

ABSTRACT

The high economic growth causes an increase in the number of vehicles which has an impact on increasing primary energy consumption and increasing air pollution. The oil crisis of the 1970s raised public awareness of energy-related issues and encouraged consumers to reduce energy consumption. The company has considered this by taking the initiative to carry out environmental protection programs, promotion of using renewable energy, reducing carbon footprint, and various other efforts that are appreciated by the public. Currently, Electric Vehicles (EV) are considered as a response to reduce the use of oil energy and carbon emissions from the transportation sector.

EV is determined by how the car is accepted and adopted by society. It's important to take into account different human needs in encouraging people to use EVs. Maslow's hierarchy of needs is widely used in the organization and human resources literature to determine the level of human needs. This model is also used to study consumer purchase motivation and consumer buying behavior. The model differs from the basic concept that human needs (i.e. basic needs, psychological safety needs, social affiliation needs, self-esteem needs, and needs to know) play an important role in shaping consumer buying behavior towards a particular product or service. In this study also used demographic factors consisting of age, gender, last education, monthly income, marital status, and number of car ownership as control variables.

This research is a quantitative research with a causal objective. The data used came from questionnaires distributed to 385 people using purposive sampling technique. The questionnaire uses a Likert scale. The implementation time is carried out in a cross-sectional manner. The data analysis technique used multiple linear regression and hypothesis testing was carried out.

The results of the study stated that from the control variables used only monthly income had a positive and significant effect on EV Purchase Motivation. Based on the research, the Openness to Experience variable has the most significant effect on EV Purchase Motivation, followed by Environmental Concern, Price Consciousness, and Self Esteem. Meanwhile, the Social Influences variable has a negative and insignificant effect on EV Purchase Motivation. The influence of Maslow's hierarchy of needs and demographic factors on EV Purchase Motivation is 35.1%, while 64.9% is influenced by other variables. From a practical point of view, there are several useful recommendations for the government to formulate and implement policies for vehicle electrification as well as advice to automotive marketers and manufacturers regarding the motivation of Indonesian consumers to buy EVs.

Keyword: Consumer Behavior, Consumer Purchase Motivation, Electric Vehicles, Maslow Hierarchy of Needs, Multiple Regression Analysis