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The Influence Of Environmental Communication, Advertising, And Ewom Toward Purchase Intention Of Electric Vehicle In Indonesia

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ABSTRACT
The transportation sector emits greenhouse gases and pollutes the air. More vehicles mean more fossil fuels. Alternative fuels are needed, like electric vehicles (EVs). The adoption of new products must go through several stages in the consumer chain. Understanding factors affecting purchase decisions is crucial for companies. Research will focus on factors influencing Purchase Intention of EVs, particularly in Jakarta. The study involved 414 respondents. It comprised 5 latent variables, with attitude mediating Purchase Intention. Variables included environmental communication, advertising, and attitude. Path analysis employed Structural Equation Model (SEM), combining a structural and measurement model. These findings align with previous studies, emphasizing the pivotal role of these factors in influencing consumers'' purchase intentions towards electric vehicles (EVs) and promoting sustainable transportation.The transition to Electric Vehicles (EVs) is vital for Indonesia''s sustainable future. This study explores factors influencing EV adoption, focusing on attitudes. Environmental communication, Advertising, and Electronic word of Mouth positively impact attitudes, indirectly affecting purchase intentions. However, limitations include the study''s narrow focus on Jakarta, Depok, Bogor, Tangerang, Bekasi hindering generalization to Indonesia''s wider population. Future research should expand demographic data to enhance understanding of EV purchase factors nationwide.

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INTRODUCTION

Climate change is a global challenge and a current worldwide concern. Over the years, humans have been continuously studying how to anticipate climate changes that have adverse effects on humanity. Climate change refers to long-term changes in temperature and weather patterns. Climate change is caused by the increase in greenhouse gas emissions generated by human activities such as the burning of fossil fuels and deforestation. Greenhouse gas emissions include carbon dioxide and methane. Greenhouse gases like carbon dioxide, methane, and nitrous oxide trap heat from the sun and maintain the Earth's warm temperature. The increase in greenhouse gas emissions leads to a rise in global temperatures. Climate change caused by gas emissions is one of the factors contributing to

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global warming and triggering climate change. One source of gas emissions is generated by fossil fuel-powered vehicles

Human activities such as deforestation, land clearing for agriculture, soil degradation, and the use of fossil fuels, particularly gasoline for transportation, have become major contributors to the formation of CO2 on Earth. Indonesia, on a global scale, has contributed approximately 0.86% to the increase in CO2 on Earth and contributes around 7.50 tons per capita of greenhouse gas emissions. The highest sectors contributing to gas emissions in Indonesia are land use and forest change, electricity, agriculture, and transportation[1]

In the transportation sector, air pollution from vehicle exhaust occurs when the internal combustion engines of vehicles produce gases and particles that contaminate the air. Other gases, such as carbon monoxide (CO), nitrogen dioxide (NO2), and hydrocarbons, along with microscopic particles like PM2.5 (particles smaller than 2.5 micrometers) and PM10 (particles smaller than 10 micrometers), are major components of vehicle exhaust. One of the most critical issues faced by major cities worldwide is air pollution caused by vehicle exhaust, including Jakarta. Jakarta is among the cities with the worst Air Quality Index (AQI) in 2023. Here is the data for the last month based on IQAir[2].

In several countries, including Indonesia, the transportation sector is a major contributor to greenhouse gas emissions and air pollution. The transportation sector also has the largest energy demand in Indonesia, accounting for approximately 47.4% of the total energy demand in Jakarta. It can be concluded that pollution in Jakarta continues to rise. This aligns with the statement from the Ministry of Environment & Forestry[3], which states that motor vehicles contribute 70% to the increase in Nitrogen dioxide, Carbon monoxide, Sulfur dioxide, and Particulate pollution in urban areas. Concurrently, the number of motor vehicles in Jakarta continues to increase. According to data from the Central Statistics Agency[4], since 2017, the number of motor vehicles has been consistently on the rise.

The increase in the number of motor vehicles will be directly proportional to the increase in demand for fossil fuels, such as gasoline and diesel. Fossil fuel-powered motor vehicles, like those running on gasoline and diesel, significantly contribute to CO2 emissions and other harmful pollutants that degrade air quality. Based on the type of fuel used, oil-based fuels and natural gas are the predominant fuels used by motor vehicles in Jakarta. To address these issues, many countries have been moving towards promoting the adoption of electric vehicles as part of a strategy to reduce emissions and achieve better environmental targets and renewable energy conversion.

In the long term, this air pollution causes various adverse effects on the environment and human health. The increased concentration of harmful gases and particles can lead to respiratory problems such as asthma and bronchitis, as well as disruptions to the circulatory and cardiovascular systems. Additionally, the use of oil-based fuels in vehicles can result in the emission of greenhouse gases into the atmosphere, which can then contribute to the greenhouse effect, leading to an increase in Earth's temperature. Higher surface temperatures on Earth can cause climate change and global environmental issues. The increase in the number of motor vehicles will also impact traffic congestion. Air pollution also affects the environment, including the degradation of water and soil quality, ecosystem damage, and

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negative effects on flora and fauna. Additionally, air pollution causes smog and low visibility, which can affect transportation, aviation, and road safety. Therefore, there is a need for alternative fuels that can replace oil-based fuels as the primary source for the functioning of the transportation sector, making it more environmentally friendly and supporting sustainable concepts. One option is the use of electric vehicles.

Electric vehicles (EVs) have garnered significant attention in recent years. Electric vehicles have been recognized as a crucial solution to reduce pollution, gas emissions, and greenhouse effects resulting from the use of fossil fuels. They can also serve as an alternative to decrease dependence on fossil fuels in the transportation sector. Electric and hybrid vehicles play a vital role in promoting a healthier environment due to their beneficial impact on the environment through low CO2 emissions levels[5]. The rising global oil prices and limited resources have prompted people to explore alternative energy sources. Electric vehicles (EVs) are often associated with positive benefits, such as improving air quality and fostering a healthier society. Electric vehicles can contribute to the reduction of gas particles like NO2. The believed benefits of using EVs are not only perceived by humans but are also expected to extend to plants and trees. Thus, electric vehicles are considered a viable solution to mitigate greenhouse effects and, on a broader scale, dominant global anthropogenic emissions originating from the transportation and energy sectors[6].

As a market with perceived growth potential in the automotive industry, Indonesia has seen an increase in vehicle sales, and several manufacturers have also begun introducing electric vehicles in the country. Unfortunately, there has been a delay in the diffusion between gasoline-powered vehicles and electric vehicles. The high cost of electric vehicles remains a constraint for many Indonesians to switch to electric cars. Consequently, the government has implemented and launched several regulations related to the use of electric vehicles (EVs) to make them more affordable and to encourage quicker adoption by the public [7]. The emergence of electric vehicles (EVs) is inevitable. Electric vehicles in various forms have been introduced in several countries. However, the adoption of EVs remains very low. In countries such as China, the United States, France, Germany, Switzerland, and South Korea, EV sales in each country are still below 5% of total vehicle sales[8]. In Indonesia, electric vehicles (EVs) have been introduced by several well-known manufacturers. However, their adoption can still be considered minimal or limited to a few individuals due to the high cost of electric vehicles, making them unaffordable for most car drivers.

The purchase intention of electric vehicles (EVs) is a critical area of study that intersects with various disciplines, including advertising, environmental communication, and electronic word-of-mouth (eWOM). Understanding consumers' motivations and intentions to purchase EVs is essential for promoting sustainable transportation and reducing carbon emissions. This article aims to explore the purchase intention of electric vehicles from the perspectives of advertising effectiveness, environmental communication strategies, and the impact of eWOM on consumer behavior.

Research on the purchase intention of electric vehicles has highlighted the importance of various factors that influence consumers' decisions. Studies such as that by Yang et al have analyzed the influential factors of consumers' sustainable consumption, focusing on EV

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adoption in China and offering insights into the formulation of policies to popularize EVs and reduce carbon emissions [9]. This research underscores the significance of understanding consumer behavior in the context of sustainable transportation.

Moreover, the study by Maso & Balqiah examined the factors affecting purchase intention of electric vehicles in Indonesia, emphasizing the moderation role of personal innovativeness on those factors [10]. Understanding the role of personal characteristics in shaping purchase intentions can provide valuable insights for marketers and advertisers seeking to promote EV adoption. Additionally, Tu & Yang explored key factors influencing consumers' purchase of electric vehicles, highlighting the importance of consumers' control over resources and consultation opinions in shaping behavioral intentions towards EVs [11]. These findings underscore the multifaceted nature of factors influencing purchase intentions in the context of electric vehicles.

In the realm of advertising, studies such as that by Hendriana et al have examined the extended advertising value model in the context of TikTok short video ads, emphasizing the importance of understanding factors that influence customer purchase intentions for effective marketing strategies [12]. Furthermore, research by Zang et al focused on the influence mechanism of consumers' purchase intention of electric vehicles based on perceived endorsement, highlighting the impact of environmental concerns and other factors on consumers' decision-making processes[13]. These studies provide insights into the role of advertising and endorsement in shaping consumer attitudes towards EVs.

In the context of environmental communication, studies such as that by Manutworakit & Choocharukul have explored factors influencing battery electric vehicle adoption in Thailand, emphasizing the importance of environmental concern in driving purchase intentions[14]. Understanding the role of environmental messaging and communication strategies can help in promoting the adoption of EVs as sustainable transportation options. Additionally, the study by focused on the adoption of electric vehicles, highlighting the technological factors and consumer characteristics that influence purchase decisions [15]. This research underscores the importance of effective communication strategies in related to the purchase of electric vehicles (EVs), especially among the residents of Jakarta.

METHOD

This study consists of 5 latent variables, which can only be measured directly using two or more study instruments. The endogenous or dependent latent variables used attitude as mediators towards Purchase Intention. Meanwhile, exogenous or independent variables are environmental communication, advertising, and attitude.

The minimum number of samples in this study was determined by multiplying the number of questions by five[16] to obtain 85 respondents (17 question indicators x 5). However, the study use respondents exceeded the minimum requirement that is 400 respondents. The purposive sampling judgment technique was used, which requires the respondent who want to buy vehicle in 5 years, already saw the online advertising of electric vehicle and have read the review of electric vehicle in sosial media, website, youtube, forum

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and other online platforms. The samples are collected in Jakarta as capital city of Indonesia using Google forms in the Indonesia Languange.

The questionnaire model is divided into three parts. The first part analyzed the aims and objectives of the study for the respondents, and the second part gathered their demographic data. The third part of the questionnaire presents the measurement indicators. The participant were guided to answer the questions using Likert scale, with 1 being “strongly disagree” and 5 being “strongly agree”.

Path analysis in this study uses the Structural Equation Model (SEM) approach consisting of two basic components. The first is a structural model that connects the path of influence between independent and dependent variables, while the second is a measurement model that allows the use of several indicators to measure independent, dependent, and SEM variables simultaneously.

RESULT AND DISCUSSION

Demographic of Respondent

Table 1 presents the demographic characteristics of the 124 participants in this survey. Among the survey participants, 59% were males while 41% were females. The sample had the highest distribution of respondents aged 31 to 41 years old (44%) while 29% of the respondents were aged 42 to 50 years old, 18% of respondents aged 25-30, the remaining 9% of respondents aged more than 50. Approximately 59.9% earned between IDR 5–15 million (59.9%), 31.6% below IDR 5 million (31.6%), and the remaining 8.5% above IDR 15 million.

Table 1. Respondent Profile

Characteristic	Category	Frequency (300)	Proportion
Gender	Female	127	42%
	Male	173	58%
Age	25-34	30	10%
	35-43	216	72%
	43-55	46	15%
	> 55	7	2%
Job	Private Employee	122	41%
	Enterpreneur	66	22%
	BUMN Employee	39	13%
	Civil Servant	36	12%
	Professional	19	6%
	Others	18	6%
Domicile	Jakarta	174	58%
	Bogor	20	7%
	Depok	42	14%
	Tangerang	39	13%
	Bekasi	25	8%

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Characteristic	Category	Frequency (300)	Proportion
Income per month	Less than Rp1,000,000	41	14%
	Rp10,000,000-20,000,000	145	48%
	Rp20,000,000-30,000,000	84	28%
	above Rp30,000,000	29	10%

Measurement Model Analysis

In SEM testing, the measurement model must be able to meet the minimum standards set theoretically. The measurement model was used to test the study's validation instrument by using factor loading (FL) above 0,6 and average variance extracted: (AVE) values above 0,5. The reliability test is using Cronbach's Alpha (CA) and composite reliability (CR) values. The reliability testing has recommended value of CA and CR is 0.70 which is considered quite good reliability. Therefore the model is good in estimating changes in the dependent variable with the goal of using electric vehicles. Table 2 present the measurement model evaluation for validity and reliability is in a satisfactory state, according to the values for convergent validity (FL is above 0.7 and AVE is above 0.5), and the reliability test (CA and CR are above 0.7, CR should more than CA). The FL VIF CA CR AVE are met the condition of validity and reliability testing as presented on Table 2.

Table 2. FL, CA, CR, AVE

Variabel	Indicators	FL	CA	CR	AVE
Environmental Communication	EC 1	0.803	0.759	0.762	0.674
	EC 2	0.835			
	EC 3	0.825			
Online Advertising	OA 1	0.791	0.794	0.799	0.709
	OA 2	0.880			
	OA 3	0.853			
EWOM	EW 1	0.814	0.815	0.819	0.730
	EW 2	0.877			
	EW 3	0.870			
Attitude	AT 1	0.814	0.845	0.847	0.683
	AT 2	0.856			
	AT 3	0.822			
	AT 4	0.814			
Purchase Intention	PI 1	0.738	0.796	0.803	0.621
	PI 2	0.785			
	PI 3	0.762			
	PI 4	0.862			

Notes: FL= Factor Loading, CA=Cronbach's Alpha CR = Composite Reability AVE = Average Variance Extracted

Structural Model Analysis

The bootstrapping technique was employed to assess the structural paths. To test the hypotheses, 5000 sub-samples were used. Fig. 3 (path model result) shows the result of

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bootstrapping technique that indicates the β Values of all the paths and the R-square values of the model. R-square ATT is 0,600 and R-square PI is 0,521. In the results shown in Fig. 3, all suggested hypotheses are supported, and the confidence interval results of the structural model do not cross the confidence intervals, implying that the results are significant as presented in Table 3.

Table 3. Regression coefficients

	Original sample	Sample mean	Standard deviation	T statistics	P values
AT -> PI	0.722	0.724	0.039	18.448	0.000
EC -> AT	0.197	0.198	0.058	3.371	0.001
EW ->AT	0.402	0.402	0.066	6.076	0.000
OA -> AT	0.274	0.274	0.072	3.830	0.000

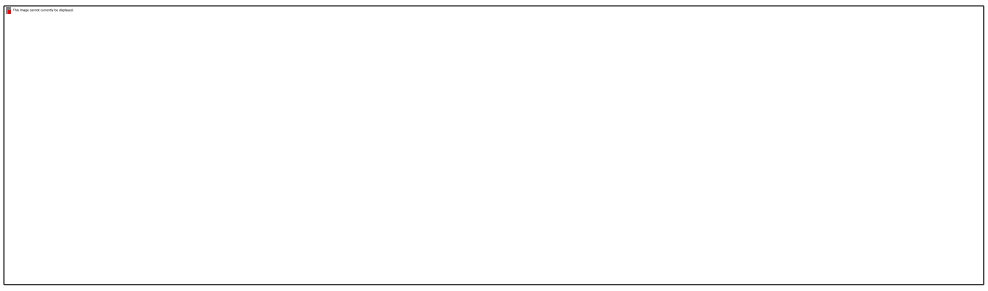

Figure 3. Path Model Result

For the first hypothesis showed that Attitude (AT) has a significantly positive effect on Purchase Intention of electric vehicles (β = 0.722, p = 0.000). This supports the previous research that attitude has a positive influence on purchase intention by Tu and Yang[11] (2019), Zang et al[13], Vazifehdoust et al[17], Jayasingh et al[18], Afroz et al[19]. These studies underscore the critical role of attitude in shaping consumers' purchase intention towards EVs. Understanding and leveraging consumer attitudes are essential for developing targeted strategies to promote the adoption of EVs and contribute to a sustainable future of transportation.

For the second hypothesis, Environmental Communication (EC) has a significantly positive effect on Attitude (AT) toward electric vehicle (β = 0.197, p = 0.001). These results are in accordance with the studies by Arli et al[20], Shimul et al[21], Ng et al[22]. These studies highlight the critical role of environmental communication in fostering positive attitudes towards eco-friendly products, subsequently influencing consumers' purchase intentions.

For the third hypothesis, Online Advertising (OA) has a significantly positive effect on Attitude (AT) toward electric vehicle (β = 0.274, p = 0.000). These results are in accordance with the studies by Paço et al., [23]. Manzoor [24], Chen et al[25]. These studies collectively state the important role of advertising in influencing consumer attitudes and purchase intentions.

For the fourth hypothesis, EWOM (EW) has a significantly positive effect on Attitude (AT) toward electric vehicle (β = 0.402, p = 0.000). These results are in accordance with the

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studies by Moradi & Zihagh[26], Ngarmwongnoi et al[27], Chetioui et al[28], Mohammad et al[29], Abedi et al[30], Anubha[31]. These studies state that eWOM has a positive influence on consumer attitudes, subsequently impacting purchase intention.

Discussion

This research employs an integrated theoretical approach from Attitude on TPB (Theory of Planned Behaviour) aimed at determining the effect of theoretical constructs on the purchase intention of Electric Vehicles (EVs). Based on the results presented in discussion, it is evident that the Attitude can predict purchase intention influenced by Environmental Communication, Advertising, and Electronic Word of Mouth (E-WOM), which mediate the development of positive attitudes thus impacting purchase intention. Analyzing the data reveals that Environmental Communication, Advertising, and Electronic Word of Mouth positively contribute to fostering positive attitudes, which consequently have a significant impact on the purchase intention of Electric Vehicles (EVs).

Environmental communication, as a factor enhancing the purchase intention of Electric Vehicles (EVs), plays a crucial role in shaping individuals' attitudes towards the environment and their interest in environmentally friendly products. Messages conveyed through environmental communication can enhance individuals' information, knowledge, awareness, and understanding of environmental issues (Lopes, 2019). The findings from the advertising factor also indicate that it can stimulate the growth of positive attitudes towards the environment among individuals, which can then mediate the increase in the purchase intention of EV products. This aligns with previous studies Kim[32] indicating that advertisements related to environmental benefits or information about eco-friendly products can influence individuals who were previously less environmentally conscious (low environmental involvement) to become more environmentally aware. In the process of enhancing EV purchase interest, Electronic Word of Mouth (E-WOM) is also seen to successfully drive positive attitudes towards the environment and eco-friendly products. This aligns with research by Zhao[33] which states that E-WOM has a significant impact on consumer purchase intentions by providing access to information and recommendations about EV products through social media discussions or user testimonials. Electronic Word of Mouth (E-WOM) can provide validation to individuals regarding the reliability and utility of EV products, leading them to adopt similar attitudes. Therefore, E-WOM can influence individuals' attitudes towards electric cars by providing information, social influence, validation, and supportive interaction contexts. Positive attitudes towards EVs influenced by E-WOM can then mediate the increase in individual purchase intentions towards EVs.

Thus, the results of this study are consistent with previous research, indicating that environmental communication, advertising, and electronic word of mouth can enhance consumers' knowledge, engagement, and perceptions regarding the environment, environmental impacts, and the benefits of using environmentally friendly products. Individuals with higher environmental knowledge are more likely to have a higher purchase interest in sustainable products compared to those with lower environmental knowledge[34].

This research contributes to Indonesian policymakers and business players in the electric vehicle automotive industry. The positive attitude of Indonesian society, particularly in

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Jakarta, towards electric vehicle (EV) products is influenced by their attitudes based on their level of knowledge about the environment, its impacts, influences, and environmentally friendly products. Therefore, it is important for policymakers and players in the automotive industry to increase education, publication, and introduction of environmentally friendly products regarding the personal benefits that individuals will experience. Understanding the benefits of adopting EVs for oneself or their sustainability benefits should also be communicated effectively through the media. Education and information provision need to be continuously conducted in public areas. Additionally, the government must be able to provide supporting facilities such as independent and public electric charging stations to further increase the purchase interest in Evs.

CONCLUSION

The urgent transition from conventional vehicles to Electric Vehicles (EVs) is imperative in Indonesia as part of the country's sustainable transformation. This research aims to comprehend the factors driving consumers to purchase and utilize electric vehicles in Indonesia. It endeavours to provide a comprehensive understanding of the factors influencing consumer adoption of electric vehicles. This study also introduces a novel approach utilizing the Attitude to investigate the factors affecting the purchase intention of Electric Vehicles (EVs) mediated by individual attitudes. The findings indicate that Environmental communication, Advertising, and Electronic word of Mouth contribute positively to fostering positive attitudes, subsequently indirectly impacting the significant influence on the purchase intention of Electric Vehicles (EVs). The model developed in this study examines the impact of variables X, namely Environmental Communication, Advertising, and Electronic word of Mouth, on attitudes that mediate the increase in the purchase interest of electric vehicles. However, several limitations exist in this study, such as the limited geographical coverage focused solely on the Jakarta community. This limitation may restrict the generalization of research findings to a broader population in Indonesia. Furthermore, the characteristics and consumer preferences in Jakarta may differ from other regions in Indonesia, thus the findings of this study may not fully represent the variations that may occur at the national level. Therefore, there is a need to expand demographic data in future research modeling, which is expected to provide a deeper understanding in projecting factors influencing the purchase interest of electric vehicles (EVs).

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