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Analysis of Consumer Perceptions and Motivations in Electric Vehicle Purchases in Indonesia

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Abstract

The rapid growth of electric vehicles (EVs) in Indonesia reflects that Indonesians have an increasing concern about environmental issues. This study aims to analyze the factors that influence consumers' purchase intention towards EVs, focusing on perceived ease of use, perceived usefulness of technology, and environmental awareness. This study adopts the Technology Acceptance Model (TAM) approach that includes two main variables-Perceived Ease of Use (PEU) and Perceived Usefulness (PU)-and extends the model by adding the variable Environmental Awareness (EA). Through this approach, research seeks to uncover how the combination of perceived technology and environmental awareness affects interest in electric vehicles. The findings of this study are expected to provide practical contributions for industry players and policy makers in formulating marketing strategies and policies that support the acceleration of EV adoption in Indonesia as a step towards environmental sustainability.

Keywords

Electric vehicles, Perceived Ease of Use, Perceived Usefulness, Environmental Awareness

1. Introduction

The growth of electric vehicles (EVs) has certainly changed the perspective of people in the world, especially regarding the technology and transportation sectors. This growth certainly makes people consider various aspects such as environmental aspects when choosing the products used. So today many potential consumers choose vehicles not only because of the benefits they will feel for now, but they also consider the future environmental impact. Climate change, air pollution, and rising public awareness of environmental issues have driven the emergence of various green innovations, among which electric vehicles stand out. Electric vehicles, as one of the most environmentally friendly product innovations, are present as one of the government's solutions to reduce carbon emissions and dependence on fossil fuels. When compared to conventional vehicles, of course, electric vehicles have the main advantage of offering vehicles that are cleaner (no pollution), efficient, and sustainable. This advantage is an innovation towards a more environmentally friendly vehicle transition (Egbue & Long, 2012).

The adoption of electric vehicles (EVs) is certainly leading to developments in various parts of the world. This has certainly created awareness of the environmental impact. Indonesia is one of the countries following the trend. The government in Indonesia certainly plays an active role so that the Indonesian people use electric vehicles (EVs). One of the government's roles is to create policies and incentives that support the adoption of electric vehicles (EVs) in Indonesia. One such policy is Presidential Regulation No. 55/2019, which is designed to accelerate the development of battery electric vehicles. The implementation of the policy is currently showing real results or impacts. It is proven that there is an increase in wholesale sales of battery-based electric vehicles (EVs) in May 2024 by 7.8%, which has total sales of up to 1,971 units. This achievement certainly provides the conclusion that there is a positive response from the Indonesian people to the emergence of electric vehicles (EVs) (Mashrur & Mohamed, 2025). Despite this growth, EV adoption in Indonesia still faces challenges, particularly in terms of consumer acceptance. There are various opinions of consumers and the public on electric vehicles (EVs) related to convenience, perceived benefits and environmental awareness (Handarujati, 2024). The variety of opinions regarding this view certainly proves that not all people understand or believe that electric vehicles (EVs) have various benefits not only for themselves but also for the environment in the future. Because of this, it is necessary to identify and understand the key factors that influence purchase intention. Knowing this, those involved in EV adoption can design an accurate strategy to encourage EV expansion in the community.

A relevant framework for analyzing consumer acceptance of new technologies is the Technology Acceptance Model (TAM), which emphasizes two core variables: Perceived Ease of Use (PEU) and Perceived Usefulness (PU). These two constructions are believed to play a significant role in shaping consumer attitudes and decisions regarding the use of new technologies. To better align with the current

environmental context, this study also incorporates the variable Environmental Awareness (EA), which captures the growing consumer concern for sustainability, especially in purchasing decisions involving green products such as electric vehicles.

This research certainly has several objectives such as evaluating PEU, PU, and EA that affect people's purchase intention on electric vehicles (EV) in Indonesia. Furthermore, this research also has various empirical understandings regarding the acceptance of environmentally friendly technology in developing countries such as Indonesia. The hope is that this research will certainly provide criticism and suggestions for the automotive sector, especially those who are building environmentally friendly products. Such as providing knowledge for automotive parties in making appropriate, effective, and accurate strategies in Indonesia so that electric vehicles (EVs) are right on target. In addition, this research can also provide various inputs to the government such as in terms of designing various policies that support the adoption of electric vehicles (EVs) that are appropriate and suitable for the people of Indonesia. This can certainly accelerate the adoption of electric vehicles (EVs) which can ultimately be used as an effort towards sustainable development in Indonesia.

This research explores the purchase intention of electric vehicles (EVs) in Indonesia using a qualitative approach, namely previous literature. Of course, this research also uses the Technology Acceptance Model (TAM) as the main theoretical framework. The TAM model was originally developed by Davis and subsequently, stating that PEU and PU are two things that can be the main factors to influence people to obtain the purchase intention of a technology, one of which is electric vehicles (EV). PEU and PU are also in the Technology Acceptance Model (TAM) model. Because technology adoption is also related to environmental impacts, this study also uses the environmental awareness variable (EA) as one of the additional factors that influence people's intention for environmentally friendly products (Nguyen et al., 2020). The integration of these three variables aims to provide a more comprehensive understanding of the factors driving electric vehicle adoption in the Indonesian market

2. Literature Review

2.1. Technology Acceptance Model (TAM) in the Context of EVs

Technology Acceptance Model (TAM) identifies two main variables, namely Perceived Usefulness (PU) and Perceived Ease of Use (PEU), which can be used as determinants of individual intention to accept and adopt new technology (Davis, 1989). In the context of this research, namely electric vehicles (EVs), this model has been adapted with the aim of looking at public awareness of electric vehicles (EVs) in urban areas such as Jakarta City. This study also uses environmental motivation and innovation orientation as mediating variables. The results of this study show that there is a public intention to adopt EVs if there is an attitude towards the EV

technology. This attitude is formed due to several factors such as motivation and desire to innovate (Diandra et al., 2023). The application of the Technology Acceptance Model (TAM) to the analysis of electric motorcycles in Indonesia also reinforces previous studies showing that Perceived Usefulness (PU) and Perceived Ease of Use (PEU) play an important role in influencing individual decisions to adopt this environmentally friendly technology. Studies show that PEU and PU play an important role, namely a significant influence in terms of shaping consumer attitudes towards environmentally friendly products, namely electric motorbikes. So that this results in a person's intention to switch to environmentally friendly transportation, namely electric motorbikes. They are also aware that the switch affects the environment and sustainability in the future (Wilson and Prayitno, 2023).

2.2. Perceived Usefulness (PU) and Perceived Ease of Use (PEU)

In this developing era, of course, many people already know, understand, and are aware of the benefits that can be received from electric vehicles (EVs). But this of course does not directly lead to a person's intention to buy an electric vehicle (EV). This is evidenced by previous studies which state that if a person's perceived convenience is considered an important factor to influence a person's intention to decide to adopt technology, namely electric vehicles (EVs) (Astuti & Susanto, 2024). So the perception of convenience (PEU) and perceived benefits (PU) have proven to have a positive influence on trust so that consumer satisfaction arises. Both also contribute to loyalty (Wilson et al., 2021). Other studies also explain that PEU and PU are positive factors which will affect consumer intention to use. Such as studies conducted on digital wallet or e-wallet users among MSMEs in Padang, which state that convenience and benefits are important factors that ultimately lead to the intention of MSME entrepreneurs to use e-wallets (Amanda et al., 2022). In the context of electric vehicle adoption in Indonesia, Perceived Usefulness (PU) and Perceived Ease of Use (PEU) are key factors in shaping consumer attitudes and purchase intentions. Consumers tend to have higher purchase intentions if they find the technology useful and easy to use. Furthermore, awareness of environmental issues further strengthens the impact of these two factors on the intention to purchase an electric vehicle.

2.3. Environmental Awareness

Environmental awareness is also one of the factors that influence EV purchase intention in Indonesia. Knowledge and positive attitudes towards the environment increase EV purchase intention, with infrastructure and price as mediating factors (Ramadhan et al., 2024). Green self-identity and environmental concerns influence EV adoption intention, with perceptions of EVs and subjective norms as mediating variables. Environmental concerns influence perceptions of EVs and subjective norms, which in turn influence adoption intention (Purwanto & Prima Rini, 2022). Although environmental awareness plays an important role, challenges such as lack

of charging infrastructure, high EV prices, and negative perceptions of new technologies remain barriers. the existence of challenges and opportunities in the implementation of Eco-, Green-based electric vehicles in Indonesia emphasizes the importance of regulatory support, infrastructure development, and consumer education to increase EV adoption (Taufik et al. 2023).

2.4. Environmental Awareness

EV adoption is also influenced by external factors such as social support and adequate infrastructure. Government support for charging facilities, incentives, and a supportive social environment are important factors in increasing public interest in adopting EVs. Furthermore, awareness related to environmental issues and price considerations also provides a positive correlation to EV purchase intentions. But other results show that people's innovative behavior still shows a weak correlation compared to other factors. This proves that the adoption of EVs to move towards environmentally friendly products is still influenced by social and practical aspects rather than a person's tendency to innovate to try new things. (Kurniawan & Sidi, 2024). Extensive social networks, technological knowledge, and ease of access are key factors in choosing an electric vehicle charging station (EVCS). However, it has been recognized that environmental concerns affect the use of Electric Vehicle Charging Stations (EVCS). Respondents who usually charge their electronic devices at home indicate that they are less likely to use EVCS facilities. (Haryadi et al., 2023). In a situation like this, the availability of adequate infrastructure is an important part of driving electric vehicles. There is evidence that the ability to obtain charging stations for EVs greatly influences customers' decision to switch to electric vehicles, especially in the Jakarta metropolitan area, where EVCS are easily accessible, increasing user interest (Hamdan & Tajuddin, 2024; Hasudungan et al., 2024).

2.5. Environmental Awareness

The electric vehicle market in Indonesia has great potential, but its adoption is still hampered by several factors. High initial costs are a major obstacle for many consumers. In addition, the dominance of fossil energy reduces the positive impact of electric vehicles. Limited charging infrastructure is also slowing its growth. Further support is needed for adoption to increase significantly. Perceived risk and lack of knowledge are also significant barriers (Nurhayatin et al., 2023; Astuti & Susanto, 2024). However, a major challenge in developing EV infrastructure in Indonesia is uneven distribution. Electric vehicle charging stations (EVCS) are mostly concentrated in urban areas such as Jakarta, Surabaya, and Bali, while rural and less developed areas are still underserved. These infrastructure limitations raise consumer concerns about range and charging station availability, known as "range anxiety".

3. Methods

This study employs a qualitative approach, which yields findings that cannot be obtained through statistical procedures or other quantitative methods (Zhang et al., 2018). According to the classification proposed by Moleong (2018), there are eight forms of qualitative research, namely: ethnography, literature study (including case studies), document/text study, naturalistic observation, in-depth interviews, narrative research, evaluative research, and action research. In this context, this research was conducted using a literature study method, which involves the process of collecting and analyzing various written sources, including books, archives, scientific articles, academic journals, magazines, and other relevant documents related to the research topic.

The primary focus of this study is to examine consumer perceptions and motivational factors influencing the decision to purchase electric vehicles in Indonesia. Accordingly, all information obtained through the literature review is utilized as a theoretical foundation and to support the arguments and findings presented in this research. This paper draws upon secondary data from previous research studies, selected based on their relevance and validity concerning the issue under investigation.

4. Results

Several studies have shown that consumers' perceptions of the benefits of using electric vehicles significantly affect their attitudes and purchase intentions. For example, a study by Maso and Balqiah (2022) shows that consumer attitudes are influenced by Perceived Usefulness (PU), which in turn increases the desire to purchase EVs. Ease of use of electric vehicles is also important in this process. A study by Astuti and Susanto (2024) found that Perceived Ease of Use (PEU) increases consumer attitudes, but the impact is smaller than PU.

A person's awareness of the environment is certainly an important factor that can influence a person's decision to purchase an electric vehicle (EV). Research conducted by Kurniawan et al. (2023) states that if someone has a high awareness of the environment around them, it will lead to a positive attitude towards electric vehicles (EVs) so that it can attract the person's attention to buy the product. However, different findings were found in the study by Naufal et al. (2024) showed that environmental awareness does not have a significant impact on consumer intention to buy an electric vehicle, indicating that there are other factors that are more dominant in decision making. In addition, social influence from family, friends, or colleagues can also influence the decision to purchase electric vehicles. Research by Maso and Balqiah (2022) indicated that subjective norms have a positive influence on consumer attitudes and intentions to make purchases.

The availability of electric vehicle charging station (SPKLU) infrastructure is a crucial factor in the adoption of electric vehicles. Research conducted by Astuti and Susanto (2024) shows that the availability of charging facilities plays a significant role

in influencing interest in purchasing electric vehicles. Although there is increasing interest in electric vehicles, several obstacles are still faced, such as high prices, limited infrastructure, and lack of consumer understanding. A study conducted by Astuti and Susanto (2024) identified that price, infrastructure availability, and consumer knowledge are the main challenges in the process of adopting electric vehicles in Indonesia.

The development of electric vehicles (EVs) in Indonesia is closely tied to public perceptions of new technology, especially considering the nation's limited EV infrastructure and technical barriers. Based on the Technology Acceptance Model (TAM), two primary factors influencing EV adoption are Perceived Usefulness (PU) and Perceived Ease of Use (PEU). According to PwC Indonesia (2024), 75% of prospective EV buyers are concerned about limited range, 51% about long charging times, and 46% doubt battery life reliability. These concerns hinder positive perception formation, despite rising environmental awareness (Rahman & Sharif, 2023).

Structural barriers such as limited charging stations (SPKLU), high vehicle prices, and lack of technical knowledge further reduce adoption rates (Astuti & Susanto, 2024). While tax cuts and subsidies have been introduced, vehicle costs remain high, which diminishes perceived value for money. Research by Telkom University indicates that monetary benefits (fuel and maintenance savings), symbolic value, and personal innovativeness positively influence purchase intention.

Environmental concern also plays a significant role. A Statista survey revealed that 83% of Indonesian respondents choose EVs due to their environmental friendliness. Neurosensum's study showed that 72% of car users and 65% of motorcycle users are interested in EVs for environmental reasons (Cui et al., 2021). Social influence and media exposure affect adoption. According to MarkPlus Inc. (2024), 45.2% of consumers prioritize technology and 51.6% prioritize product quality when selecting EVs. A study by Prasetiya Mulya University found that social media relevance is the most influential factor in EV purchase intentions, followed by perceived benefits/risks and vendor competency, although trust in vendors showed no significant impact (Chatterjee et al., 2024). Government support also plays a vital role. Nissan Indonesia found that 80% of respondents were motivated by tax incentives and residential charging stations. A Rakuten Insight survey confirmed that 70% of Indonesians cited tax incentives as the main driver for EV adoption.

In terms of PEU, research by Amanda et al. (2022) and Al Mamun et al. (2023) demonstrates that ease of use is a critical predictor of intention to adopt, especially in developing countries. However, PEU interacts with PU, environmental concern, and perceived value. Demographic factors such as education and technological familiarity also affect PEU. PU, on the other hand, has a dominant effect. Handarujati (2024) found that PU significantly influences purchase intention. Consumers appreciate EVs for their operational efficiency, lower maintenance, and alignment with a modern lifestyle. Environmental awareness boosts PU, as shown in

Phoon et al. (2023). Environmental Awareness (EA) further contributes to EV adoption. EA positively influences evaluations of EVs, especially among those who identify as environmentally responsible (Ponsree et al., 2020; Purwanto & Rini, 2022; Risyafani et al., 2021; Fahmi, 2024). Green self-identity strengthens EA, which in turn supports purchase intention.

5. Discussion

The findings underscore a multidimensional dynamic in Indonesia's electric vehicle adoption landscape. While consumer intentions appear favorable, actual behavior is constrained by structural and perceptual challenges. The TAM framework helps illustrate how both PEU and PU shape adoption decisions. Despite the importance of PEU, this study supports previous literature (e.g., Davis, 1989; Al Mamun et al., 2023; Abdillah et al., 2024) that PU—specifically cost savings, low maintenance, and environmental benefits—is the most influential driver of adoption in Indonesia.

However, PU and PEU do not act in isolation. These factors interact with external variables like environmental concern and perceived risk. This interaction indicates that user-centric design and accessible information systems are crucial to improving both PU and PEU, especially for first-time EV users (Yuliana & Santoso, 2023; Handayani et al., 2024). Environmental awareness emerges as both a moral and pragmatic influence on consumer behavior. Awareness campaigns that emphasize climate impact, air quality, and the role of individual action can positively impact PU by framing EVs as not only functional, but also socially responsible choices. The increasing environmental concern among urban youth and middle-class populations reflects a cultural shift that stakeholders can leverage through green branding and education (Kurniadi et al., 2024; Duong 2025).

Social influence and perceived social status also contribute to behavioral intention. As shown by Chatterjee et al. (2024), digital platforms and social media engagement can shape consumer attitudes and influence EV trends. This suggests that social proof and influencer marketing strategies may be effective in EV campaigns. The discussion also highlights that government intervention remains central to overcoming adoption barriers. While existing policies like Presidential Regulation No. 55/2019 provide a foundation, a more robust and integrated ecosystem is needed. This includes expanding SPKLU coverage, offering more attractive fiscal incentives, and launching mass education programs to increase technological literacy.

Stakeholder synergy is essential. Manufacturers must innovate local affordability and cultural preferences. Infrastructure providers like VinFast must expand charging access. Academia must continue researching consumer behavior trends, while public policy must prioritize long-term sustainability goals alongside short-term economic feasibility. In sum, Indonesia's EV adoption potential is promising, but dependent on a strategic alignment between technology perception, environmental values,

market readiness, and policy responsiveness. This study contributes by contextualizing consumer intention through both theoretical and practical lenses, providing a roadmap for targeted interventions in the transition to sustainable transportation.

6. Conclusion

Consumer perceptions and motivational factors in purchasing electric vehicles in Indonesia involve a combination of economic considerations, environmental awareness, driving experience, risk perception, and social influences. While fiscal incentives and environmental awareness are key drivers, technical barriers and risk perceptions still need to be addressed to accelerate EV adoption. It is crucial for the government, manufacturers, and other stakeholders to collaborate in developing infrastructure, educating consumers, and formulating policies that support the transition to electric vehicles. Perceived Utility (PU) plays a significant role in the purchasing decision of electric vehicles in Indonesia.

This factor is influenced by the ease of use of technology and consumers' environmental awareness. Therefore, strategies that emphasize the practical and ecological benefits of electric vehicles can increase PU and encourage wider adoption in the community. Environmental Awareness (EA) is no less important in the adoption of electric vehicles in Indonesia. EA influences consumers' attitudes, evaluations, and purchase intentions towards electric vehicles. Therefore, it is important for manufacturers and the government to increase the community's EA through education, information, and marketing strategies that emphasize the environmental benefits of electric vehicles. The adoption of electric vehicles in Indonesia requires collaboration between various stakeholders to create a supportive ecosystem. The government needs to formulate supportive policies, automotive manufacturers must innovate according to market needs, infrastructure providers must develop charging networks, the public needs to increase awareness and understanding, and research institutions and academics must provide in-depth data and analysis. With good synergy between stakeholders, the adoption of electric vehicles in Indonesia can be realized optimally.

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