

***Influence of Product Quality, Electronic Word of Mouth, and Price on
Purchase Intention In Electric Car Products in Jabodetabek***

By Muhammad Luthfi Agam

Abstract

Increasing air pollution and greenhouse gas emissions are driving the need for environmentally friendly vehicles. Electric cars are a potential alternative with various advantages. Therefore, currently, various countries in the world are competing to adopt electric vehicles (EV). This research was conducted with the aim of analyzing the influence of product quality, electronic word of mouth, and price on purchase intention in Electric Car products in Jabodetabek. This research is quantitative research and the sample that has been determined is people who are active in the Jabodetabek area with a sample size of 100 respondents. The sampling technique was carried out using non-probability sampling with a purposive sampling method. Data was collected using a questionnaire analysis, techniques used descriptive statistical data analysis strategies and analysis was carried out using the SmartPLS 3.0 application. The results of this research show that: (1) Product quality has a significant and positive effect on purchase intention, (2) electronic word of mouth has a positive and significant effect on purchase intention, and (3) price has a positive and significant effect on purchase intention.

Keywords: *product quality, electronic word of mouth, price, purchase intention*

Pengaruh Kualitas Produk, *Electronic Word of Mouth*, dan Harga Terhadap Minat Beli Mobil Listrik di Jabodetabek

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Abstrak

Peningkatan polusi udara dan emisi gas rumah kaca mendorong kebutuhan akan kendaraan yang ramah lingkungan. Mobil listrik menjadi alternatif yang potensial dengan berbagai keunggulannya. Maka dari itu saat ini, berbagai negara di dunia berlomba mengadopsi kendaraan listrik atau electric vehicle (EV). Penelitian ini dilakukan dengan tujuan untuk menganalisis pengaruh kualitas produk, *electronic word of mouth*, dan harga terhadap minat beli pada produk Mobil Listrik di Jabodetabek. Penelitian ini merupakan penelitian kuantitatif dan sampel yang telah ditentukan yaitu masyarakat yang beraktivitas di daerah Jabodetabek dengan jumlah sampel sebanyak 100 responden. Teknik pengambilan sampel dilakukan dengan non probability sampling dengan metode purposive sampling. Pengumpulan data dengan menggunakan kuesioner, teknik analisis data menggunakan strategi analisis data statistik deskriptif dan dilakukan menggunakan aplikasi SmartPLS 3.0. Hasil pada penelitian ini menunjukkan bahwa: (1) Kualitas Produk berpengaruh positif dan signifikan terhadap minat beli, (2) *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli, dan (3) harga berpengaruh positif dan signifikan terhadap minat beli.

Kata Kunci: kualitas produk, *electronic word of mouth*, harga, minat beli