



**FACTORS INFLUENCING THE PROPENSITY TO
ADOPT ELECTRIC VEHICLES**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Manajemen (S.M.)

By

Sarah Vanessa Ibrahim

014201900158

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TABLE OF CONTENT

ACKNOWLEDGEMENT	i
PLAGIARISM RESULT / TURNITIN.....	ii
GPTZERO RESULT	iii
PANEL OF EXAMINERS	iv
APPROVAL SHEET	iv
STATEMENT OF ORIGINALITY	v
CONSENT FOR INTELLECTUAL PROPERTY RIGHT.....	vi
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	viii
ADVISOR APPROVAL FOR JOURNAL OR	ix
INSTITUTION'S REPOSITORY	ix
TABLE OF CONTENT	x
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
ABSTRACT	xv
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Background of the Problem.....	1
1.2 Problem Statement	2
1.3 Research Questions	3
1.4 Outline of the Research.....	3
CHAPTER II	4
LITERATURE REVIEW.....	4

2.1	Review of Literature	4
2.1.1	Perceived Performance (PPC)	4
2.1.2	Perceived Risk (PCR)	5
2.1.3	Attitude (ATD)	8
2.1.4	Behavioural Intention (BHI)	11
2.1.5	Price Sensitivity (PSV)	13
2.2	Hypothesis Development	15
2.3	Theoretical Framework	16
2.4	Previous Research & Research Gap	17
CHAPTER III		23
RESEARCH METHODOLOGY		23
3.1	Research Design	23
3.2	Sampling Plan	23
3.2.1	Population	24
3.2.2	Sample	24
3.3	Instrument/Operational Definition	25
3.3.1	Research Variable	25
3.4	Data Analysis Design	32
3.4.1	Respondent Profile	33
3.4.2	Model Evaluation	33
3.4.3	Validity Test	34
3.4.4	Reliability Test	34
3.4.5	Descriptive Analysis	35
3.4.6	Interpretation of Result	35
CHAPTER IV		36
ANALYSIS AND DISCUSSIONS OF FINDINGS		36
4.1	Respondent Profile	36

4.1.1 Gender	36
4.1.2 Age	37
4.1.3 Education Background	37
4.1.4 Occupation	38
4.2 Descriptive Analysis	39
4.3 Validity Test	40
4.4 Model Evaluation	42
4.5 Reliability Test	44
4.6 Interpretation of Result	44
CHAPTER V	46
CONCLUSION	46
5.1 Answer to The Research Question and Conclusion	46
5.2 Recommendation for Company and Future Research	46
REFERENCES	48
APPENDICES	61
Appendix 1 Questionnaires	61
Appendix 2 Respondent Data	68
Appendix 4 Full Data Outer Model Framework	82

LIST OF TABLES

Table 2.1 Perceived Risk Type.....	6
Table 2.2 Previous Research & Research Gap.....	17
Table 3.1 Likert Grade Scale	25
Table 3.2 Operational Variable and Questionnaire.....	26
Table 4.1 Descriptive Statistics Result	39
Table 4.2 Item-Total Statistics	40
Table 4.3 AVE Score Table	42
Table 4.4 Model Fit Table.....	42
Table 4.5 Regression Weights.....	43
Table 4.6 Construct Reability and Validity Table.....	44

LIST OF FIGURES

Figure 2.1 Theoretical Framework	17
Figure 4.1 Respondent Gender	36
Figure 4.2 Respondent Age	37
Figure 4.3 Respondent Education Background	38
Figure 4.4 Respondent Occupation	39
Figure 4.5 Model Evaluation	43

ABSTRACT

In this modern era, the automotive industry is competing fiercely to present cars with various sophisticated features. one type of vehicle that is becoming a trending topic now is the electric vehicle. This research aims to determine Factors Influencing the Propensity to Adopt Electric Vehicles. The research model used in this research is quantitative using a Likert scale where the researcher made a questionnaire through the Google form which was distributed to people. 400 respondents were collected and processed using the IBM SPSS Amos 26 Statistics application for analysis after conducting a test from the respondent's answers using IBM SPSS Amos 26 Statistics, it is known that there is a Factors Influencing the Propensity to Adopt Electric Vehicles. The result shows that Perceived Performance, Perceived Risk, Attitude, and Price Sensitivity have positive effect toward electric vehicles and Behavioural Intention.

Keywords: *Perceived Performance, Perceived Risk, Attitude, Behavioural Intention, Price Sensitivity, Purchase Intention, Electric Vehicles*