



The Impact of Price and Facilities on EV Purchase Intent Through Innovative Behavior

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Abstract

Introduction/Main Objectives: This study examines how facilitating conditions and price influence electric vehicle (EV) purchase intention in Indonesia, a market experiencing rapid policy-driven momentum but still facing substantial consumer-side barriers. Understanding these behavioral drivers is increasingly important as adoption decisions depend not only on technological factors but also on psychological readiness.

Background Problems: Despite strong government incentives, EV uptake remains slow due to concerns about charging infrastructure, operational reliability, and perceived economic risks; therefore, this study asks: How do facilitating conditions, price, and consumer innovativeness interact to shape EV purchase intention in Indonesia?

Research Methods: A quantitative causality design was applied using data from 362 prospective EV consumers across six major Indonesian cities. Structured questionnaires were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine direct and mediating relationships among facilitating conditions, price, innovative behavior, and purchase intention.

Finding/Results: The results show that both facilitating conditions and price significantly increase EV purchase intention. Both variables also positively influence innovative behavior. Innovative behavior directly enhances intention and mediates the effect of price on intention, but does not mediate the effect of facilitating conditions.

Conclusion: EV purchase intention in Indonesia is driven by a combination of infrastructure readiness, economic considerations, and consumers' innovative tendencies. While enabling conditions exert a strong direct impact, favorable price perceptions stimulate innovativeness, which in turn strengthens intention. These findings imply that policymakers must accelerate infrastructure development, while manufacturers should highlight long-term cost advantages and target innovative consumer segments to boost EV adoption.

Keywords: Enabling Conditions, Price, Innovative Behavior, Purchase Intent, Electric Vehicles

