

ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh *Attitude*, *Subjective Norm* dan *Perceived Behavioral Control* terhadap *Purchase Intention* pada mobil listrik di Indonesia. Jenis penelitian yang digunakan adalah penelitian kuantitatif kausal dengan pendekatan deduktif. Data primer diperoleh melalui penyebaran kuesioner kepada 100 responden yang mengetahui tentang mobil listrik tetapi belum pernah membeli produk tersebut. Teknik pengambilan sampel menggunakan *purposive sampling*. Metode analisis data yang digunakan meliputi analisis deskriptif, uji instrumen (validitas dan reliabilitas), uji asumsi klasik (normalitas, multikolinearitas, heteroskedastisitas) serta analisis regresi linear berganda.

Berdasarkan hasil penelitian menunjukkan bahwa (1) *Attitude* berpengaruh positif dan signifikan terhadap *Purchase Intention* pada mobil listrik (2) *Subjective Norm* berpengaruh positif dan signifikan terhadap *Purchase Intention* pada mobil Listrik (3) *Perceived Behavioral Control* berpengaruh positif dan signifikan terhadap *Purchase Intention* pada mobil listrik.

Kata Kunci : *Attitude, Subjective Norm, Perceived Behavioral Control, Purchase Intention* .

ABSTRACT

This research aims to analyze the influence of Attitude, Subjective Norm, and Perceived Behavioral Control on Purchase Intention for electric cars in Indonesia. This study uses a quantitative causal research design with a deductive approach. Primary data were obtained by distributing questionnaires to 100 respondents who are aware of electric cars but have never purchased such products. Purposive sampling was used for sample selection. Data analysis methods included descriptive analysis, instrument testing (validity and reliability), classical assumption tests (normality, multicollinearity, heteroscedasticity), and multiple linear regression analysis.

The research findings indicate that (1) Attitude has a positive and significant effect on Purchase Intention for electric cars, (2) Subjective Norm has a positive and significant effect on Purchase Intention for electric cars, and (3) Perceived Behavioral Control has a positive and significant effect on Purchase Intention for electric cars.

Keywords: Attitude, Subjective Norm, Perceived Behavioral Control, Purchase Intention .