

DAFTAR PUSTAKA

- [1] AISI, “Distribusi Domestik AISI Tahun 2024,” Asosiasi Industri Sepeda Motor Indonesia. Accessed: Jun. 18, 2024. [Online]. Available: <https://www.aisi.or.id/statistic/>
- [2] F. D. Muliawati, “Ramai Mobil Listrik, Jangan Kaget Konsumsi BBM RI Masih Besar,” CNBC. Accessed: Dec. 17, 2023. [Online]. Available: <https://www.cnbcindonesia.com/news/20230327122722-4-424780/ramai-mobil-listrik-jangan-kaget-konsumsi-bbm-ri-masih-besar>
- [3] X. Huang and J. Ge, “Electric vehicle development in Beijing: An analysis of consumer purchase intention,” *J. Clean. Prod.*, vol. 216, pp. 361–372, Apr. 2019, doi: 10.1016/j.jclepro.2019.01.231.
- [4] S. K. Huang, L. Kuo, and K. L. Chou, “The impacts of government policies on green utilization diffusion and social benefits - A case study of electric motorcycles in Taiwan,” *Energy Policy*, vol. 119, pp. 473–486, Aug. 2018, doi: 10.1016/j.enpol.2018.04.061.
- [5] I. R. S. Rahayu and A. Ika, “Jumlah Penggunaan Kendaraan Listrik di Indonesia Sudah 63.105 Unit ,” *kompas.com*, Jakarta, p. 1, Jun. 05, 2023. Accessed: Feb. 01, 2024. [Online]. Available: <https://money.kompas.com/read/2023/06/05/200000526/jumlah-penggunaan-kendaraan-listrik-di-indonesia-sudah-63.105-unit?page=all>
- [6] C. Budget Office, “Effects of Federal Tax Credits for the Purchase of Electric Vehicles,” Sep. 2012.
- [7] X. Zhang, X. Bai, and J. Shang, “Is subsidized electric vehicles adoption sustainable: Consumers’ perceptions and motivation toward incentive policies, environmental benefits, and risks,” *J. Clean. Prod.*, vol. 192, pp. 71–79, Aug. 2018, doi: 10.1016/j.jclepro.2018.04.252.
- [8] H. EBTKE, “Kendaraan Listrik, Aksi Nyata Wujudkan Energi Lebih Bersih dan Ramah Lingkungan,” *Direktorat Jenderal EBTKE* , Jakarta, p. 1, Oct. 20, 2022. Accessed: Sep. 17, 2023. [Online]. Available: <https://ebtke.esdm.go.id/post/2022/11/20/3347/kendaraan.listrik.aksi.nyata.wujudkan.energi.lebih.bersih.dan.ramah.lingkungan#:~:text=JAKARTA%20%2D%2D%20Pemerintah%20terus%20mendorong,konversi%20sejak%20satu%20tahun%20yang>
- [9] Perpres RI, *Peraturan Presiden Republik Indonesia No. 79 tahun 2023 tentang perubahan atas Perpres No.55 tahun 2019 tentang Percepatan Program Kendaraan Bermotor Listrik Berbasis Baterai (Battery Electric Vehicle) Untuk Transportasi Jalan*. 2023, pp. 1–22.

- [10] Permen RI, *Peraturan Menteri Perindustrian Republik Indonesia No.6 Tahun 2023 Tentang Pedoman Pemberian Bantuan Pemerintah Untuk Pembelian Kendaraan Bermotor Listrik Berbasis Baterai Roda Dua*. 2023, pp. 1–11.
- [11] Ferry Sandi, “Ada yang Baru, Ini 33 Motor Listrik Dapat Subsidi Rp 7 Juta,” *CNBC*, pp. 1–1, Sep. 22, 2023. Accessed: Dec. 17, 2023. [Online]. Available: <https://www.cnbcindonesia.com/news/20230922134211-4-474770/ada-yang-baru-ini-33-motor-listrik-dapat-subsidi-rp-7-juta>
- [12] PT Surveyor Indonesia, “SISAPIRa,” PT Surveyor Indonesia. Accessed: Dec. 17, 2023. [Online]. Available: <https://landing.sisapira.id/>
- [13] Brian Priambudi, “Resmi Ditutup, Motor Listrik Subsidi Tahun Ini Cuma Laku 5 Persen,” *uzone.id*. Accessed: Dec. 24, 2023. [Online]. Available: <https://uzone.id/motor-listrik-alva-mogok-bisa-langsung-klaim-garansi->
- [14] Kementerian Perindustrian, *Peraturan Menteri Perindustrian Nomor 21 Tahun 2023 tentang Perubahan atas Peraturan Menteri Perindustrian Nomor 6 Tahun 2023 tentang Pedoman Pemberian Bantuan Pemerintah Untuk Pembelian Kendaraan Bermotor Listrik Berbasis Baterai Roda Dua*. Indonesia: BN 2023 (676) : 8 hlm.; jdih.kemenperin.go.id, 2023, pp. 1–8. Accessed: Mar. 25, 2024. [Online]. Available: <https://peraturan.bpk.go.id/Details/268779/permenperin-no-21-tahun-2023>
- [15] K. Dalam Negeri, *Peraturan Menteri Dalam Negeri Nomor 1 Tahun 2021 tentang Penghitungan Dasar Pengenaan Pajak Kendaraan Bermotor dan Bea Balik Nama Kendaraan Bermotor Tahun 2021*. 2021, pp. 1–53.
- [16] PT Gesits Motor Nusantara, “Rekapitulasi Penjualan Gesits Melalui Aplikasi SISAPIRa Tahun 2023,” Jakarta, Jan. 2023.
- [17] B. Sun and V. G. Morwitz, “Stated intentions and purchase behavior: A unified model,” *International Journal of Research In Marketing*, vol. 27, no. 4, Dec. 2010, Accessed: Jun. 18, 2024. [Online]. Available: <https://www.sciencedirect.com/science/article/abs/pii/S0167811610000704>
- [18] X. Zhang, K. Wang, Y. Hao, J. L. Fan, and Y. M. Wei, “The impact of government policy on preference for NEVs: The evidence from China,” *Energy Policy*, vol. 61, pp. 382–393, Oct. 2013, doi: 10.1016/j.enpol.2013.06.114.
- [19] M. A. K. Septyadi, M. Salamah, and S. Nujiyatillah, “Literatur Review Keputusan Pembelian dan Minat Beli Konsumen Pada Smartphone : Harga dan Promosi,” *Jurnal Manajemen Pendidikan dan Ilmu Sosial*, vol. 3, no. 1, Feb. 2022.
- [20] P. Kotler and K. L. Keller, *Marketing Management*, 13th ed. Erlangga, 2016.

- [21] E. Wijaya, "Corporate Social Responsibility, Purchase Intention Dan Corporate Image Pada Restoran Di Surabaya Dari Perspektif Pelanggan," *Jurnal Manajemen Pemasaran*, vol. 3, no. 1, pp. 35–54, 2008, Accessed: Feb. 04, 2024. [Online]. Available: <https://jurnalpemasaran.petra.ac.id/index.php/mar/article/view/18079/17987>
- [22] D. Munawar, *Memahami Pengertian dan Kebijakan Subsidi dalam APBN*. Cimahi, 2013.
- [23] A. S. Soen, H. Sugianto, R. Theodorus, and S. A. Mapusari, "Subsidi di Indonesia," *WACANA EKONOMI (Jurnal Ekonomi, Bisnis dan Akuntansi)*, vol. 21, no. 1, pp. 84–92, Apr. 2022, doi: 10.22225/we.21.1.2022.84-92.
- [24] V. Singh, V. Singh, and S. Vaibhav, "A review and simple meta-analysis of factors influencing adoption of electric vehicles," *Transp. Res. D Transp. Environ.*, vol. 86, Sep. 2020, doi: 10.1016/j.trd.2020.102436.
- [25] M. F. N. Maghfiroh, A. H. Pandyaswargo, and H. Onoda, "Current readiness status of electric vehicles in indonesia: Multistakeholder perceptions," Dec. 01, 2021, *MDPI*. doi: 10.3390/su132313177.
- [26] P. Kotler, B. Molan, and B. Sarwiji, *Manajemen Pemasaran*, 11th ed. Jakarta, 2005.
- [27] M. Razak, *Perilaku Konsumen*. Makassar: Alauddin University Press, 2016.
- [28] P. Kotler and K. L. Keller, *Marketing Management, Thirteenth Edition*, Edisi ketiga belas. Penerbit Erlangga, 2008.
- [29] M. Sumarni and J. Soeprihanto, *Pengantar Bisnis (Dasar-Dasar Ekonomi Perusahaan)*, Edisi keempat. Liberty Yogyakarta, 1995.
- [30] L. R. Jones, C. R. Cherry, T. A. Vu, and Q. N. Nguyen, "The effect of incentives and technology on the adoption of electric motorcycles: A stated choice experiment in Vietnam," *Transp. Res. Part A Policy Pract.*, vol. 57, pp. 1–11, 2013, doi: 10.1016/j.tra.2013.09.003.
- [31] X. He, W. Zhan, and Y. Hu, "Consumer purchase intention of electric vehicles in China: The roles of perception and personality," *J. Clean. Prod.*, vol. 204, pp. 1060–1069, Dec. 2018, doi: 10.1016/j.jclepro.2018.08.260.
- [32] B. Lin and W. Wu, "Why people want to buy electric vehicle: An empirical study in first-tier cities of China," *Energy Policy*, vol. 112, pp. 233–241, Jan. 2018, doi: 10.1016/j.enpol.2017.10.026.
- [33] Z. Ling, C. R. Cherry, and Y. Wen, "Determining the factors that influence electric vehicle adoption: A stated preference survey study in Beijing, China," *Sustainability (Switzerland)*, vol. 13, no. 21, Nov. 2021, doi: 10.3390/su132111719.

- [34] C. Balijepalli, S. Shepherd, R. Crastes Dit Sourd, M. Farda, T. Praesha, and H. A. R. Lubis, "Preferences for electric motorcycle adoption in Bandung, Indonesia," *Urban Plan. Transp. Res.*, vol. 11, no. 1, 2023, doi: 10.1080/21650020.2023.2238033.
- [35] T. S. Rahmawati, Yuniaristanto, W. Sutopo, and M. Hisjam, "Development of a Model of Intention to Adopt Electric Motorcycles in Indonesia," *Automotive Experiences*, vol. 5, no. 3, pp. 494–506, Apr. 2022, doi: 10.31603/ae.7344.
- [36] Yuniaristanto, M. W. Dela Utami, W. Sutopo, and M. Hisjam, "Investigating Key Factors Influencing Purchase Intention of Electric Motorcycle in Indonesia," *Transactions on Transport Sciences*, vol. 1, pp. 54–64, 2022.
- [37] V. Herlina, *Panduan Praktis Mengolah Data Kuesioner Menggunakan SPSS*. Jakarta: PT Gramedia, 2019.
- [38] S. Arikunto, *Prosedur Penelitian : Suatu Pendekatan Praktik*, VII. Yogyakarta: PT Rineka Cipta, 2010.
- [39] Y. R. Renggo, "Metodologi Penelitian Kuantitatif Kualitatif dan Kombinasi," A. Munandar, Ed., Bandung: Media Sains Indonesia, 2020, ch. 4, pp. 43–54.
- [40] Ridhahani, *METODOLOGI PENELITIAN DASAR*, Cetakan pertama. Banjarmasin: Pascasarjana Universitas Islam Negeri Antasari Banjarmasin, 2020. Accessed: May 28, 2024. [Online]. Available: <https://idr.uin-antasari.ac.id/14146/1/DEPOSIT%20BUKU%20PROF.%20RIDHAHANI.pdf>
- [41] T. J. R. Sitinjak and Sugiarto, *Lisrel*, Pertama. Yogyakarta: Graha Ilmu, 2006.