

ABSTRACT

This study aims to analyze the influence of perceived risk and perceived value on the purchase intention of Electric Motorcycles in Indonesia. The purpose of this study is to find out how the influence of perceived risk and perceived value on the purchase intention in buying electric motorcycles in Indonesia and to find out whether perceived risk and perceived value have a partial or simultaneous influence on the purchase intention in buying electric motorcycles in Indonesia.

This study uses a quantitative method. The sampling technique was carried out to 397 respondents through a questionnaire distributed on social media using non-probability sampling and purposive sampling methods. Data analysis involves validity and realism tests, descriptive analysis, classical assumption tests, multiple linear regressions, hypothesis tests and determination coefficient tests using SPSS version 27 software.

The results of the study on the influence of perceived risk and perceived value are included in the good category and have a significant influence on partial and simultaneous on purchase intention.

Keywords: Perceived Risk, Perceived Value and Purchase Intention