

## ABSTRACT

*Electric Vehicle is a new innovation offered by automotive manufacturers. Electric vehicles use new technology, including the use of electrical energy in their propulsion systems. However, the success of EVs is influenced by how the vehicle is received and adopted. Industry and government need to understand what drives consumers to consider buying EVs and how policies are made to encourage this behavior. By identifying the driving factors, it can help manufacturers, governments, and other stakeholders to devise appropriate steps in controlling barriers to EV acceptance.*

*This study examines the driving variables of EV Purchase Intention using the C-TAM-TPB model approach and six extension variables, namely Incentive Policy Perception, Price Value, Functional Value, Cognitive Status, Perceived Risk, and Infrastructure Barrier.*

*This research is a quantitative research with a conclusive descriptive objective. The data used came from a questionnaire distributed to 385 people using a purposive sampling technique. The questionnaire uses a Likert scale. The implementation time was carried out cross-sectional. The data analysis technique uses the Structural Equation Model (SEM).*

*Based on the research results, Perceived Effectiveness and Perceived Ease of Use have a significant positive effect on Attitude Towards EV. Furthermore, Attitude Towards EV, Price Value, and Cognitive Status have a significant positive effect on EV Purchase Intention. Meanwhile, Infrastructure Barrier has a significant negative effect on EV Purchase Intention. Meanwhile, Perception of Incentive Policy, Functional Value, and Risk Perception have no significant effect on EV Purchase Intention.*