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ANALYSIS OF FACTORS INFLUENCING INTENTION TO ADOPT BATTERY ELECTRIC VEHICLE IN INDONESIA

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Abstract

The emergence of environmental pollution problems in recent years has forced the transportation sector to create the adoption of environmentally friendly electric vehicles. Indonesia is a large market for the use of two-wheeled and four-wheeled vehicles, but the fact is that the adoption of electric vehicles in Indonesia is still relatively low. This study aims to analyze attitudes, subjective norms, perceptions of behavioral control, moral norms, environmental awareness, financial incentive policies, risk perceptions on the intention to adopt a battery electric vehicle (BEV). This type of research is included in the category of basic research. The basic research type of this research is quantitative, which is a type of research that involves analysis of numbers using statistical methods. The research data was taken using a questionnaire with online distribution and a non-probability sampling technique with a purposive sampling design. Data were processed using SPSS 25 software and Partial Least Square Test. This study used data analysis methods using SmartPLS software version 3.2.7. Based on sample data of 224 respondents, the results show that attitudes, subjective norms have no effect on the intention to adopt BEV. Perceived behavioral control, moral norms, environmental concerns, financial incentive policies have a positive and significant effect on the intention to adopt a battery electric vehicle (BEV). Perceived risk has a negative and significant effect on the intention to adopt a battery electric vehicle (BEV).).

Keywords: attitude, subjective norm, perceived behavioral control, moral norm, environmental concern, financial incentive policy, perceived risk, intention adopt battery electric vehicle (BEV)

1.Introduction

About 60 percent of air pollution contributors in Indonesia are caused by conventional motorized vehicles. Fuel vehicle exhaust contains the toxic gas's carbon monoxide, lead, nitrogen dioxide and carbon dioxide. Currently, the use of electric vehicles is believed to save up to 80 percent energy compared to conventional oil-fired cars. AbleIncomplete sentence to realize Indonesia's commitment to reduce greenhouse gas (carbon dioxide) emissions by 29 percent in 2030. The use of electrical energy as a substitute for fuel will reduce fuel consumption and the burden of subsidies that must be borne by the state, thereby increasing national energy security. In the 2014-2019 period, the amount of fuel subsidies reached IDR 700 trillion. In the 2021 State Budget, subsidies for certain types of fuel reach an IDR 16.6 trillion. TheIncomplete sentence development of electricRepeated Word vehicles (EV) while maximizing the potential of battery raw material resources for electricRepeated Word vehicles. Since 2018, Indonesia has been recognized as the king of world nickel, believed to control nearly 30 percent or around 21 billion tons of world nickel reserves and resources. Apart from nickel, Indonesia is also rich in important component materials for the battery industry, including 1.2 billion tons of aluminum, 51 billion tons of copper and 43 billion tons of manganese [17].

The developmentRepeated Stem of electricRepeated Word vehicles (EV) in Indonesia is currently being developedRepeated Stem and encouraged by the government. One of the reasons the government is pushing to accelerate the use of electricRepeated Word vehicles (EV) is because oil production continues to decrease, and consumption continues to increase every year and also Indonesia's commitment to reducing CO2 emissions in the world.

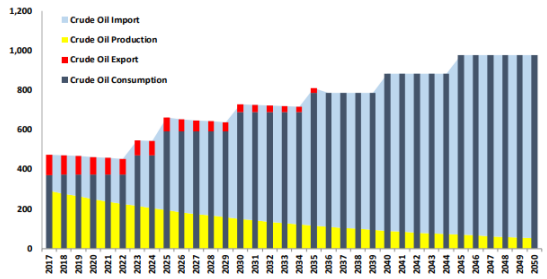

Figure 1.Indonesia's Oil Balance
Source: Indonesia Energy Outlook, 2019

One of the supports from the Government of Indonesia is the issuance of PERPRES Number 55 of 2019 concerning the Acceleration of the Battery Electric Vehicle Program for Road Transportation. In addition to the issuance of the Presidential Decree, the government also provided additional incentives for Electric Vehicle (EV) users, namely the provision of incentives for BEV PPnBM rates to 0% as stated in (PP) No. 73/2019 which started in October 2021. The government will also provide special rates for additional electricity of IDR 150,000 for 11 thousand Volt Ampere and IDR 450,000 for power up to 16.5 thousand Volt Ampere for BEV users. Along with this policy, in order to accelerate the population of using electric vehicles in Indonesia, the government will stipulate regulations regarding road maps for purchasing electric vehicles in government agencies. The government is also committed to targeting stopping sales of conventional vehicles in 2040 for two wheels and 2050 for four wheels.

The increase in the use of electric cars is expected to grow significantly in the next 10 years. Based on the projections of the State Electricity Company (PLN), electric cars paved in the country will reach more than 65 thousand units by 2030. PLN predicts that there will be a drastic increase, around 16 thousand units of electric cars in Indonesia by 2025. constant increase of 8-9 thousand units annually.

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Figure 2.BEV Sales Projection in Indonesia
Source: State Electricity Company, 2019

This figure is not much different from the actual conditions. Based on data from the Association of Indonesian Automotive Industries (Gaikindo) as of September 2021, electric car sales have reached 420 units. This figure has increased significantly compared to 2020 which recorded sales of 127 BEV and PHEV units. The data above is a projection of the growth of electric vehicles in Indonesia, even though sales have increased from the previous year but sales of electric vehicles in Indonesia are still far from the government's target as projected and it can be said that the interest of the Indonesian people in electric vehicles is still low [15]

Electric vehicles (EVs) are increasingly being considered as a credible alternative to conventional vehicles (CVs) ([1];[2]). Depending on the energy source and driving mechanism, EVs can be classified into three main categories: (1) battery-only EVs (BEV), (2) hybrid EVs using small batteries and a conventional engine (HEV), and (3) EVs plug-in with big battery and small engine (PHEV). Of these three forms, the BEV is a pure form of electric mobility that has zero emissions, while the plug-in EV is considered the most practical due to its ability to seamlessly switch between a petrol engine and an electric motor ([3];[1] [4])

Public interest in adopting electric vehicles (EV) is still relatively low, the number of sales of electric vehicles in Indonesia is also still low, far from the national target stated in the Minister of Industry Regulation Number 27 of 2020, which reaches approximately 600,000 units in 2030. The government is also targeting 2 million electric cars will be produced until 2030 as well as 16 million electric motorbikes [16]

To support the program to accelerate the use of electric vehicles, it is very important to know and understand the factors that influence the intention of the Indonesian people to adopt Battery Electric Vehicles (BEV) in Indonesia. In research[5], there are several TPB factors tested, namely Attitude, Subjective Norm, Perceived Behavioral Control, Moral Norm and Environmental concern. The results of this study show that the five TPB principles affect Intention to Adopt EV. Another study conducted by [6], tested four factors, namely Green Purchase Attitude (Attitude), Subjective Norms, Perceived Behavioral Control and Environmental Knowledge. The results of this study indicate that the Green Purchase Attitude (Attitude) and Subjective Norms variables have no positive and significant effect on Intention to Adopt EV. while the variables Perceived Behavioral Control and Environmental Knowledge have a positive and significant effect on Intention Adopt EV.

In another study by [7] examines Knowledge About EV, Perceived risk, Perceived usefulness and Financial Incentive Policy, in his research the Knowledge About EV, Perceived Risk and Perceived usefulness variables have a positive and significant effect on Intention Adopt EV while the Financial Incentive Policy variable has no positive and significant effect on Intention Adopt EV. different from the results of the research conducted [8] the Financial Incentive Policy variable has a positive and significant effect on the Intention to Adopt EV.

2. Research Method

This type of research is included in the basic research category. This research uses a quantitative approach by distributing questionnaires online in Indonesia. The population of this study is the Indonesian people. The criteria for research participants are people who live in Indonesia and use conventional 2-wheeled/4-wheeled vehicles because BEV itself has 2 types, namely 2-wheeled and 4-wheeled. The samples were taken using a non-probability sampling technique with a purposive sampling design. Independent Variables used in the study this includes Attitude, Subjective Norm, Perceived Behavioral Control, Moral Norm, Environmental *concern, Financial Incentive Policy*and Perceived Risk while the Dependent Variable is Intention Adopt described in the indicators and then lowered into question items in the research instrument.

The type of data in this study uses variance based Structural Equation Modeling (SEM). Data is processed using SPSS 25 software and Partial Least Square Test. This study uses data analysis methods using SmartPLS4 software.

2.1 Analysis Method

Initial processing and testing of data are by testing the validity and reliability of a sample of 30 questionnaires using SPSS25 software[9]states that the validity test is used to measure the legitimacy/validity of a questionnaire. A questionnaire can be said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire, namely the value of r count > r table or a significant correlation value of alpha 0.7.

Partial Least Square Test This research uses data analysis method using Smart PLS version 3.2.7 software. The PLS or Partial Least Square test is a variant-based structural equation (SEM) approach. This approach is used to carry out path analysis which is widely used in behavioral studies, so that PLS becomes a statistical technique used in models with more than one dependent variable and independent variables.[10]. PLS analysis is carried out in three stages, namely Outer Model analysis (Measurement Model), Inner Model analysis (Structural Model) and Hypothesis testing

2.2 Hypotheses [optional]

H1: Attitudepositive and significant effect on Intention to Adopt Battery Electric Vehicle (BEV)
H2: Subjective Normpositive and significant effect on Intention to Adopt Battery Electric Vehicle (BEV)
H3: Perceived Behavioral Control positive and significant effect on Intention to Adopt Battery Electric Vehicle (BEV)
H4: Moral Normpositive and significant effect on Intention to Adopt Battery Electric Vehicle (BEV)
H5: Environmental concerns positive and significant effect on Intention to Adopt Battery Electric Vehicle (BEV)
H6: Financial Incentive Policy positive and significant effect on Intention to Adopt Battery Electric Vehicle (BEV)
H7: Perceived Risk has a negative influence on Intention to Adopt Battery Electric Vehicle (BEV)

3. Findings

3.1 Research Implementation

In distributing the questionnaire to collect respondent data, it was carried out by means of an online questionnaire, namely distributing the Google Form link to vehicle users through Facebook groups and WA groups. There are certain criteria and requirements in selecting respondents, namely owning/using conventional 2-wheeled or 4-wheeled vehicles. A total of 224 questionnaires were collected. However, 23 of them did not meet the criteria and requirements for research respondents. So that the questionnaires that meet the criteria and requirements of respondents to be processed are 201 questionnaires. Of the 224 respondents

studied, there were 96 (42.9%) respondents with private motorbikes which were the most respondents in this study.

Table 1. Outer Model Validity and Reliability

Variable	Indicator	Factor loading	Cronbatch Alpha	Composite reliability	AVE
attitude	ATT 1	0.835	0.795	0.877	0.705
	ATT 2	0.854			
	ATT 3	0.840			
Subjective Norm	SN 3	0.753	0.719	0.842	0.640
	SN 2	0.844			
	SN 3	0.801			
Perceived Behavioral	PB 1	0.611	0.774	0.857	0.604
	PB 2	0.849			
	PB 3	0.847			
	PB 4	0.777			
Moral Norm	MN 1	0.623	0.670	0.798	0.500
	MN 2	0.773			
	MN 3	0.651			
	MN 4	0.768			
Environmental Concerns	EC 1	0.675	0.578	0.763	0.518
	EC 2	0.692			
	EC 3	0.787			
Financial Incentive Policy	FIP 1	0.855	0.783	0.874	0.698
	FIP 2	0.863			
	FIP 3	0.786			
Perceived Risk	PR 1	0.879	0.864	0.917	0.786
	PR 2	0.897			
	PR 3	0.884			
Intention Adopt	IA 1	0.859	0.837	0.902	0.754
	IA 2	0.874			
	IA 3	0.872			

Table 1 shows the values of factor loading, cronbach's alpha, composite reliability, and AVE. The factor loading value on the indicators for all indicators for each variable gets a value of > 0.7 except for the indicators PB 1, MN 1, MN 3, EC 1, EC 2 which get a value below 0.7, namely PB1 = 0.611, MN1 = 0.623, MN3=0.651, EC1=0.675, EC2=0.692. The factor loading value recommended by [11] is above 0.7. However, in other references, according to[12] states that a factor loading value of > 0.6 can be said to be valid and any indicator with a value below 0.4 must be removed/removed [12]. So, in this study, the PB 1, MN 1, MN 3, EC 1, EC 2 indicators can still be used and not deleted/removed. In addition, the Cronbach's alpha value obtained by all indicators was > 0.6 and the composite reliability value obtained was > 0.7. This can explain that the reliability of the model has a good level of consistency and reliability ([11];[13]). The AVE value obtained is also above 0.5 indicating that the model has a good level of validity ([11];[14]).

Table 2. Discriminant Validity

	ATT	EC	FIP	HE	M N	PB	home work	SN
ATT	**0.839**							
EC	0.471	**0.720**						
FIP	0.408	0.539	**0.83**6					
HE	0.402	0.540	0.606	**0.868**				
M N	0.450	0.647	0.486	0.573	**0.707**			
PB	0.356	0.485	0.498	0.516	0.578	**0.777**		
PR	0.021	0.197	0.331	0.445	0.219	0.282	**0.886**	
SN	0.473	0.476	0.476	0.534	0.467	0.475	0.244	**0.800**

Table 2 shows that the value of discriminant validity > average cross loading/coefficients correlation, this explains that the discriminant validity of the external model is very good.

Table 3. Inner Model Analysis Results.

Construct	R2	Q2	F2	Ket
Intention Adopt	**0.566**	**0.402**		
attitude			**0.006**	**small**
Subjective Norm			**0.035**	**small**
Perceived Behavioral			**0.006**	**small**
Moral Norm			**0.043**	**small**
Environmental Concerns			**0.010**	**small**
Financial Incentive Policy			**0.077**	**small**
Perceived Risk			**0.115**	**small**

Note(s) : f^2 : 0.02 = small ; 0.15 = average ; 0.35 = substantial

Table 3 shows that the value of the coefficient of determination (R^2) in the Intention Adopt construct is 0.566 which means that the variable constructs Attitude, Subjective Norm, Perceived Behavioral, Moral Norm, Environmental Concern, Financial Incentive Policy, Perceived Risk can explain changes in the construct or variance values on continuance Intention to adopt, namely 56.6%. The results of the coefficient of determination (R^2) in the endogenous variable construct have shown good results where the influencing variables can explain changes in the construct/variance value of at least that is > 0.4 or more than 40%. Furthermore, the predictive relevance value (Q^2) of each Intention Adopt construct is 0.402. This value explains that the predictive relevance value (Q^2) of the endogenous construct in the study shows a value greater than 0, so the construct model has predictive relevance. In addition, the relative effect size (F^2) explains that the Intention Adopt construct has a medium level where the constructs that influence it have a small level effect.

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Table 4. Hypothesis Test Results

	Original Sample (O)	Sample (M)	Standard Deviation (STDEV)	T Statistics (| O/STDEV |)	P Values	Information
ATT -> IA	0.065	0.068	0.056	1.158	**0.247**	**Not significant, Not Supported**
SN -> IA	0.159	0.163	0.073	2,170	***0.030**	**Significant, supported**
PB -> IA	0.067	0.065	0.070	0.958	**0.338**	**Not significant, Not Supported**
MN -> IA	0.199	0.205	0.082	2,445	***0.015**	**Significant, supported**
EC -> IA	0.094	0.090	0.064	1,469	**0.142**	**Not significant, Not Supported**
FIP -> IA	0.242	0.236	0.066	3,643	***0.000**	**Significant, supported**
PR -> IA	0.244	0.242	0.049	4,955	***0.000**	**Significant, supported**

Hypothesis testing using partial least squares (PLS) is done by looking at the t-statistics and p-values. If the t-statistics value is > 1.96 and the p-value is <0.05, then there is a strong and significant influence between these variables and explains that the proposed hypothesis is supported. If the t-statistics value is < 1.96 and the p-value is > 0.05, then there is no influence between the variables and it shows that the proposed hypothesis is rejected/not supported.

Based on the results of the hypothesis testing presented in the data processing results, it can be seen that the P-value P-value relationship between attitude and intention to adopt BEV is 0.247 > 0.05 and the t statistic is 1.158 and the original sample value is positive; then it can be said that the first hypothesis (H1) is rejected. These results indicate that statistically attitude has no effect on the intention to adopt BEV. This means that the attitude of the Indonesian people in choosing a vehicle does not affect their behavioral intentions in buying this type of vehicle due to a lack of insight and education regarding vehicles in Indonesia at this time. And also the people of Indonesia still prioritize the function of the vehicle compared to the technology that is currently developing.

Based on the results of the hypothesis test, it shows that the P-value of the relationship between the subjective norm and the Intention to Adopt BEV is 0.030 <0.05 and the t-statistic value is 2.170 and the original sample value is positive; then it can be said that the second hypothesis (H2) is accepted. These results indicate that statistically the subjective norm has an effect on Intention to Adopt.

Based on the results of the hypothesis test, it shows that the P-value of the relationship between perceived control and intention to adopt is 0.338 > 0.05 and the statistical t value is 0.958 and the original sample value is positive; then it can be said that the third hypothesis (H3) is rejected. These results indicate that statistically Perceived Behavioral Control has no significant and positive effect on Intention to Adopt BEV. This means that Perceived Behavioral Control does not affect the intention of the Indonesian people towards BEV adoption due to the lack of a campaign about BEV, this makes Indonesian people familiar with BEV products so that both in terms of price, specifications and models on the market today, people do not think to glance and find out. BEV products.

Based on the results of the hypothesis test, it shows that the P-value of the relationship between Moral Norm and Intention to Adopt BEV is 0.015 <0.05 and the statistical t value is 2.445 and the original sample value is positive; then it can be said that the to-place hypothesis (H4) is accepted. These results indicate that statistically Moral Norm has a positive and significant effect on Intention to Adopt BEV.

Based on the results of the hypothesis testing, it shows that the P-value of the relationship between Environmental concern and Intention to Adopt BEV is 0.142> 0.05 and the t statistic value is 1.469 and the original sample value is positive; then it can be said that the fifth hypothesis (H5) is rejected. These results indicate that statistically environmental concern has no positive and significant effect on Intention to Adopt BEV. This means that the environmental awareness of the Indonesian people is lacking so that in choosing a vehicle they have not considered the environmental impact and have not thought about switching to environmentally friendly vehicles.

Based on the results of the hypothesis testing presented, it shows that the P-value of the relationship between Financial Incentive Policy and Intention to Adopt BEV is 0.000 <0.05 and the statistical t value is 3.643 and the original sample value is positive; then it can be said that the sixth hypothesis (H6) is accepted. These results indicate that statistically the Financial Incentive Policy has a positive and significant effect on Intention to Adopt BEV.

Based on the results of the hypothesis test, the P-value relationship between Perceived Risk and Intention to Adopt BEV is 0.000 <0.05 and the statistical t value is 4.955 and the original sample value is positive; then it can be said that the seventh hypothesis (H7) is accepted. These results indicate that statistically Perceived Risk has a significant influence on Intention to Adopt BEV.

4. Conclusion

Attitude does not affect intention to adopt BEV, Subjective norm has significant and positive effect on Intention to Adopt BEV, Perceived Behavioral Control has no significant effect on Intention to Adopt BEV, Moral Norm has positive and significant effect on Intention to Adopt BEV, Environmental concern has no significant effect on Intention to Adopt BEV, Financial Incentive Policy has a positive and significant effect on Intention to Adopt BEV and Perceived Risk has a significant and negative effect on Intention to Adopt BEV.Based on the results of the research that has been done, it can be suggested in this study that company management pays special attention to Attitude, Subjective Norm, Perceived, Behavioral Control, Moral Norm, Environmental concern, Financial Incentive Policy, Perceived Risk, and Intention to Adopt. the company's management strategy needs to be optimized in order to increase interest in BEV adoption in Indonesia. Increasing campaigns for environmentally friendly vehicles so that the Indonesian people are more familiar with environmentally friendly vehicles and begin to glance at them and have the intention to adopt them. Then the support of the Government of Indonesia is also very important in the growth of BEV users in Indonesia, by increasing incentives or significant tax reductions that can attract people's attention to switch to BEV. This research has several limitations, and these limitations can create opportunities for improvement for further research.This research can be carried out again with a larger number of samples and a wider range by taking into account the representativeness of the sample and further research is to analyze more deeply the relationship between Attitude, Subjective Norm, Perceived, Behavioral Control, Moral Norm, Environmental concern, Financial Incentive Policy, Perceived Risk, and Intention to Adopt can be done in more detail with a newer year.

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Analysis of Factors Influencing Intention to Adopt Battery Electric Vehicle In Indonesia

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