

## Faktor yang mempengaruhi niat pembelian mobil listrik dan environmental knowledge sebagai moderator = Factors affecting the purchase intention of an electric car and environmental knowledge as moderator

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### Abstrak

Penelitian ini berfokus dengan niat pembelian mobil listrik di Indonesia serta faktor-faktor pro-environmental yang mempengaruhi niat untuk membeli mobil listrik. Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor pro-environmental yang mempengaruhi niat untuk membeli mobil listrik dan pengaruh moderasi environmental knowledge. Data yang dikumpulkan akan diolah menggunakan SEM-PLS. Penelitian ini menemukan bahwa pengaruh moderasi dari variabel environmental knowledge kepada hubungan diantara perceived green value, salah satu faktor pro-environmental, dengan niat pembelian mobil listrik. Penelitian menemukan bahwa semakin tinggi environmental knowledge maka akan semakin kuat hubungan antara perceived green value dengan niat pembelian mobil listrik seseorang.

.....This research focuses on the intention to purchase electric cars in Indonesia as well as pro-environmental factors that influence the intention to buy electric cars. The purpose of this research is to find out whether a person's environmental knowledge has a moderating effect on the relationship between pro-environmental factors that influence the intention to buy an electric car. The data collected will be processed using SEM-PLS. This study found that the moderating effect of environmental knowledge variables on the relationship between perceived green value, one of the pro-environmental factors, and the intention to buy an electric car. Research finds that the higher the environmental knowledge, the stronger the relationship between perceived green value and one's intention to buy an electric car.