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Analysis of Factors that Influence Indonesia's Automotive Customer Decisions towards the Repurchase of Electric Cars

Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pelanggan Indonesia terhadap Pembelian Kembali Mobil Listrik

Muhammad Alvin Ariq Ramadhan[*)], **Daniel Tumpal Hamonangan Aruan**
Faculty of Economics and Business, Universitas Indonesia, Indonesia
** correspondence e-mail: Muhamad.alvin11@ui.ac.id*

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Abstract

To expand the EV ecosystem in Indonesia through consumer repurchases, it is necessary to understand what can cause consumers to repurchase electric vehicles. This research aims to determine the factors that influence consumers' decisions to repurchase electric cars in Indonesia using the application of the Extended Theory of Planned Behavior. 198 relevant respondents were selected to fill out the online questionnaire, and the collected data was then analyzed based on the SEM-PLS model. The results state that the satisfaction factor can influence consumers' positive opinions towards electric cars, resulting in interest in repurchasing electric cars. The existence of the Theory of Planned Behavior indicators along with the support of additional components in the form of monetary and non-monetary policies can also influence consumers' interest in repurchasing electric cars.

Keywords: Battery-based Electric Vehicles, Repurchase Intention, Consumer Satisfaction, Electric Vehicles, Indonesian Automotive Market.

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Abstrak

Untuk memperluas ekosistem EV di Indonesia melalui pembelian kembali konsumen maka perlu dipahami tentang apa yang bisa menyebabkan konsumen membeli kembali kendaraan listrik. Penelitian ini bertujuan mengetahui faktor-faktor yang mempengaruhi keputusan konsumen membeli kembali mobil listrik di Indonesia menggunakan penerapan Extended Theory of Planned Behavior. 198 responden yang relevan dipilih untuk mengisi kuesioner online, dan data yang terkumpul selanjutnya dianalisis berdasarkan model SEM-PLS. Hasil penelitian menyatakan faktor kepuasan dapat mempengaruhi opini positif konsumen terhadap mobil listrik sehingga berdampak munculnya minat pembelian kembali mobil listrik. Keberadaan indikator Theory of Planned Behavior beserta dukungan komponen tambahan berupa kebijakan moneter dan non-moneter juga dapat mempengaruhi minat konsumen untuk melakukan pembelian kembali mobil listrik.

Kata Kunci: *Kendaraan Listrik berbasis Baterai, Niat Membeli Kembali, Kepuasan Konsumen, Kendaraan Listrik, Pasar Otomotif Indonesia.*

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INTRODUCTION

Oil drilling produces gasoline and diesel for vehicles, but its use has significant environmental impacts due to increasing global fuel demand (Schwanen & Lucas, 2011). Conventional energy products with internal combustion engine technology emit pollutants known as Green House Gas (GHG) emissions which contribute to global warming. This has led to global commitments such as the Paris Agreement, which requires countries to reduce GHG emissions. For example, Indonesia emitted 1,637,156 million tons of GHG in 2018 (Hidup, 2020). The transportation sector contributed 28% of 595 million tCO2e GHG emissions in 2018 (Nur & Kurniawan, 2021). This is exacerbated by an increase of 7 million vehicles from 2018 to 2019 (Central Bureau of Statistics, 2021), which reflects the worldwide electric vehicle (EV) trend. China leads with the number of electric vehicles at 2.5 million EVs in 2019, followed by more than 1.2 million in Europe, especially the Scandinavian countries, signaling a global effort to mitigate the GHG impact.

For Indonesia itself, initially the number of officially recorded electric vehicles until September 2020 was only 2,278 units (Nur & Kurniawan, 2021). Then with the enactment of Presidential Regulation Number 55 of 2019 concerning the Acceleration of the Battery-Based Electric Vehicle Program for Road Transportation (Perpres, 2019), a new trend emerged regarding electric vehicles in Indonesia, resulting in good efforts from automotive companies. Two-wheeled and four-wheeled vehicles must continue to follow developments in vehicle electrification technology in order to remain able to compete with other Indonesian automotive industry business players by making efforts to fulfill consumer desires that have been identified and fulfilled efficiently (Thamrin, 2016).

Based on the regulations for the sale of electric vehicles in Indonesia, there has been a very positive response from the public following the emergence of the electric vehicle trend as an effort by automotive companies to market their latest technological innovations. So there are company efforts to reduce the GHG impact and create profits that are oriented towards consumer needs. Gaikindo (2022) reports that around 1,400 units of the Hyundai IONIQ-5 have been purchased from March to October 2022, or that in the middle class segment 4,000 units of Wuling AirEV products have been purchased during the period August 2022 to December 2022. The last case example makes this vehicle model the ruler of the electric vehicle segment in Indonesia in a short time.

By considering the current condition of Indonesia which is in a transition phase from purchasing conventional vehicles to electric vehicles, this research aims to examine the factors that influence customer satisfaction with electric vehicles, which in turn are the driving factors for repurchasing electric vehicles. This research uses the PLS-SEM analysis model to determine the situations that influence the decision to repurchase electric vehicles in the Indonesian automotive market in the future. Furthermore, the aim of this research is to analyze the influence of the aspects of cost, distance traveled, attention to the environment, symbolic attributes, availability of charging facilities, and availability of vehicle choices, as indicators of electric vehicle customer satisfaction. Monetary and non-monetary policies are also considered as motivating factors for an individual to repurchase an electric vehicle in Indonesia.

This research focuses on the emergence of the electric vehicle (EV) trend in Indonesia, which was triggered by government regulations such as Presidential Regulation Number 55 of 2019. This regulation has encouraged automotive companies' efforts to harmonize the shift to electric vehicles, aiming to meet consumer demand efficiently and stay competitive. This research aims to determine the factors that influence consumer satisfaction and intention to repurchase electric vehicles in the Indonesian market. This research uses empirical applications and Partial Least Squares Structural

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Equation Modeling (PLS-SEM) analysis to understand how aspects such as cost, mileage, environmental issues, symbolic attributes, availability of charging infrastructure, and vehicle choice influence consumer satisfaction and purchasing decisions return. This research discusses important aspects of Indonesia's transition from conventional to electric vehicles, and highlights important factors for the future of the automotive industry in the country.

LITERATURE REVIEW

The Theory of Planned Behavior (TPB) is a theory that evaluates aspects of human behavior which, according to Kruger and Carsrud (1993), if viewed based on psychology, human traits and behavior can be seen and planned. TPB has significant advantages compared to other behavioral theories because it is a behavioral theory that is able to identify individuals' beliefs that they have control over an event that occurs as a result of that behavior (Ajzen, 1991). By using the TPB, it can be seen that there are differences in behavior between individuals who want something and individuals who do not want something.

Repurchase intention is the intention to make another purchase. Baker (2017) defines it as a form of individual decision to repurchase a product or reuse a service that has previously been purchased or used. This decision is made on the basis of the satisfaction the individual achieves after using the product or service. Hellier *et al*. (2015) stated that repurchase intention is a form of individual assessment as a consumer regarding whether to purchase a product or service from the same source based on considerations regarding current conditions and conditions that may occur in the future. This condition means that assessment can be a form of individual response as a consumer to a good or service. The form of response in the form of satisfaction can be a driver of repurchase intentions.

Customer satisfaction is a concept regarding the realization of an individual's attitude as a customer related to the output obtained after consuming a good or service. Satisfaction can also be described as a form of value creation related to the advantages that consumers feel from using a product, whether certain goods or services, as well as what benefits are obtained and can be obtained (Zeithaml, 1988). This makes customer satisfaction a concept that can be subjective because each consumer's preferences may vary as a form of output from consuming a particular product (Shin *et al*., 2021).

Subjective norms are a concept about individual perceptions or views. According to Ajzen (1991), subjective norms can be understood as a concept related to an individual's views or beliefs towards other people, which can have an impact on an individual's interest in taking action or not taking action regarding a behavior. Thus, it is analyzed that the existence of subjective norms is a function of a person's expectations or expectations.

Attitude is a concept related to a type of individual behavior in response to an assessment. As explained by Ajzen (2005), attitudes towards a behavior can be interpreted as differences in the level of manifestation of assessments from other individuals, both positive and negative assessments of a particular behavior. This assessment can be determined from its existence, namely from a combination of beliefs about individual behavior accompanied by evaluation of output results (Zonatto *et al*., 2020).

Perceived Behavioral Control (PBC) as stated by Ajzen (1991) is a form of perception related to the ease or difficulty of carrying out a behavior. This is related to how much the individual's perception understands the behavior he carries out if he sees the results of the individual's self-control

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efforts. Therefore, it can be understood that in the presence of PBC, individuals will refer to mental perceptions that experience difficulty in carrying out certain behaviors or actions (Kraft *et al*., 2005). PBC in an individual can change into something that dominates thinking if the individual has more opportunities and has abundant resources to use in carrying out an action that he actually wants.

Perceived Functional Barrier, or what can be called Perception of Functional Limits, is a concept related to functional limitations in the perception of an individual's mind in carrying out an action. Functional limitations will arise when the individual's perception as a consumer of a product is contrary to the expected situation and conditions (Claudy *et al*., 2015). Consumption of electric vehicles is part of an innovative product as a form of product, not necessarily every part of which can be accepted by every individual. Efforts are needed to replace the functional perception construct as a variable that embodies positive attitudes into a variable that embodies negative attitudes as is done (Hasan, 2021; Haustein & Jensen, 2018). Thus, efforts are needed to change the PBC construct using the SDGs methodology into a construct of perceived functional barriers.

This study proposes several hypotheses to test the factors that influence consumer satisfaction and repurchase intentions for EVs in the Indonesian market. The first hypothesis states that cost has a significant influence on consumer satisfaction, indicating that affordability plays an important role in shaping perceptions of electric vehicles. The second hypothesis of this study posits that mileage capability has a positive impact on consumer satisfaction, indicating the importance of range and practicality in electric vehicle adoption. The third hypothesis is that attention to environmental issues is expected to increase consumer satisfaction, which reflects the greater emphasis on sustainability in purchasing decisions. Symbolic attributes, such as brand reputation and perceived social status, are also hypothesized to have a positive impact on consumer satisfaction. The availability of charging facilities and a wide choice of vehicles are also hypothesized to contribute to consumer satisfaction by addressing practical problems and increasing choice. The last hypothesis of the study suggests that monetary and non-monetary policies will significantly motivate consumers to repurchase electric vehicles, thereby underscoring the importance of government support measures in encouraging sustainable transport choices. Through the PLS-SEM analysis model, this research aims to provide valuable insight into the factors that shape the future of the automotive industry in Indonesia amidst the transition to electric vehicles.

METHOD

This quantitative-based research uses data that can be measured numerically to answer research questions or test hypotheses (Winarni, 2021). Data collection was carried out by distributing questionnaires. Distribution of questionnaires by utilizing online social media platforms related to electric vehicles, such as Facebook groups that serve owners of certain brands or types of electric vehicles, as well as WhatsApp groups that function as communities for certain brands or types of electric vehicles. For example, the questionnaire was distributed in the Facebook group "Wuling Air EV Indonesia Owners Community" which has around twenty thousand members, as well as the Facebook group "HI5OCI" which serves Hyundai Ioniq-5 electric car owners in Indonesia with more than three thousand four hundred members. In addition, other relevant social media platforms connected to the electric vehicle community in Indonesia, such as Instagram pages and official contacts of certain communities such as the “All Indonesia Electric Car Collection/ Community”, were also used to distribute the questionnaire. The questionnaire was also distributed through the Authors' personal networks, reaching individuals known to the Authors as owning electric vehicles.

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Sampling uses a purposive method, where the expected criteria for respondents are individuals aged 18 years and over, domiciled in Indonesia, and have experience with electric vehicles. This was done to ensure the relevance of the research results which were limited to residents in Indonesia, as well as considering the situation of the electric vehicle ecosystem in Indonesia in 2023. In addition, the questionnaire was web-based using Google Form as a means of facilitating online distribution of the questionnaire. This is based on the large number of electric vehicle users and electric vehicle community groups, the majority of whom use online social media platforms such as Facebook groups, WhatsApp groups, Instagram and YouTube. Utilization of this online platform can make it easier to distribute questionnaires and reach more electric vehicle users in Indonesia (Adam, 2020; Rambut *et al*., 2019).

The collected data is then analyzed based on the SEM-PLS model because of its effectiveness in handling complex relationships in data sets. SEM-PLS is well suited to situations where the underlying structure of variables is complex, and there is a need to assess measurement and structural models simultaneously (Hair *et al*., 2019). This method allows the examination of latent constructs and their interrelationships, providing a powerful approach to understanding complex phenomena. Additionally, these models are known for their ability to handle small sample sizes and non-normal data, making them a suitable choice for situations where traditional statistical methods may be less applicable (Edeh *et al*., 2023). By using SEM-PLS, this research aims to gain deeper insight into the relationships between variables, ensuring comprehensive and accurate analysis of the quantitative data collected (Sholihin & Ratmono, 2021).

RESULTS

Results of convergent validity testing states that all indicator constructs have outer loading values above 0.7. Thus, all indicators used in this research can be categorized as valid (Setianingsih et al., 2091). The results of composite reliability and Cronbach's alpha testing were also obtained to have a value greater than 0.7, which indicates that the variables in the instrument are considered reliable (Yusup, 2018).

Table 1 summarizes the results of the R-Square analysis which shows the proportion of variation in each variable that can be explained by the factors considered. For consumer satisfaction, subjective norms accounted for 14.1 percent of the variation, while 85.9 percent was caused by other factors. Attitudes are influenced by consumer satisfaction by 24.1 percent, while perceptions of functional limitations are influenced by consumer satisfaction by 20.9 percent. Meanwhile, for repurchase decisions, the majority of 64.3 percent of the variation is explained by subjective norms, consumer satisfaction, attitudes, perceived functional limitations, and monetary and non-monetary policy incentives, so that 35.7 percent cannot be explained.

In construct cross validation, the calculation of predictive relevance produces a value of 0.426 for the repeat purchase decision variable (Figure 1). This value indicates that the predictive relevance is greater than 0, indicating that the model used is appropriate and has a relevant predictive value (Reuding & Meil, 2004). In SmartPLS, the testing process for each relationship can be carried out using simulation via the bootstrapping method on the available samples. This testing procedure aims to minimize the potential impact of abnormalities that may occur in this research (Ory & Mokhtarian, 2010). The results of the bootstrapping method in SmartPLS can be visualized in Figure 1.

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Table 1. Results of R-Square Analysis (in percentage)

Variable	R-Square Value	Percentage Explained	Percentage Attributed to Other Factors
Consumer Satisfaction	14.1	14.	85.9
Attitude	24.1	24.1	75.9
Perceived Functional Limitations	20.9	20.9	79.1
Repurchase Decision	64.3	64.3	35.7

Source: Primary data (processed), 2023.

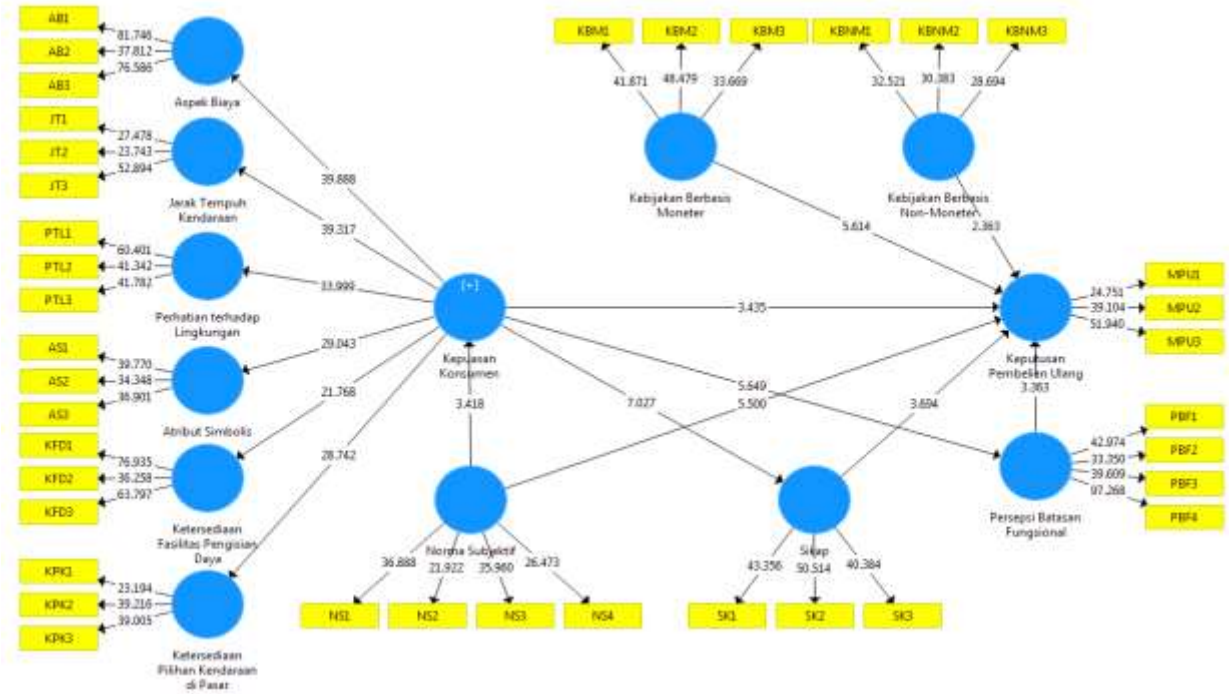


Figure 1. Results of the Structural Model with Standardized Estimate
Source: Primary data (processed), 2023.

The relationship between subjective norms and consumer satisfaction is evident, with subjective norms showing a significant positive effect on electric vehicle consumer satisfaction. This is in line with previous research which also highlighted the influence of subjective norms on consumer satisfaction with electric vehicles. Subjective norms, which represent social expectations or pressure regarding actions or decisions, can shape individuals' perceptions of electric vehicles, especially if there is pressure to use or purchase them due to environmental concerns or social status, thereby influencing consumer satisfaction. Likewise, subjective norms have a positive and significant influence on repurchase decisions, indicating their role in shaping consumer behavior towards the adoption of electric vehicles. Subjective norms, reflecting how other people view a decision such as repurchasing an electric car, influence an individual's perception of acceptance or rejection from the surrounding environment, which ultimately impacts the repurchase decision.

In addition, consumer satisfaction has a positive effect on attitudes towards electric vehicles, meaning that a satisfactory experience with an electric car fosters positive attitudes, which can potentially lead to repurchase decisions. In contrast, perceived functional limitations, which are

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influenced by consumer satisfaction, may hinder repurchase decisions, thus highlighting the importance of overcoming functional limitations to increase consumer satisfaction and facilitate repurchase intentions. Additionally, monetary and non-monetary policies significantly influence repurchase decisions, indicating the important role of government support in driving electric vehicle adoption and repurchase intentions among consumers.

Discussion

The research results show that subjective norms have a significant positive effect on consumer satisfaction with electric vehicles, meaning that changes in subjective norm values have a direct effect on changes in consumer satisfaction with electric vehicles. These findings are in accordance with previous research conducted by Habich-Sobiegalla *et al*. (2018) and Boonchunone *et al*. (2023). Brand research results also show that subjective norms can have a significant influence on consumer satisfaction. Subjective norms refer to an individual's view of the expectations or social pressure received from the surrounding environment, such as family, friends or other social environments, regarding the actions or decisions taken. In the context of consumer satisfaction with electric vehicles, subjective norms can influence individual perceptions of these vehicles. If someone feels pressure or expectations from the surrounding environment to use or buy an electric vehicle for certain reasons such as environmental problems or social status, then this can influence the individual's view or perception of the vehicle (Asadi *et al*., 2021). Thus, positive subjective norms can influence how someone perceives and feels satisfaction with the use of electric vehicles.

The results of this research also show that subjective norms have a positive and significant influence on the decision to repurchase electric vehicles, meaning that changes in subjective norm values have a direct influence on changes in consumers' decisions to repurchase electric vehicles. This finding is in line with previous research conducted by Haustein & Jensen (2018) and Kaplan & Haenlein (2016) which is based on the existence of the TPB construct and subjective norms which are seen to contribute significantly to consumer acceptance of electric vehicles. These results indicate that the influence of a person's thoughts and beliefs as well as the influence of external thoughts and the existence of limitations can have a significant influence on the decision to repurchase an electric vehicle. Subjective norms are a factor that is closely related to the decision to repurchase an electric car. Subjective norms refer to an individual's view of how other people, namely family, friends, or the surrounding community, view their decision to buy another electric car. In this context, subjective norms influence individual perceptions of the expected or perceived support or rejection from their social environment regarding the decision to repurchase an electric car (Hasan, 2021). If subjective norms show that the social environment or a group of close people supports the use of electric cars, this can encourage individuals to buy the electric car again. On the other hand, if subjective norms show that the views of people around them tend to be negative towards electric cars, then this could be an obstacle in making a repurchase decision. Thus, subjective norms have a significant influence on the decision to repurchase an electric car because they influence individual perceptions of acceptance or rejection from the surrounding environment towards the use of electric cars.

The results prove that consumer satisfaction has a positive and significant effect on interest in repurchasing electric vehicles. These results indicate that if there is a change in consumer satisfaction scores, it will have a direct impact on changes in the decision value of purchasing electric vehicles. This finding is in accordance with previous research by Hasan (2021) and Mittal & Kamakura (2001) which found that although it does not directly influence consumers to continue buying electric

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vehicles again in the future, the formation of positive and negative consumer satisfaction will have a significant influence on decision to repurchase an electric vehicle. Customer satisfaction is very important in influencing electric car repurchase decisions, which includes the individual's overall satisfaction gained from direct experience with the vehicle. This involves evaluating various factors such as performance, reliability, efficiency, and comfort offered by electric cars (Afshar-Bakeshloo *et al*., 2016). When consumers are satisfied with the features and performance of an electric vehicle, their interest in repurchasing the vehicle increases significantly. This positive impact is more than just a momentary experience, growing trust and loyalty towards electric cars (Rhiu *et al*., 2016). Additionally, satisfied consumers tend to develop a strong bond with a brand or product, thereby increasing their trust in electric car manufacturers. As a result, higher levels of consumer satisfaction with electric cars lead to a greater likelihood of repurchasing from the same brand or manufacturer. Therefore, consumer satisfaction serves as an important predictor of future repurchase intentions, emphasizing its importance in growing a sustainable and profitable electric vehicle market.

The results also show that consumer satisfaction has a positive and significant influence on the attitudes of electric vehicle consumers. These results are accompanied by attention to the importance of the influence of consumer satisfaction in the form of the manifestation of consumer opinions, both in the form of positive and negative opinions which will influence how consumers behave. Thus, changes in consumer satisfaction scores can have a direct influence on changes in consumer attitudes in the future, especially in decisions to repurchase electric vehicle products. This finding is in line with previous research by Munnukka & Järvi (2011) and Boonchunone *et al*. (2023) who found that the existence of attitudes has the strongest role when compared with two other TPB constructs, namely subjective norms and functional perceptions. This indicates that the influence of a person's thoughts and beliefs as well as the influence of external thinking and the limitations will shape consumer attitudes so that they can later decide whether to buy an electric vehicle again or not. When consumers are satisfied with their experience of using or owning an electric car, this can influence their attitude towards electric cars as a whole. Consumer satisfaction forms a good attitude towards a particular product, brand or service. If the experience of using an electric car gives consumers satisfaction in terms of performance, efficiency, comfort, features, or other aspects, then they will most likely have a positive attitude towards electric cars.

The research results show that attitude has a positive and significant influence on repurchase decisions, which means that changes in consumer attitudes can have a direct influence on changes in their decisions to repurchase electric vehicle products. This is also in accordance with previous research conducted by Munnukka & Järvi (2011) and Rhiu *et al*. (2016) by emphasizing that consumers are more influenced by their personal considerations. This is because the formation of an attitude construct can include the economic and environmental benefits of using a technological product or innovation such as electric vehicles, and leads to its contribution in saving money in the long term and reducing air pollution and traffic noise. A positive attitude towards a product or service, or towards an electric car, can have a positive and significant influence on repurchase decisions. A positive attitude tends to give rise to a preference or desire to repurchase the product in the future. If someone has a positive attitude towards electric cars, this can influence their decision to repurchase the product in the future, because there is a positive perception of the benefits, satisfaction and quality of the product.

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The next results state that customer satisfaction has a negative and significant effect on perceptions of functional limitations. The results appear considering that the degree of significance of changes in consumer satisfaction scores for electric vehicles can have the opposite effect on functional limitations and also the opposite effect on technology or innovative products such as electric vehicles which have various new limitations when compared to conventional vehicle products. Previous research by Haustein & Jensen (2018) and She *et al*. (2017) support this idea by showing that functional limitations have a significant impact on consumer satisfaction with innovative products such as electric vehicles. Examples are limited mileage and higher costs compared to conventional vehicles. Although customers' use of electric vehicles may not directly influence their perception of functional limitations, these limitations typically include certain aspects such as range per battery charge, speed, and charging infrastructure. Perceptions of functional limitations may also be influenced by technical information, vehicle specifications, or external reviews. However, the level of customer satisfaction may be reflected in perceived functional limitations, especially when dissatisfaction arises from vehicle features or performance.

The research results show that perceived functional limitations have a negative and significant influence on consumers' decisions to repurchase electric vehicles. Considering the influence of perceptions that limit consumers' desires and interests, this will have a significant opposite impact on the direction of consumers' interest in repurchasing technological innovation products such as electric vehicles. This also has consistency with research by Hasan (2021), Hussain *et al*. (2018) and Peters & Dütschke (2014) who replaced the TPB construct in the form of perceived behavioral control by using the implementation of the construct in the form of functional limitations as a source of bad or negative assessments of innovative products such as electric vehicles. By utilizing this construct, the influence of limited product innovation on consumer perceptions and opinions can be seen which influences consumer interest in repurchasing electric vehicle products (Fauzi & Levana, 2020). Consumer interest in future electric vehicle purchases increases when functional limitations are minimized. Perceived limitations, such as limited range and charging infrastructure, negatively impact repurchase decisions by reducing confidence in the comfort and performance of electric vehicles.

The existence of a monetary-based policy obtained in this research will have a positive and significant influence on the decision to repurchase electric vehicles, by looking at the existence of the TPB construct as an expanded element of planning theory. The existence of this construct can also have an impact on consumer decisions regarding repurchase of electric vehicle products. This is in accordance with previous research conducted by Fridstrøm (2020) which stated that a country's consumption of electric vehicles is basically supported by the role of government policy in regulating incentives or other policies based on and related to finance. This policy also takes into account the price of electric vehicles which is still not affordable by all groups and the need to provide added value that is beneficial for electric vehicle consumers. In Indonesia, monetary-based policies, such as reduced VAT and waived title transfer fees for electric vehicles, could significantly lower the prices of these products, thereby encouraging adoption and repurchase of vehicles in the future. This policy increases affordability and has a positive impact on electric vehicle repurchase decisions.

The last results of the research show that the existence of non-monetary based policies has a positive and significant influence on the decision to repurchase electric vehicles, by considering the existence of the TPB construct as one element of utilizing the expansion of the theory of planned behavior in addition to non-monetary based financial policies. The existence of this construct can also

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have an impact on consumer decisions regarding repurchase of electric vehicle products by considering the added value in the form of government support for electric vehicle consumers to use electric vehicles in Indonesia. Research by Shakeel (2022) and Alqodri (2023) supports the argument regarding the impact of non-monetary policies on electric vehicle adoption. Such as the case in Indonesia, it is found the odd-even policy for electric vehicles have a positive effect on repurchase decisions thereby increasing consumer perception and interest.

CONCLUSION

Based on the research results, several conclusions were obtained. First, subjective norms have a significant positive effect on consumer satisfaction with electric vehicles and also on the decision to repurchase electric vehicles. Second, consumer satisfaction has a positive and significant effect on interest in repurchasing electric vehicles, as well as on the attitudes of electric vehicle consumers. Third, attitude has a positive and significant influence on repurchase decisions. Fourth, customer satisfaction has a negative and significant effect on perceptions of functional limitations; meanwhile, perceived functional limitations have a negative and significant influence on consumers' decisions to repurchase electric vehicles. Fifth, the existence of monetary-based or non-monetary-based policies will have a positive and significant influence on the decision to repurchase electric vehicles.

Based on the results of research that identifies factors that influence Indonesian automotive consumption regarding the repurchase of electric cars, there are several recommendations for related or interested parties. The government and automotive regulators are expected to encourage the implementation of monetary and non-monetary policies that support electric vehicle development; as well as, strengthening fiscal incentives, subsidies or other programs that stimulate consumer interest in repurchasing electric vehicles. For business actors and electric car dealers, it is hoped that they will develop better after-sales service to increase consumer satisfaction; as well as, providing accurate and transparent information about electric vehicles to increase functional perceptions which can influence consumers' decisions to repurchase.

This research is hampered by limited primary data, such as lack of access to complete and detailed data regarding preferences, purchasing habits, or factors that influence the repurchase of electric cars in Indonesia. Research results are also limited to certain contexts or certain regions in Indonesia. This makes generalizations about the automotive consumer population as less accurate.

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