurman/article/view/1836>
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Lestari, R., & Widodo, T. (2021). The effects of price perception, product knowledge, company image, and perceived value on *Purchase Intentions*

- for automotive products. *European Journal of Business and Management Research*, 6(3), 47–54.
- Li, X., & Setiowati, R. (2023). The influence of country of origin, brand awareness, perceived risk, and *Brand Image* on *Purchase Intention* of Wuling Air EV. *Open Journal of Business and Management*, 11(2), 784–799.
- Lisnawati, R., Nugroho, A., & Putri, D. (2021). The influence of *Brand Image* towards the *Purchase Intention* on family car. *Advances in Economics, Business and Management Research*, 187, 55–61.
- Luo, X., & Chen, Y. (2023). Comprehensive analysis of the effect of social influences and *Brand Image* on *Purchase Intention*. *SAGE Open*, 13(2). <https://doi.org/10.1177/21582440231161784>
- Monroe, K. B. (2003). *Pricing: Making profitable decisions* (3rd ed.). McGraw-Hill.
- Qin, L., Kim, Y., & Tan, X. (2020). Influences of reference group on users' *Purchase Intentions* in network communities. *Sustainability*, 12(21), 8824.
- Rakib, M. R. H., Pramanik, S. A. K., Amran, M. A., Islam, M. N., & Sarker, M. O. F. (2022). Factors affecting young customers' smartphone purchase intention during Covid-19 pandemic. *Heliyon*, 8(11), e11403. [https://www.cell.com/heliyon/fulltext/S2405-8440\(22\)02691-3?returnURL=https%3A%2F%2Flinkinghub.elsevier.com%2Fretrieve%2Fpii%2FS2405844022026913%3Fshowall%3Dtrue](https://www.cell.com/heliyon/fulltext/S2405-8440(22)02691-3?returnURL=https%3A%2F%2Flinkinghub.elsevier.com%2Fretrieve%2Fpii%2FS2405844022026913%3Fshowall%3Dtrue)
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior* (10th ed.). Pearson Education.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer behavior* (11th ed.). Pearson Education.
- Solomon, M. R. (2017). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson Education.
- Ubaedilah, & Imaroh, T. (2020). The influence of product quality, *Product Featuress*, product design, and product trust on purchase decision (Wuling Motors). *IOSR Journal of Business and Management*, 22(1), 23–31.
- Wang, Z., Li, X., & Chen, J. (2023). The impact of new energy vehicle product attributes on consumer *Purchase Intention*. *Sustainability*, 15(7), 6021. <https://www.mdpi.com/2071-1050/15/7/6021>
- Zhang, Y., Li, H., & Liu, S. (2022). The influence of online social value co-creation activity on consumer *Purchase Intention*. *Frontiers in Psychology*, 13,

902145. https://www.researchgate.net/publication/340087061_Factors_affecting_online_purchase_intention_A_study_of_Vietnam_online_customers
- Sun, Y., & He, H. (2023). Understanding consumers' *Purchase Intentions* of single-use plastic products. *Frontiers in Psychology*, 14, Article 1105959. <https://doi.org/10.3389/fpsyg.2023.1105959>
- Shi, Y., Zheng, J., & Liang, M. (2022). The influence of online social value co-creation activity on consumer *Purchase Intention*: An experimental study. *Frontiers in Psychology*, 13, Article 951891. <https://doi.org/10.3389/fpsyg.2022.951891>
- Alvalin, A. F., & Sugiarto, C. (2024). The influence of social media influencers on consumers' *Purchase Intentions* for electric cars mediated by *Brand Image*, consumer attitude, and moderated by green attitude. *International Journal of Current Science Research and Review*, 7(10), 8053–8063. <https://doi.org/10.47191/ijcsrr/V7-i10-66>
- Zielke, S., De Toni, D., & Mazzon, J. A. (2023). Cognitive, emotional and inferential paths from price perception to buying intention in an integrated brand price image model. *SN Business & Economics*, 3(24). <https://doi.org/10.1007/s43546-022-00395-z>
- Liu, P., & Qureshi, H. A. (2023). The effects of social media marketing on customer's *Purchase Intention*: A moderated mediation model from apparel industry of Pakistan. *International Journal of Business and Economics Research*, 12(3), 115–122. <https://doi.org/10.11648/j.ijber.20231203.15>
- Li, X. X., & Setiowati, R. (2023). The influence of country of origin, brand awareness, perceived risk and *Brand Image* on *Purchase Intention* on China Wuling Air electric vehicles. *Open Journal of Applied Sciences*, 13, 618–635. <https://doi.org/10.4236/ojapps.2023.135049>
- Lisnawati, Wibowo, L. A., & Suhendro, D. F. (2021). The influence of *Brand Image* towards the *Purchase Intention* on family car. *Advances in Economics, Business and Management Research*, 187, 501–506.
- Rahman, M. B., & Sultana, S. (2022). Factors influencing purchasing behavior of mobile phone consumers: Evidence from Bangladesh. *Open Journal of Social Sciences*, 10, 1–16. <https://doi.org/10.4236/jss.2022.107001>
- Mo, Y. Y., & Mai, Q. L. (2024). The impact of new energy vehicle product functions on consumer *Purchase Intention* in the backdrop of sustainable development goals. *Open Access Library Journal*, 11, Article e12490. <https://doi.org/10.4236/oalib.1112490>

- Nguyen, T. T., Truong, H. T. T., & Le-Anh, T. (2023). Online *Purchase Intention* under the integration of theory of planned behavior and technology acceptance model. *SAGE Open*, 13(4), 1–16. <https://doi.org/10.1177/21582440231218814> \
- Badan Pusat Statistik. (2025). *Pertumbuhan ekonomi Indonesia Triwulan I-2025*. Badan Pusat Statistik.
- CNBC Indonesia. (2025). *Penjualan mobil merek tertentu yang tidak laku di Indonesia*. CNBC Indonesia.
- Data Industri. (2025). *Penjualan mobil KIA di Indonesia tahun 2009–2022*. Data Industri Otomotif Indonesia.
- Gabungan Industri Kendaraan Bermotor Indonesia (GAIKINDO). (2025). *Data penjualan retail mobil di Indonesia tahun 2020–2024*. GAIKINDO.
- PwC Indonesia. (2025). *Laporan perkembangan penjualan kendaraan listrik di Indonesia kuartal I-2025*. PricewaterhouseCoopers Indonesia.
- Reuters. (2025). *Indonesia electric vehicle market growth and automotive industry recovery*. Reuters.
- Trading Economics. (2025). *Indonesia car sales statistics*. Trading Economics.
- Xinhua & Gabungan Industri Kendaraan Bermotor Indonesia (GAIKINDO). (2025). *Proyeksi penjualan mobil nasional Indonesia tahun 2025*. Xinhua News Agency.