

## ABSTRAK

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Program Studi : Program Magister Ilmu Manajemen  
Judul : PENGARUH *PERCEIVED ECONOMIC BENEFITS*,  
*PERCEIVED INFRASTRUCTURE READINESS*, DAN  
*GREEN SYMBOLIC VALUE* TERHADAP *PURCHASE INTENTION* MOBIL LISTRIK MELALUI *ATTITUDE*  
(STUDI PERBANDINGAN JAKARTA DAN MEDAN)

Penelitian ini bertujuan untuk menganalisis pengaruh *Perceived Economic Benefits*, *Perceived Infrastructure Readiness*, dan *Green Symbolic Value* terhadap *Purchase Intention* mobil listrik melalui *Attitude* sebagai variabel mediasi, serta membandingkan pengaruh tersebut antara konsumen di Jakarta dan Medan. Penelitian menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 200 responden yang dipilih secara *purposive sampling*, terdiri dari 100 responden di Jakarta dan 100 responden di Medan. Data dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dan *Multi Group Analysis* (MGA) untuk menguji hubungan antar variabel dan perbedaan antar kelompok. Hasil penelitian menunjukkan bahwa pada kelompok Jakarta, *Perceived Economic Benefits* dan *Green Symbolic Value* berpengaruh positif dan signifikan terhadap *Attitude*, sedangkan *Perceived Infrastructure Readiness* tidak berpengaruh signifikan. *Attitude* berpengaruh positif dan signifikan terhadap *Purchase Intention*, namun pengaruh langsung *Perceived Economic Benefits*, *Perceived Infrastructure Readiness*, dan *Green Symbolic Value* terhadap *Purchase Intention* tidak signifikan. Pada kelompok Medan, *Perceived Economic Benefits* berpengaruh positif dan signifikan terhadap *Attitude* dan *Purchase Intention*, sedangkan *Perceived Infrastructure Readiness* hanya berpengaruh signifikan terhadap *Purchase Intention*. *Green Symbolic Value* tidak berpengaruh signifikan baik terhadap *Attitude* maupun *Purchase Intention* pada kelompok Medan. Hasil uji mediasi menunjukkan bahwa *Attitude* hanya memediasi secara penuh pengaruh *Green Symbolic Value* terhadap *Purchase Intention* pada kelompok Jakarta. Temuan penelitian mengindikasikan bahwa konsumen Jakarta lebih dipengaruhi oleh nilai simbolik dan sikap terhadap mobil listrik, sedangkan konsumen Medan lebih dipengaruhi oleh pertimbangan manfaat ekonomi dan kesiapan infrastruktur kendaraan listrik.

Kata Kunci: *Perceived Economic Benefits*, *Perceived Infrastructure Readiness*, *Green Symbolic Value*, *Attitude*, *Purchase Intention*, Mobil Listrik, Studi Perbandingan Jakarta dan Medan.

## **ABSTRACT**

*Name : DEDI SUPOYO*  
*Study Programs : Master of Management Science Program*  
*Title : THE EFFECT OF PERCEIVED ECONOMIC BENEFITS, PERCEIVED INFRASTRUCTURE READINESS, AND GREEN SYMBOLIC VALUE ON THE PURCHASE INTENTION OF ELECTRIC CARS THROUGH ATTITUDE (COMPARATIVE STUDY OF JAKARTA AND MEDAN)*

*This study aims to examine the effects of Perceived Economic Benefits, Perceived Infrastructure Readiness, and Green Symbolic Value on Purchase Intention toward electric vehicles through Attitude as a mediating variable, as well as to compare these relationships between consumers in Jakarta and Medan. The study employed a quantitative research approach using a survey method by distributing questionnaires to 200 respondents selected through purposive sampling, consisting of 100 respondents from Jakarta and 100 respondents from Medan. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) and Multi-Group Analysis (MGA) to examine the relationships among variables and identify differences between the two groups. The findings indicate that, among consumers in Jakarta, Perceived Economic Benefits and Green Symbolic Value have positive and significant effects on Attitude, whereas Perceived Infrastructure Readiness does not have a significant effect. Attitude has a positive and significant effect on Purchase Intention; however, the direct effects of Perceived Economic Benefits, Perceived Infrastructure Readiness, and Green Symbolic Value on Purchase Intention are not significant. In contrast, among consumers in Medan, Perceived Economic Benefits have positive and significant effects on both Attitude and Purchase Intention, while Perceived Infrastructure Readiness significantly influences only Purchase Intention. Green Symbolic Value does not have a significant effect on either Attitude or Purchase Intention in the Medan group. The mediation analysis reveals that Attitude fully mediates the relationship between Green Symbolic Value and Purchase Intention only among consumers in Jakarta. These findings suggest that consumers in Jakarta are more strongly influenced by the symbolic value of electric vehicles and their attitudes toward them, whereas consumers in Medan place greater emphasis on economic benefits and the readiness of electric vehicle infrastructure when forming their purchase intentions.*

*Keywords: Perceived Economic Benefits, Perceived Infrastructure Readiness, Green Symbolic Value, Attitude, Purchase Intention, Electric Vehicles, Comparative Study of Jakarta and Medan.*