

# FACTORS INFLUENCING THE PROPENSITY TO ADOPT ELECTRIC VEHICLES

#### **UNDERGRADUATE THESIS**

Submitted as one of the requirements to obtain

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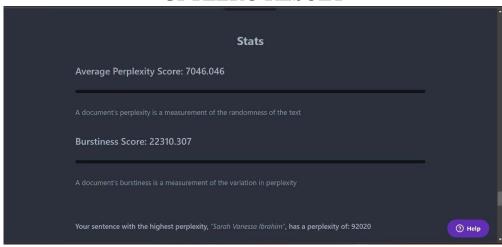
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#### **ABSTRACT**

In this modern era, the automotive industry is competing fiercely to present cars with various sophisticated features. one type of vehicle that is becoming a trending topic now is the electric vehicle. This research aims to determine Factors Influencing the Propensity to Adopt Electric Vehicles. The research model used in this research is quantitative using a Likert scale where the researcher made a questionnaire through the Google form which was distributed to people. 400 respondents were collected and processed using the IBM SPSS Amos 26 Statistics application for analysis after conducting a test from the respondent's answers using IBM SPSS Amos 26 Statistics, it is known that there is a Factors Influencing the Propensity to Adopt Electric Vehicles. The result shows that Perceived Performance, Perceived Risk, Attitude, and Price Sensitivity have positive effect toward electric vehicles and Behavioural Intention.

**Keywords:** Perceived Performance, Perceived Risk, Attitude, Behavioural Intention, Price Sensitivity, Purchase Intention, Electric Vehicles