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The Influence of Brand Awareness, Consumer Trust, and Charging Infrastructure on Consumers' Intention to Use Wuling Electric Vehicles in Medan City

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ABSTRACT

This study aims to analyse the effect of brand awareness, consumer trust, and charging infrastructure on consumers' intention to use Wuling electric vehicles in Medan City. The increasing development of electric vehicle technology in Indonesia has encouraged automotive companies to improve marketing strategies and infrastructure readiness in order to increase public adoption of electric vehicles. This study uses a quantitative approach with associative methods to examine the relationship between the independent variables and consumers' intention to use electric vehicles. A total of 160 questionnaires were distributed using purposive sampling techniques. However, only 96 questionnaires were returned completely and considered valid for analysis. Data were collected through questionnaire instruments related to brand awareness, consumer trust, charging infrastructure, and intention to use variables. Data analysis was conducted using multiple linear regression techniques with the assistance of Statistical Package for Social Sciences (SPSS). The results of partial analysis showed that brand awareness has a positive and significant effect on consumers' intention to use Wuling electric vehicles with a value of tcount = 4.259 greater than Ttable = 1.985 and significance 0.000 (<0.05). Charging infrastructure also has a positive and significant effect with a value of tcount = 8.939 greater than Ttable = 1.985 and significance 0.000 (<0.05). However, consumer trust does not significantly affect consumers' intention to use Wuling electric vehicles because the significance value is 0.087 (>0.05). Simultaneously, all independent variables significantly affect intention to use electric vehicles with an Fcount value of 106.627 and an adjusted R square value of 76.90%.

Keywords: *Brand Awareness, Charging Infrastructure, Consumer Trust, Electric Vehicles*

INTRODUCTION

The development of automotive technology in the modern era has experienced rapid growth, particularly through the emergence of electric vehicles as an alternative transportation solution that is environmentally friendly and energy-efficient. The increasing global concern regarding carbon emissions, air pollution, and dependence on fossil fuels has encouraged many countries, including Indonesia, to accelerate their transition toward sustainable transportation systems. The Indonesian government has also shown a strong commitment to supporting the electric vehicle ecosystem through various strategic policies, including tax incentives, battery industry development, and expansion of charging infrastructure facilities.

Electric vehicles are no longer viewed merely as technological innovations but also as symbols of future mobility transformations. One automotive manufacturer actively developing electric vehicles in Indonesia is Wuling Motors through its electric vehicle products, such as Wuling Air EV, Wuling Binguo EV, and Wuling Cloud EV. These products are designed to provide affordable, efficient, and environmentally friendly mobility solutions for Indonesian consumers. Among them, the Wuling Air EV has attracted significant public attention because of its compact design, low operational costs, and suitability for urban transportation needs.

Despite the increasing popularity of electric vehicles, the level of electric vehicle adoption in Indonesia remains relatively low compared to conventional vehicles. According to the data cited in this study, the population of electric vehicles in Indonesia will reach approximately 274,802 units by mid-2025, including approximately 77,227 electric cars. However, this figure still represents less than 1% of the total motor vehicle population in Indonesia, which exceeds 150 million. In North Sumatra, the number of electric vehicle

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charging stations (SPKLU) has increased gradually; however, the adoption rate of electric vehicles remains relatively limited compared to conventional vehicles.

In Medan, public interest in electric vehicles is influenced by various factors, including perceptions of product quality, battery durability, charging accessibility, operational safety, and infrastructure readiness. Consumers often hesitate to adopt electric vehicles because they are uncertain about the reliability and practicality of electric mobility in their daily lives. This phenomenon indicates that consumers' intention to use electric vehicles is not determined solely by technological advancement but is also influenced by marketing and psychological factors.

Brand awareness is an important factor influencing consumers' intention to use electric vehicles is brand awareness. Brand awareness refers to consumers' ability to recognize and remember a particular brand within a product category. According to Arianty and Andira (2021), brand awareness reflects the strength of a brand in consumers' memories and their ability to identify brand elements, such as logos, names, and symbols. Strong brand awareness may create familiarity and positive perceptions that encourage consumers to consider using a product. In the context of electric vehicles, increasing public familiarity with Wuling electric vehicles may influence consumers' intention to adopt the technology.

Consumer trust is another important factor. Trust plays a critical role in consumer decision-making processes because consumers tend to choose products that they perceive as reliable, safe, and credible. According to Kotler and Keller (2016), consumer trust is closely associated with perceptions of product quality, company reputation, and product reliability. In the case of electric vehicles, consumers may still doubt battery durability, charging efficiency, maintenance costs, and the long-term reliability of the product. Therefore, building trust is essential to encourage consumers to adopt electric vehicles.

In addition, the availability of charging infrastructure influences consumers' intentions to use electric vehicles. Limited charging station availability may create range anxiety, namely, consumers' fear that electric vehicles will run out of battery power before reaching charging facilities. According to the data presented in this study, although the number of SPKLU in North Sumatra has increased, their distribution remains concentrated mainly in urban areas, limiting accessibility for consumers outside major city centers. This condition may reduce consumers' confidence in using electric vehicles for daily transportation.

Several previous studies have shown that brand awareness, consumer trust, and infrastructure significantly influence consumer intentions toward technology adoption and environmentally friendly transportation. However, studies specifically examining these variables simultaneously in the context of electric vehicle adoption in Medan remain relatively limited. Therefore, this study aims to analyze the influence of brand awareness, consumer trust, and charging infrastructure on consumers' intention to use Wuling electric vehicles in Medan City. The findings of this study are expected to contribute to the development of marketing strategies and electric vehicle ecosystems in Indonesia, particularly in North Sumatra.

LITERATURE REVIEW

Brand Awareness

Brand awareness is an important concept in marketing because it reflects the extent to which consumers can recognize, remember, and associate a brand with a certain product category. In the context of electric vehicles, brand awareness is essential because consumers tend to consider brands that are already familiar, trusted, and easily remembered before deciding to use or purchase a product. According to Arianty and Andira (2021), brand awareness describes the strength of a brand in consumers' memory, including the ability to identify brand elements such as name, logo, symbol, character, packaging, and slogan in different situations. Similarly, Manik (2022) and Jesica et al. (2024) explain that brand awareness refers to the ability of prospective buyers to recognize or recall that a brand belongs to a certain product category.

In the electric vehicle market, brand awareness plays a strategic role because many consumers are still in the early stages of understanding electric car technology. A brand with strong awareness may reduce consumer uncertainty and increase product familiarity. Wuling, an automotive brand offering electric vehicles in Indonesia, needs strong brand awareness to attract potential consumers, especially in Medan City, where electric vehicle adoption remains relatively limited. Brand awareness in this study is measured through four indicators: unaware of brand, brand recognition, brand recall, and top of mind.

Consumer Trust

Consumer trust refers to consumers' beliefs that a company or product is reliable, honest, responsible,

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and capable of fulfilling expectations. Trust is crucial in the adoption of electric vehicles because consumers often face uncertainty regarding battery durability, safety, maintenance costs, charging efficiency, and long-term product reliability. In this context, consumers will be more interested in using Wuling electric cars when they believe that the brand provides reliable products, accurate information, and adequate after-sales support.

Kusuma (2025) and Hidayat and Valentina (2022) explain that consumer trust is an important factor in purchasing decisions because consumers often rely on available information before deciding to buy or use a product. Euglezyano and Murtiasih (2025) state that consumer trust is built on consumers' belief that the trusted party will fulfil its responsibilities honestly, properly, and in accordance with expectations. Meanwhile, Andhini (2017) defined consumer trust as all consumer knowledge and conclusions regarding an object, its attributes, and its benefits.

In this study, consumer trust was measured using four indicators: reliability, honesty, concern for consumers, and credibility. These indicators are relevant because electric vehicle consumers need assurance that Wuling electric cars are safe, dependable, and supported by a credible company reputation.

Charging Infrastructure

Charging infrastructure is one of the main supporting factors for the adoption of electric vehicles. The availability of charging facilities may influence consumers' confidence in using electric cars for their daily mobility. Consumers may hesitate to use electric vehicles if charging stations are difficult to find, unevenly distributed, or perceived as insufficient. This condition may create range anxiety, namely, the fear of running out of battery power before reaching a charging station.

Dian (2023) defines charging infrastructure as infrastructure used to charge electric vehicles, including electric cars, hybrid cars, and public electric transportation. Kuntoro et al. (2019) explain that infrastructure refers to physical systems that provide public facilities needed to fulfil social and economic needs. In the context of electric vehicles, charging infrastructure functions as a supporting system that connects consumer mobility needs with the practicality of electric vehicle use.

The indicators of charging infrastructure in this study included the number of public electric vehicle charging stations, the level of charging station usage, the influence of charging station availability on electric vehicle adoption, and carbon emission reduction. These indicators show that charging infrastructure is related not only to technical facilities but also to consumers' perceptions of convenience, accessibility, and environmental benefits.

Intention to Use Wuling Electric Vehicles

Intention to use refers to consumers' psychological tendency, desire, or willingness to use a product or service. In the context of electric vehicles, the intention to use reflects consumers' readiness to consider, try, recommend, and potentially purchase Wuling electric cars. Consumer intention is influenced by internal factors such as interest, preference, and perceived value, as well as external factors such as brand reputation, trust, and infrastructure.

Nasution (2015) explains that interest is a psychological symptom that shows attention toward an object because of positive feelings. Savira et al. (2018) described interest as a relatively stable tendency to pay attention to or engage with something because it is considered important or valuable. Furthermore, Nursiah and Ferils (2022) define the intention to use as a tendency, desire, or strong attraction toward something that arises from within the individual without external pressure.

In this study, intention to use was measured using four indicators: transactional, referential, preferential, and explorative interests. These dimensions show that consumers' intention to use Wuling electric vehicles may appear through their willingness to buy, recommend, prioritize, and seek further information about the product.

METHODOLOGY

Desain Study

This study used a quantitative research design. Quantitative research was used because this study aimed to measure and analyze the influence of brand awareness, consumer trust, and charging infrastructure on consumers' intention to use Wuling electric vehicles in Medan City through statistical testing. This approach is appropriate because the variables in this study were measured using numerical data obtained from respondents' questionnaire answers.

This study used an associative approach. This approach was applied to determine the causal relationship

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between the independent and dependent variables. In this study, brand awareness, consumer trust, and charging infrastructure were positioned as independent variables, while consumers' intention to use Wuling electric vehicles was positioned as the dependent variable.

This study was conducted on potential consumers of Wuling electric vehicles in Medan City. This study focused on individuals who are considered potential users of electric vehicles, particularly those who are familiar with or have heard about the Wuling brand. Therefore, this study aims to provide empirical evidence regarding the factors that influence consumers' intention to use Wuling electric vehicles in Medan City.

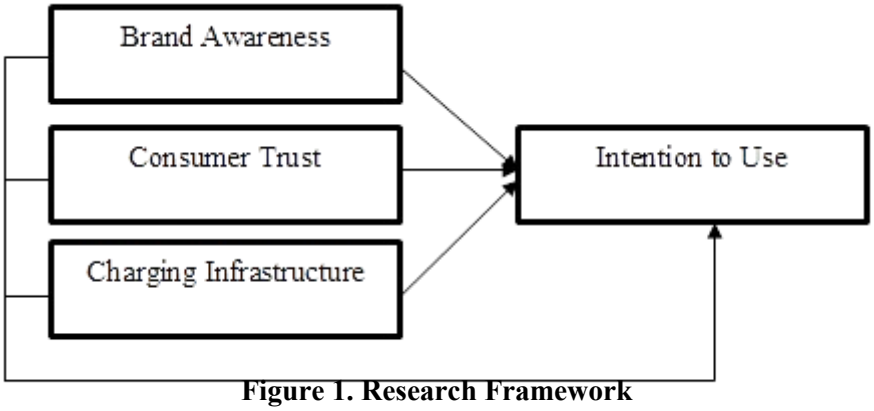


Figure 1. Research Framework

Hypothesis

Based on the theoretical review, brand awareness is expected to influence consumers' intention to use Wuling electric vehicles because familiar brands tend to create stronger consumer recognition and confidence. Consumer trust is also expected to influence the intention to use because consumers are more likely to adopt electric vehicles when they believe in product reliability, safety, and company credibility. Furthermore, charging infrastructure is expected to influence the intention to use EVs because accessible and adequate charging facilities reduce consumer concerns regarding the practicality of EVs. Therefore, the hypotheses proposed in this study are as follows:

H1: Brand awareness significantly affects consumers' intention to use Wuling electric vehicles in Medan City.

H2: Consumer trust has a significant effect on consumers' intention to use Wuling electric vehicles in Medan.

H3: The charging infrastructure significantly affects consumers' intention to use Wuling electric vehicles in Medan City.

H4: Brand awareness, consumer trust, and charging infrastructure simultaneously have a significant effect on consumers' intention to use Wuling electric vehicles in Medan City.

Population and Sample

The population in this study consisted of potential consumers of Wuling electric vehicles in Medan City. The target population included people aged 21 years and above, individuals who plan to own a four-wheeled vehicle, and those who have heard of or recognized the Wuling brand. Hidayat (2026) states that the sample is part of the population selected to represent the characteristics of the whole population. Because the exact number of potential consumers of Wuling electric vehicles in Medan City is unknown, the sample size was determined using the indicator-based sampling approach proposed by Hair et al. (2019), that is, the number of indicators multiplied by five to ten respondents.

This study used 16 indicators. Therefore, the minimum sample size was 16 × 5 = 80 respondents, and the maximum sample size was 16 × 10 = 160 respondents. Based on this calculation, the researcher distributed questionnaires to 160 respondents using purposive sampling techniques, where respondents were selected based on specific criteria relevant to the research objectives. However, only 96 questionnaires were returned completely and considered valid for further analysis.

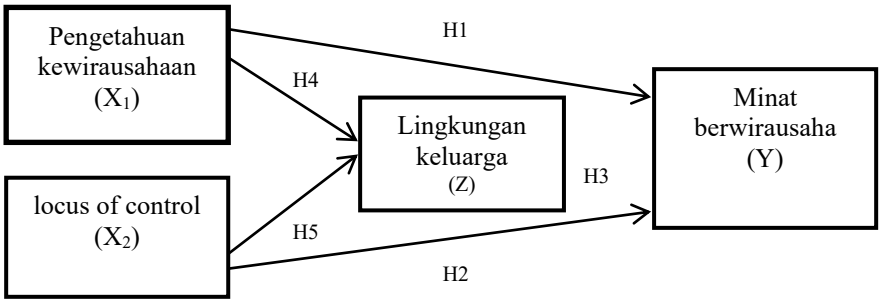
Analytical Techniques and Research Instruments

To complete this study, the researcher distributed questionnaires to respondents to collect the required data. The questionnaire used in this study employed a Likert scale to measure respondents' levels of

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agreement with statements related to brand awareness, consumer trust, charging infrastructure, and consumers' intention to use Wuling electric vehicles. The Likert scale ranged from strongly disagree to strongly agree.



The indicators of brand awareness included unaware of the brand, brand recognition, brand recall, and top of mind. Consumer trust indicators include reliability, honesty, concern for consumers, and credibility. The charging infrastructure indicators consisted of the availability of public charging stations, charging station usage, accessibility, and environmental benefits. The indicators of intention to use included transactional, referential, preferential, and explorative interests.

The analytical technique used in this study was multiple linear regression analysis. This statistical method aims to examine the relationship between two or more independent variables and a dependent variable. In this study, multiple linear regression analysis was used to determine the influence of brand awareness, consumer trust, and charging infrastructure on consumers' intention to use Wuling electric vehicles in Medan City.

The collected data were analyzed using the Statistical Package for Social Sciences (SPSS). Several statistical analyses were conducted, including descriptive statistics, validity tests, reliability tests, classical assumption tests, partial significance tests (t-test), simultaneous significance tests (F-test), and coefficient of determination (R^2). These analyses were carried out to ensure the validity and reliability of the research instrument and to examine the influence of the independent variables on consumers' intention to use Wuling electric vehicles in Medan City.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the influence of brand awareness, consumer trust, and charging infrastructure on consumers' intention to use Wuling electric vehicles in Medan City. The regression analysis results indicate that all independent variables have positive regression coefficients, meaning that improvements in these variables tend to increase consumers' intention to use the Wuling electric vehicles.

$$Y = -0.477 + 0.324X_1 + 0.097X_2 + 0.472X_3 + e$$

Based on the regression equation above, the constant value is -0.477, indicating that if the variables of brand awareness, consumer trust, and charging infrastructure are assumed to have a value of zero, then consumers' intention to use Wuling electric vehicles would be -0.477. This finding indicates that without the contribution of the three independent variables, consumers' intention to use electric vehicles tends to be very low.

The coefficient value of brand awareness is 0.324, meaning that every one-unit increase in brand awareness increases consumers' intention to use Wuling electric vehicles by 0.324 units, assuming other variables remain constant. This result indicates that stronger consumer recognition and familiarity with the Wuling brand positively contribute to consumers' intention to use electric vehicles.

Meanwhile, the consumer trust variable has a regression coefficient value of 0.097, indicating that every one-unit increase in consumer trust increases consumers' intention to use Wuling electric vehicles by 0.097 units, assuming other variables remain constant. Although the contribution is relatively smaller than that of the other independent variables, consumer trust still positively influences consumers' intention to use electric vehicles.

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The charging infrastructure variable has a regression coefficient value of 0.472, which is the largest coefficient among all the independent variables. This finding indicates that every one-unit increase in the availability and accessibility of charging infrastructure increases consumers' intention to use Wuling electric vehicles by 0.472 units, assuming other variables remain constant. This result demonstrates that charging infrastructure is the most dominant factor influencing consumers' intention to use Wuling electric vehicles in Medan City.

Partial Significance Test (t-test)

A partial significance test (t-test) was conducted to determine the individual influence of each independent variable on consumers' intention to use Wuling electric vehicles in Medan City.

Table 1. Partial Significance Test Results (t-test)

Variable	t-count	t-table	Sig.	Result
Brand Awareness	4.259	1.985	0.000	Significant
Consumer Trust	1.728	1.985	0.087	Not Significant
Charging Infrastructure	8.939	1.985	0.000	Significant

Based on the results above, the brand awareness variable has a t-count value of 4.259, which is greater than the t-table value of 1.985, with a significance value of 0.000, which is smaller than 0.05. Therefore, H_0 is rejected, and H_1 is accepted. This finding indicates that brand awareness has a positive and significant effect on consumers' intention to use Wuling electric vehicles in Medan. Stronger consumer recognition and familiarity with the Wuling brand tend to increase consumers' intention to use electric vehicles. Meanwhile, the consumer trust variable has a t-count value of 1.728, which is smaller than the t-table value of 1.985, with a significance value of 0.087, which is greater than 0.05. Therefore, H_0 is accepted, and H_2 is rejected. This indicates that consumer trust does not significantly affect consumers' intention to use Wuling electric vehicles in Medan City. Although consumer trust positively contributes to the intention to use, its influence is not statistically significant. The charging infrastructure variable has a t-count value of 8.939, which is greater than the t-table value of 1.985, with a significance value of 0.000 smaller than 0.05. Therefore, H_0 is rejected, and H_3 is accepted. This finding indicates that charging infrastructure has a positive and significant effect on consumers' intention to use Wuling electric vehicles in Medan City. The availability and accessibility of charging stations significantly increase consumers' confidence and intention to use electric vehicles.

Simultaneous Significance Test (F-test)

A simultaneous significance test (F-test) was conducted to determine whether brand awareness, consumer trust, and charging infrastructure simultaneously influenced consumers' intention to use Wuling electric vehicles in Medan City.

Table 2. Simultaneous Significance Test Results (F-test)

Variable	F-count	F-table	Sig.	Result
Brand Awareness, Consumer Trust, and Charging Infrastructure	106.627	2.70	0.000	Significant

Based on the testing results in Table 2, the F-count value is 106.627, while the F-table value with $df_1 = 3$ and $df_2 = 92$ at a significance level of 5% is 2.70. Because the F-count value (106.627) is greater than the F-table value (2.70), with a significance value of 0.000 smaller than 0.05, H_0 is rejected and H_4 is accepted. This finding indicates that brand awareness, consumer trust, and charging infrastructure simultaneously have a positive and significant effect on consumers' intention to use Wuling electric vehicles in Medan City.

These results demonstrate that the combination of strong brand awareness, consumer confidence, and adequate charging infrastructure collectively influences consumers' intentions to use electric vehicles. Therefore, improving these factors may significantly increase the public interest in adopting Wuling electric vehicles in Medan City.

Determination Test

The coefficient of determination test (R^2) was conducted to determine the extent to which brand awareness, consumer trust, and charging infrastructure explained consumers' intention to use Wuling electric vehicles in Medan City.

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Table 3. Coefficient of Determination Results

R	R Square	Adjusted R Square
0.881	0.776	0.769

Based on Table 3, the adjusted R Square value is 0.769. This value indicates that 76.90% of consumers' intention to use Wuling electric vehicles in Medan City can be explained by the variables of brand awareness, consumer trust, and charging infrastructure. Meanwhile, the remaining 23.10% was influenced by other variables outside the scope of this study.

These findings indicate that the independent variables used in this study strongly influence consumers' intention to use Wuling electric vehicles. Therefore, improvements in brand awareness, consumer trust, and charging infrastructure are expected to increase public interest in adopting Wuling electric vehicles in Medan City.

The results of this study indicate that brand awareness has a positive and significant effect on consumers' intention to use Wuling electric vehicles in Medan City. The t-test results show that the t-count value of 4.259 is greater than the t-table value of 1.985, with a significance value of 0.000, which is smaller than 0.05. These findings indicate that stronger consumer recognition and familiarity with the Wuling brand significantly increase consumers' intention to use its electric vehicles.

This finding is consistent with the theory proposed by Arianty and Andira (2021), which states that brand awareness reflects consumers' ability to recognize and remember a brand within a certain product category. Strong brand awareness may create familiarity and reduce consumer uncertainty toward products. In the context of electric vehicles, consumers who are more familiar with the Wuling brand tend to perceive its products as more reliable and trustworthy. This result also supports previous studies that found that strong brand awareness positively influences consumers' interest and behavioral intentions toward technology-based products and automotive innovations.

The results of this study also indicate that consumer trust does not significantly affect consumers' intention to use Wuling electric vehicles in Medan City. The t-test results show that the t-count value of 1.728 is smaller than the t-table value of 1.985, with a significance value of 0.087, which is greater than 0.05. Although consumer trust has a positive regression coefficient, its influence was not statistically significant.

This finding indicates that consumers in Medan City may still have doubts regarding electric vehicle technology, particularly related to battery durability, maintenance systems, resale value, and long-term reliability. Electric vehicles are still relatively new in the Indonesian automotive market, causing some consumers to hesitate despite having a positive perception of the Wuling brand. This result differs from that of several previous studies that identified consumer trust as a dominant factor influencing purchase intention and technology adoption. However, in this study, consumer trust was not the main determinant influencing the intention to use electric vehicles.

Meanwhile, charging infrastructure has a positive and significant effect on consumers' intention to use Wuling electric vehicles in Medan City. The t-test results show that the t-count value of 8.939 is greater than the t-table value of 1.985, with a significance value of 0.000, which is smaller than 0.05. In addition, charging infrastructure has the largest regression coefficient value among all independent variables, indicating that it is the most dominant factor influencing consumers' intention to use Wuling electric vehicles.

These findings indicate that the availability and accessibility of charging stations are crucial in encouraging electric vehicle adoption. Consumers tend to feel more confident using electric vehicles when charging facilities are available, accessible, and easy to use. Limited charging infrastructure may create range anxiety, namely concerns about running out of battery power before reaching the charging stations. Therefore, improving the charging infrastructure may significantly increase consumers' confidence and willingness to adopt electric vehicles in their daily lives.

Brand awareness, consumer trust, and charging infrastructure have a positive and significant effect on consumers' intention to use Wuling electric vehicles in Medan City. The F-test results show that the F-count value of 106.627 is greater than the F-table value of 2.70, with a significance value of 0.000 smaller than 0.05. Furthermore, the coefficient of determination results indicate that 76.90% of consumers' intention to use Wuling electric vehicles can be explained by the three independent variables used in this study.

Overall, the findings of this study demonstrate that external environmental and marketing factors significantly influence consumers' intentions to adopt electric vehicles in Medan City. Among all variables, charging infrastructure is the most dominant factor because consumers place high importance on practicality, charging accessibility, and convenience before deciding to use electric vehicles. Therefore, collaboration

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between automotive companies, government institutions, and infrastructure providers is necessary to accelerate the development of electric vehicle ecosystems and increase the public adoption of electric vehicles in Indonesia.

CONCLUSIONS

Based on the results of this study, it can be concluded that brand awareness has a positive and significant effect on consumers' intention to use Wuling electric vehicles in Medan City. This finding indicates that stronger consumer recognition and familiarity with the Wuling brand can increase consumers' interest in using electric vehicles. Consumers who are more familiar with the Wuling brand tend to have greater confidence in and willingness to adopt Wuling electric vehicles.

Consumer trust has a positive but insignificant effect on consumers' intention to use Wuling electric vehicles in Medan City. Although consumers generally have positive perceptions of Wuling electric vehicles, trust has not yet become a dominant factor influencing the intention to use them. This indicates that consumers may still have doubts about battery durability, maintenance systems, long-term reliability, and other technical aspects of electric vehicles.

Meanwhile, charging infrastructure has a positive and significant effect on consumers' intention to use Wuling electric vehicles in Medan City. This variable is also the most dominant factor influencing the intention to use because consumers consider the availability and accessibility of charging stations as important supporting factors in electric vehicle adoption. Adequate charging infrastructure increases consumer confidence and reduces concerns regarding the practicality of electric vehicles.

Brand awareness, consumer trust, and charging infrastructure have a positive and significant effect on consumers' intention to use Wuling electric vehicles in Medan City. The coefficient of determination results indicate that 76.90% of consumers' intention to use can be explained by these three variables, while the remaining 23.10% is influenced by other variables outside the scope of this study.

RECOMMENDATIONS

Based on the findings of this study, several recommendations are proposed. First, Wuling Motors should strengthen brand awareness strategies through intensive promotion, digital marketing activities, public education programs, and participation in automotive exhibitions to improve public familiarity with Wuling electric vehicles.

Second, Wuling should improve consumer trust by providing clear information on battery durability, vehicle safety, after-sales services, warranty systems, and maintenance facilities. Improving transparency and customer service quality may increase consumers' confidence in electric vehicle technology.

Third, the government and related stakeholders should continue expanding charging infrastructure facilities, especially public electric vehicle charging stations (SPKLU), in strategic areas throughout Medan. The availability of accessible charging infrastructure is essential for reducing consumer concerns and supporting electric vehicle adoption.

Finally, future researchers are encouraged to examine additional variables, such as price perception, environmental awareness, lifestyle, government incentives, perceived usefulness, and technological readiness, to develop a more comprehensive understanding of the factors influencing consumers' intention to use electric vehicles in Indonesia.

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