

Abstract

Electric Vehicles (EVs) are known to be one of the solutions to reducing carbon emissions in an attempt to decrease global warming, which is a major problem in Jakarta. However, the adoption of EVs in Indonesia is still relatively low compared to other countries such as China. To accelerate the transition toward sustainable transportation, this study examines the socio-psychological factors influencing EV purchase behavior among Millennials in Jakarta, specifically analyzing the roles of Attitude Towards EVs, Environmental Concern, and Perceived Usefulness.

Utilizing a quantitative, cross-sectional survey design, data were gathered from 132 Millennial respondents in Jakarta and analyzed using SPSS software. The empirical results indicate that all three independent variables exert a positive and statistically significant influence on purchase behavior, thereby supporting all proposed hypotheses. Notably, Perceived Usefulness emerged as the most powerful determinant of EV adoption, whereas Environmental Concern exerted the weakest influence. These findings reveal that while urban Millennials acknowledge ecological threats, their purchasing decisions are primarily driven by functional utility and practical advantages.

Consequently, this research offers actionable strategic insights for policymakers and EV manufacturers to design targeted promotional campaigns and infrastructure incentives aimed at driving sustainable automotive adoption in Indonesia.

Keywords: EV Adoption, Millennial Consumer Behavior, Perceived Usefulness, Sustainable Transportation, DKI Jakarta.