

EV Purchase Intention: Environmental, Infrastructure, and Perceived Value Mediating Attitude

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Abstract: *The acceleration of electric vehicle (EV) adoption is critical for Indonesia’s green transition, yet consumer acceptance varies across regions. This study aimed to analyse the factors shaping EV purchase intention in D.I. Yogyakarta, with a focus on testing the mediating role of Attitude. Specifically, this research investigated the “attitude-behaviour gap” in Environmental Concern and the “range anxiety” anomaly related to Charging Infrastructure. This study employed a quantitative approach with an explanatory research design, involving 125 respondents in DIY collected via purposive sampling. Primary data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results indicated that the measurement and structural models were valid and reliable. Hypothesis testing revealed three main findings: (1) Environmental Concern had no direct effect on Purchase Intention, but had a significant effect through Attitude (complete mediation), confirming an attitude-behavior gap; (2) Charging Infrastructure surprisingly had a significant adverse effect on Purchase Intention, indicating that awareness of uneven SPKLU distribution in the DIY triggered range anxiety; and (3) Perceived Value was the strongest direct driver of Purchase Intention. The practical implication is that the government and PLN must prioritise the equitable distribution of SPKLU, while marketers should emphasise perceived value to accelerate EV adoption.*

Keywords: *Attitude; Charging infrastructure; Environment; Perceived value; Purchase Intention*